

Analysis of Breakthrough Strategies for Traditional Television Media Under New Media Impact: Postprint

Authors: citrine

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Abstract

With the advent of the information era, the Internet has experienced rapid development, and simultaneously, new media derived from the Internet has also grown vigorously, characterized by rapid updates, abundant information, and efficient dissemination, thereby creating a favorable space for modern information transmission while exerting a tremendous impact on traditional television media. This paper analyzes the breakthrough strategies for traditional television media under the impact of new media and conducts an in-depth exploration, aiming to inject new vitality into traditional television media, enabling it to overcome the challenges of new media and usher in a new development landscape.

Full Text

Preamble

Title: Analysis of Breakthrough Strategies for Traditional Television Media Under the Impact of New Media

Abstract: With the advent of the information age, the Internet has experienced rapid development, and new media derived from the Internet has also achieved vigorous growth. Characterized by rapid updates, rich information, and efficient dissemination, new media has created a favorable space for modern information communication while simultaneously exerting tremendous impact on traditional television media. This paper analyzes the breakthrough strategies for traditional television media under the impact of new media and conducts in-depth discussions, hoping to inject new vitality into traditional television media and enable it to overcome the challenges posed by new media, ushering in a new phase of development.

Keywords: information age; traditional television media; breakthrough and strategy analysis

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Author: Huang Jing

2. The Impact of New Media on Traditional Television Media

Media has fundamentally transformed people's daily communication patterns and lifestyles. In the past, individuals primarily obtained information through television, radio, and newspapers. However, with the widespread 普及 of the Internet, people have become increasingly dependent on it as their main medium for daily information acquisition, which also better satisfies their everyday needs. Compared with traditional television media, new media grants people the freedom to choose and meets the diverse needs of various groups. Consequently, traditional television media must explore new development pathways to regain its prominent position.

2.1 Rapid Development of New Media

In recent years, as the Internet has become increasingly 普及, new media has entered a period of rapid development and has been incorporated into national strategies for information industry and cultural industry development. The scope of the new media industry has expanded continuously, and its influence has grown ever stronger. The Internet has gradually permeated every domain and aspect of our work and lives. By the end of 2016, China's total number of Internet users exceeded 800 million, with mobile Internet users reaching nearly 600 million. The continuous development of new media has been accompanied by the emergence of numerous industries, such as online video, live streaming, and online music. As online content becomes increasingly abundant, watching videos online has become the primary means for many office workers and students to obtain information and entertainment. According to reports, by the end of 2016, China's online video user base had reached 450 million. Traditional television media now faces enormous challenges [2].

1. Overview of New Media

New media represents a form of media and an environment that encompasses all digital media, including digital newspapers and magazines, digital television, mobile media, online media, and digitized traditional media. New media utilizes

satellites, wireless communications, broadband local area networks, the Internet, network technology, and digital technology to disseminate information through terminals such as digital televisions, mobile phones, and computers. New media must possess characteristics of value, originality, impact, and vitality. It satisfies people's needs for fragmented leisure time, fulfills their requirements for interactive entertainment anytime and anywhere, and provides users with stronger initiative and greater personalization in their media choices. The features of new media can be summarized as community-oriented, hypertextual, personalized, multimedia, shareable, massive in volume, and instantaneous.

The advantages of new media are primarily manifested in low-cost global dissemination, convenient retrieval, multimedia communication, hypertext, large information volume, rich content, rapid dissemination and updates, and low cost. Main categories include tech blogs, mobile media, IPTV, digital television, mobile TV, blogs, and podcasts. The characteristics of new media mainly include interactivity, targeting, real-time capability, and scarcity. New media offers advantages such as reducing information costs, enhancing audience initiative, and improving news timeliness [1].

2.2 Declining Viewership of Traditional Television Media

Compared with traditional media, new media possesses characteristics such as strong interactivity, instantaneous dissemination, massive information, and the ability to rewatch content—features that traditional television media lacks. These very characteristics attract diverse audiences. For example, office workers typically work from nine to five and have no time to watch traditional television programs during the day; by the time they finish work, their favorite programs have already aired. Since its inception, traditional television media has experienced prosperous development periods, but its current decline in status can be attributed to two main factors: First, television programs lack interactivity, preventing viewers from expressing their thoughts in a timely manner and failing to satisfy their psychological needs, making it difficult for them to engage interactively with programs. Second, traditional television program broadcasting is constrained by time limitations, preventing viewers from watching programs anytime and anywhere, which creates significant temporal constraints. This has led to a gradual increase in audience attrition, causing the viewership ratings of traditional television media to decline continuously—one of the primary reasons for the current downturn in traditional television media [3].

