

## Comparison, Convergence, and Development of Traditional and New Media in the Omnimedia Era: Postprint

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**Date:** 2023-10-08T00:00:00+00:00

### Abstract

Since the turn of the new century, information science and technology have developed rapidly, and communication media have gradually transitioned from traditional media to new media, demonstrating the extraordinary influence of new media. However, the relationship between new media and traditional media is not one of competitive elimination; rather, the integration of the two represents the development trend of the all-media era. This paper begins with a comparison and integration of traditional media and new media, rationally interprets all-media, and forecasts its future development.

### Full Text

#### A Comparative Study, Integration, and Development of Traditional and New Media in the Omnimedia Era

**Abstract:** Since the beginning of the new century, information science and technology have developed rapidly, and communication media have gradually transitioned from traditional media to new media, demonstrating the extraordinary influence of new media. However, the relationship between new media and traditional media is not one of competitive elimination; rather, their integration represents the development trend of the omnimedia era. This paper begins with a comparison and integration of traditional and new media, provides a rational interpretation of omnimedia, and looks forward to its future development.

**Keywords:** traditional media; new media; omnimedia; integrated development

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The emergence of media stems from human survival and development needs, with its fundamental function being to serve human life. Today, omnimedia has

become the development trend of China's media industry. As media communication continues to emerge with technological advancement, new media and traditional media are gradually integrating and interconnecting, enriching the connotation of omnimedia in the communication field. How to correctly understand and rationally develop omnimedia has become an important challenge.

## 1. The Concept of Omnimedia

Omnimedia refers to a new communication form that comprehensively utilizes text, images, sound, and light as expressive symbols to display communication content in a three-dimensional and all-round manner, and transmits information through multiple communication channels. In other words, omnimedia is a new communication form that emerges from the qualitative transformation of integrating different media forms based on the expressive means of both new and traditional media. First, traditional media constitute the main body for developing omnimedia, representing an inevitable choice for survival and development in the face of new media. Second, simply integrating multiple media forms without coordination and synergy cannot constitute true omnimedia. Third, omnimedia is committed to implementing multimedia communication

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

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