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New Media Development Path in the Digital Age (Post-print)

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Abstract

This paper investigates the developmental trajectory of new media in the digital era, with the primary objective of understanding the current state of digital era development and the evolution of new media within this context. On the basis of progressively enhanced comprehensive national strength, science and technology have achieved remarkable advancement, leading to the widespread application of new media across various societal sectors and attracting extensive attention from all quarters. In recent years, however, influenced by numerous factors, the development of new media in the digital era continues to face certain challenges that substantially hinder its rapid advancement. This study first analyzes the current developmental status of new media in the digital era, while placing particular emphasis on investigating its developmental pathways.

Full Text

Preamble

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Title: Development Path of New Media in the Digital Age

Abstract: This paper examines the development path of new media in the digital age, aiming to understand the current state of digital era development and the development of new media in this context. As the nation's comprehensive strength continues to grow, science and technology have advanced significantly, leading to the widespread application of new media across various social sectors and attracting broad attention. However, in recent years, influenced by numerous factors, new media development in the digital age still faces certain problems that substantially impact its rapid growth. This study first analyzes the current development status of new media in the digital age, while focusing on investigating its development pathways.

Keywords: Digital Age; New Media; Development Path

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1.3 False Information in New Media

Regarding the current development status of new media, it possesses certain advantages while simultaneously facing corresponding problems that affect its future healthy development [3]. In the digital age, false information is relatively prevalent in new media development. Since new media technology is primarily network-based and networks have inherent virtuality, network platforms dominated by new media may contain false information and fake users, causing significant information distortion. Furthermore, as new media continues to develop, the number of netizens has surged, and their quality varies across different regions. Although netizens have gained platforms to freely express opinions supported by new media technology, some individuals with insufficient comprehensive capabilities engage in rumor-mongering, and the growth of cyber violence is gradually affecting the healthy development of new media.

1.1 Advantages of New Media

New media is an emerging media technology in the digital age. An examination of its current development reveals that it offers numerous advantages over traditional media [1]. First, new media exhibits strong interactivity. During dissemination, it enables various forms of asynchronous communication, allowing information recipients to actively use and search for information activities online, thereby achieving asynchronous information dissemination through casual conversations and interactive games in media networks. Second, new media demonstrates appropriate compositeness. While traditional media exhibits singular characteristics in information dissemination, new media utilization via internet technology effectively breaks through this limitation by integrating text, audio, and other elements into dynamic dissemination formats.

1.2 Rapid Information Dissemination in New Media

Given the current state of scientific and technological development, network-based new media features relatively rapid information dissemination [2]. As people's material living standards continue to improve, new media technology has gradually integrated into daily life. Both the richness of content and the

volume of information disseminated by online new media far exceed those of traditional media. According to incomplete statistics, the maximum daily information volume of traditional media is less than one-quarter that of new media, indicating that traditional media's development is increasingly constrained in today's era of high-speed networks. In recent years, online new media in the information age has captured significant market share and achieved considerable scale. As the information age continues to evolve, new media technology is maturing, and through the development and utilization of high-tech solutions, the hardware technology supporting new media communication is becoming increasingly sophisticated, laying a foundation for its sustainable development.

2. Analysis of New Media Development Paths in the Digital Age

2.1 Enhancing the Expansion Capability of New Media Information Dissemination

Through analysis of new media's development environment, we can understand its inherent advantages and disadvantages. Therefore, in promoting new media development in the digital age, we must enhance its capacity to expand information dissemination scope. On one hand, when developing new media, we should strengthen our emphasis on it and recognize its importance in the digital age. Enterprises should increase financial investment in new media by developing their own mobile clients to gradually expand their information dissemination scope, thereby ensuring comprehensive information dissemination [4]. On the other hand, while improving expansion capabilities, we must also enhance dissemination quality by widely applying emerging technologies such as cloud computing to new media information dissemination and effectively combining text, images, and other relevant content to fully promote new media's dissemination capacity and facilitate its development in the digital age.

2.2 Fully Integrating Traditional Excellent Culture into New Media

Integrating China's traditional excellent culture into new media development represents another crucial measure for promoting its growth in the digital age. As a nation with a long history, many of China's traditional cultures can astonish the world. Incorporating ethnic and creative traditional culture into new media can enhance its national character and strengthen people's sense of belonging and identity. For example, the Spring Festival is a vital holiday in China, and the Spring Festival Gala is held to enable more countries to celebrate together. After the 2016 Gala was broadcast, its content was produced on DVDs and sold jointly on platforms like Amazon [5]. This phenomenon demonstrates how traditional Spring Festival folk culture can be fully integrated into internet information technology, prominently showcasing excellent traditional culture in new media development and enabling effective fusion with new media technology, ultimately fostering innovative new media development supported

by traditional culture.

2.3 Strengthening the Screening of Useful Information in New Media

During new media technology development, the rapid advancement of network technology has led to a daily increase in information volume, yet not all disseminated information is useful [6]. Therefore, in future new media development within the digital age, we must strengthen the screening of useful information. The digital age has made new media a relatively data-intensive industry, and through selecting useful information, we can explore deeper applications of new media information, ultimately promoting innovative development of new media technology. Traditional media dissemination tends to be singular and one-sided. In strengthening the screening process, we should fully utilize digital technology to contextualize diverse data, enabling its transformation into useful information during application, thereby promoting new media technology development in the digital age.

2.4 Achieving Effective Integration of Traditional and New Media

In the digital age, achieving effective integration of traditional and new media constitutes an important foundation for promoting new media technology development. In past development processes, traditional media occupied a crucial position in people's lives, and even under current circumstances where new media is rapidly developing, it has not completely replaced traditional media. This demonstrates that traditional media remains an important information dissemination method in society. Therefore, in promoting new media development, we should thoroughly analyze the strengths and weaknesses of both media forms, combine their respective advantages to achieve organic integration, leverage strengths while avoiding weaknesses, and build brand advantages for new media development. Additionally, based on understanding traditional media, we should facilitate its transformation toward new media to promote healthy new media development.

2.5 Strengthening the Cultivation of New Media Talent

In new media development, talent is a crucial factor influencing its growth capacity. Therefore, in the digital age, we must strengthen new media talent cultivation. On one hand, when recruiting talent, we should enhance recruitment management, adhere to merit-based selection principles, and hire professionals with strong capabilities and practical experience. Simultaneously, we should adopt a combination of written tests and interviews to comprehensively evaluate candidates, fundamentally ensuring the professional competence of hired personnel. On the other hand, for current employees, we should provide regular training based on their work schedules, covering methods, processes, and other aspects of new media work to fully enhance their professional capabilities and comprehensive qualities, laying a solid foundation for new media development in the digital age.

3. Conclusion

As economic and cultural development becomes increasingly globalized, the digital age is gradually emerging, with various information technologies widely applied across industries, providing tremendous convenience for people's lives. Meanwhile, new media technology has occupied an important position in production and daily life, yet due to the influence of traditional media, new media development in the digital age still faces considerable constraints. Against this backdrop, this study investigates the current development status of new media in the digital age and explores innovative development pathways primarily from the perspectives of information dissemination scope, traditional culture integration, and traditional-new media combination, hoping to provide valuable suggestions for future new media development.

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

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