2.4 Integration with Traditional Television Media

With the rapid development of new media, traditional television media has faced tremendous challenges. The rise of new media has quietly transformed public dialogue patterns in mass communication. Audience groups no longer regard traditional television media as their primary means of communication; instead, an increasing number of people disseminate or receive information through the Internet or mobile phones, enabling them to gain widespread social attention in

a short time and promoting further transparency of information. Due to new media's characteristics of rapid information dissemination, strong interactivity, and massive information volume, coupled with its ability to leverage the advantage of repeated listening, targeted external publicity can effectively enhance the overall effectiveness of media outreach. Traditional television media will serve as the primary means for people to judge and reference the value of information [4].

3.3 Achieving Transformation of Traditional Television Media

The 21st century is an information age, and what is most lacking are innovative talents. As the saying goes, "To do a good job, one must first sharpen one's tools." Therefore, for traditional television media to develop rapidly, it must continuously introduce innovative talents and cultivate them. Furthermore, it should dispatch personnel to learn from innovative new media talents, exchanging strengths and weaknesses to achieve mutual exchange of knowledge, information, and technology. For example, when traditional television media disseminates information, it can appropriately rebroadcast audience thoughts and opinions on the information, communicating at various stages to enhance interactivity with the audience. It can also utilize other media, such as newspapers and journals, to amplify dissemination effects and influence. Additionally, it can adopt new media communication methods, ensuring both the quantity and quality of information in traditional television media to successfully achieve transformation [6].

3.1 Improving Content Quality

Although the characteristics of new media are evident, they also present numerous problems, such as hacker attacks, excessive openness, data loss, Internet addiction, malware, and viruses. Information disseminated by traditional television media possesses certain authority and does not suffer from these negative issues associated with Internet new media. For instance, China's nightly "Xinwen Lianbo" (News Broadcast) represents the state's use of traditional television media to guide public opinion and possesses the highest authority. Therefore, traditional television media can capitalize on this point: the information it disseminates is highly credible and generally plays a leading role in shaping public opinion. The depth of information dissemination by traditional television media is a major advantage compared to new media, which mostly provides simple descriptions that fail to satisfy audience needs for in-depth understanding. For example, traditional television media can leverage its social credibility to actively improve the quality of disseminated information, deeply explore the intrinsic depth of information to meet audience psychological needs, reduce the broadcasting of frivolous entertainment programs, and increase meaningful programs for children and adolescents, such as charity advertisements and educational programs [5].

3.2 Changing Communication Methods

According to data, in 2016, four out of every five households in China owned a television set, and television usage was significantly higher than computers and other devices. Therefore, traditional television media can promote its own development by grafting the advantages of new media. For example, it can fully utilize civilian resources by combining professional journalism with citizen journalism to enhance its credibility. It can conduct in-depth reporting on hot issues to strengthen its ability to guide public opinion. Simultaneously, traditional television media should reduce the amount of advertising 植入 and increase the number of programs broadcast. For both new media and traditional television media audiences, people watch programs, not advertisements. Currently, traditional television media's revenue primarily comes from advertising. Therefore, reducing advertising 植入 in traditional television media is essential. For traditional television media to regain rapid development, changing communication methods and shifting communication perspectives are matters of paramount importance.

4. Conclusion

In summary, we have gained a new understanding of the overview of new media, the impact of new media on traditional television media, and breakthrough strategies for traditional television media. We have also developed a profound understanding of improving content quality, changing communication methods, and achieving transformation of traditional television media. It is hoped that the exposition in this paper can provide effective assistance for the development of traditional television media, thereby enhancing its growth and enabling it to usher in a completely new phase.

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(Author's Affiliation: Fanxian Radio and Television Station)

Note: Figure translations are in progress. See original paper for figures.

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