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Problems and Countermeasures in Media Convergence Development: Postprint

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Abstract

Based on the current state of media convergence development, previous development concepts must be innovated and reformed. To address the challenges of integration between traditional and new media and the inadequacy of media convergence institutional frameworks, targeted countermeasures must be implemented. This involves correctly understanding innovative models for media convergence development, establishing a comprehensive regulatory system, and integrating the advantages of traditional media into new media, thereby steering media convergence toward the correct developmental trajectory.

Full Text

Preamble

Problems and Countermeasures in Media Convergence Development
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Abstract: Based on the current state of media convergence development, it is necessary to innovate and reform previous development concepts. Addressing the problem of ineffective integration between traditional and new media, as well as the phenomenon of incomplete media convergence systems, targeted solutions must be adopted. These include correctly understanding the innovative models of media convergence development, establishing comprehensive media convergence regulatory systems, and absorbing the advantages of traditional media into new media, thereby promoting the correct direction of media convergence.

Keywords: media convergence; innovation; problems; countermeasures

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1.2 Erroneous Perspectives on Innovation Models for Media Convergence

Current perspectives on media convergence development suffer from significant cognitive errors, as development plans are not formulated according to the unique characteristics of media convergence, causing innovative models to lose their purpose. The convergence process fails to comply with recently issued guidelines, and innovation in media convergence is approached with incorrect viewpoints that blindly pursue development speed while neglecting the practical application of innovation models. This serious detachment from reality ultimately restricts the development space of media convergence and prevents relevant enterprises from keeping pace with evolving trends. These erroneous perspectives hinder media convergence progress, diverting new media from its proper developmental path. There is excessive emphasis on innovating media convergence systems while ignoring the absorption of traditional media's strengths, resulting in innovation model structures that violate the inherent laws of media convergence development and conflate the concepts of new and traditional media. Such misguided views cannot facilitate rapid media convergence development. The failure to deeply implement innovation concepts gradually strips innovation of its practical significance, making it difficult to achieve expected outcomes. This indicates that current innovation models are deficient and cannot reach optimal development states.

Many enterprises and individuals fail to correctly comprehend the innovation models for media convergence development, preventing converged media from achieving a unified development vision. Long-term development cannot satisfy innovation requirements, undermining media convergence planning and generating numerous contradictions and uncertainties. Influenced by both internal environments and external conditions, many erroneous perspectives persist regarding innovation models for media convergence development, with considerable empiricism challenging media convergence concepts. Consequently, the resulting innovation models lack practical validation and cannot promote sustainable media convergence development.

1.1 Technical Limitations in Media Convergence

With China's rapid social development, information dissemination technology has advanced considerably. However, a shortage of specialized media convergence technical personnel has severely constrained the media convergence process, affecting its effectiveness, impeding smooth implementation, and hindering the progress of media convergence in China.

Based on analysis of current social development, smartphones have achieved

widespread penetration. Due to their convenience, people increasingly prefer using smartphones for reading. Surveys of smartphone readers reveal several persistent problems: First, inability to record reading positions leads to repeated exposure to identical news, reducing reader interest. Second, slow news retrieval speeds result in text-only content without loaded images or videos, negatively affecting viewing experiences and reducing news dissemination speed, thereby adversely impacting media convergence. In-depth analysis indicates that these problems primarily stem from technical limitations in media convergence. Relevant technical personnel cannot develop advanced technologies to track reading positions or utilize appropriate 4G technology and image/video processing techniques to improve reading speeds. These technical constraints negatively affect media convergence outcomes and restrict the pace of media convergence development in China.

1.3 Contradictions Between Traditional and New Media Integration

Numerous factors create substantial contradictions between traditional and new media, introducing instability that obstructs media convergence development and strips innovation models of practical significance. Some irreconcilable contradictions, once accumulated to a certain threshold, make traditional and new media integration extremely difficult. Without designing complete integration plans based on traditional media characteristics, new media business and development concepts deviate from appropriate trajectories. For developing enterprises, budgeting required funds becomes challenging, and many driven projects carry significant risks. This difficulty in integrating traditional and new media seriously constrains enterprise development space and causes irreparable financial losses. Once traditional and new media detach from market demands, substantial investments cannot be recovered. Without combining new media innovation characteristics to plan integration strategies, reasonable innovation projects cannot be formulated. Additionally, many unassessed innovation models are applied to media convergence, creating insurmountable contradictions in the integration process. The absence of formal innovation standards prevents new media from combining with traditional media. This paper proposes specific solutions to address these problems and contradictions.

2.1 Strengthening Research on Media Convergence Technologies

Based on the preceding analysis, current media convergence lacks relevant technical support. To achieve rapid, comprehensive, and effective media convergence development, technical developers must intensify research efforts. On one hand, developers should actively utilize big data to mine valuable information from archived news, enabling content presentation in more novel ways that capture audience attention, thereby accelerating news dissemination and promoting media convergence development. On the other hand, technical personnel must enhance their understanding of mobile internet technology to ensure audiences can improve browsing speeds and completely resolve interface refresh delays.

Since mobile networks are more expensive than wireless networks, technicians must also actively employ image and video processing technologies to minimize data consumption by images and videos. This enriches audience access to news content while reducing data usage during viewing, thereby securing strong audience support for media convergence.

2.2 Correctly Understanding Innovation Models for Media Convergence

Media convergence development cannot proceed without innovative thinking, which requires correctly understanding innovation models for media convergence. Integrating the latest development trends into innovation models, comprehensively analyzing the current state of media convergence, and formulating development plans based on past innovation experience are essential. Correctly understanding media convergence innovation models is crucial for demonstrating their practical application value, forming unified innovation plans, and ensuring forward momentum in media convergence development. Deeply integrating various modern elements with innovation models ensures smooth communication operations and fully leverages the role and advantages of innovation models, laying a solid foundation for media convergence development. Innovation models must comply with issued guidelines to avoid superficial innovation without substantive content. Important instructions and guidance should be transformed into media convergence innovation concepts, implemented thoroughly to break through traditional models. Correctly understanding media convergence innovation models requires discarding empiricism and subjective thinking to prevent erroneous cognition, applying implemented plans within innovation models to ensure rapid media convergence development.

2.3 Implementing Innovative Management Systems for Effective Media Integration

To resolve contradictions between traditional and new media, innovative management systems must be implemented to effectively integrate both media types and achieve optimal development outcomes. Applying innovative management systems in practice ensures their practicality and avoids formalistic management. According to the characteristics of new and traditional media, specific management methods should be adopted to combine the advantages of both media, achieving a qualitative leap. Only through innovative management systems can new technologies and businesses be managed efficiently and both media types be managed in a timely manner. Management systems lacking practical verification should not be applied to media convergence projects, as this fundamentally resolves contradictions, reduces media convergence risks, and promotes integrated development of both media types.

3. Conclusion

In summary, erroneous cognition regarding media convergence development innovation prevents new media from integrating with traditional media. To address this, we must follow recently issued development plans, intensify research on media convergence technologies, correctly understand media convergence innovation models, and actively implement innovative management systems to effectively combine both media types, thereby promoting media convergence in the correct direction.

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