

Post-Print Development of Traditional Media in the New Technological Environment

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Abstract

Since the 21st century, humanity has entered the information age amid continuous advancements in science and technology. With the evolution of the information age, network technology has been increasingly widely applied. For the media industry, traditional media has faced tremendous impact, while various new media forms have emerged in succession. How traditional media can achieve better survival and development in the new technological environment represents a key research focus for media-related industries. This paper analyzes the challenges encountered by traditional media in the new technological environment and explores corresponding development strategies.

Full Text

Abstract

Since the beginning of the 21st century, continuous scientific and technological development has ushered humanity into the information age. Under this era, network technology has become increasingly pervasive. For the media industry, traditional media has faced tremendous impact as various new media forms have emerged in succession. How traditional media can better survive and develop in this new technological environment has become a key research focus for media-related industries. This paper analyzes the problems encountered by traditional media in the new technology environment and explores development strategies for traditional media under these conditions.

Keywords: Traditional media; New technology environment; Problem analysis; Strategy exploration

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1. Problems Facing Traditional Media in Current Development

The current development landscape of the media industry presents significant disadvantages for traditional media. Since China's reform and opening up, the economy has achieved remarkable growth, and the internet has entered people's lives alongside advances in scientific technology and public awareness. Today, it has become an indispensable tool for work and daily life, severely constraining the development of traditional media in this trend. For instance, the newspaper industry was a primary media form in people's lives during the 1980s and 1990s, followed by television. However, since the start of the 21st century, the newspaper industry has experienced a downturn, with print media gradually being replaced by online media. Particularly given today's extensive application of network technology, people's basic needs—from clothing and food to housing and transportation—can all be met through online platforms. For newspapers as a traditional medium, competitiveness has essentially been lost, with many well-known publications struggling to survive. This is not only true domestically but also internationally, as even world-renowned newspapers such as *The New York Times* and *The Washington Post* have had to resort to selling buildings and laying off staff to maintain their operations.

Nevertheless, newspapers in China still retain some development space. First, they serve as a fundamental link between Party/government organs and the people. Second, in some third- and fourth-tier cities, the infrastructure for online media remains underdeveloped, leaving room for newspapers to persist. However, this development is only temporary; given current trends, online media will soon occupy the last remaining territory of the traditional media industry. Therefore, traditional media must ground itself in reality and accelerate the transformation of its economic development model, making transformation and upgrading an inevitable trend.

2. Development Strategies for Traditional Media in the New Technology Environment

Although online media has significantly constrained traditional media's development, the latter has not been replaced because it still possesses its own space for growth and necessity. While online media holds considerable advantages, it also has certain drawbacks. In today's information age, information dissemination channels have become increasingly diverse, with various digital and networked new media emerging. Compared to traditional media, these offer faster information transmission and broader coverage, creating substantial challenges. Yet within this complex network environment, contemporary traditional media faces both challenges and opportunities. By addressing core developmental issues and

actively transforming its development model, traditional media can achieve a different kind of growth.

2.1 Enhancing the “Credibility” of Traditional Media

Although online media is in a vigorous growth phase with advantages in broad information dissemination and rapid transmission speed, it also suffers from numerous shortcomings. The current online environment can only be described as “chaotic,” filled with various harmful information and content that subverts moral values. While people consult online information for many life issues, the proliferation of junk information has greatly diminished public trust in online content. The first major drawback of online media is its low barrier to entry, which results in substantial junk information and even fabricated content during dissemination.

In contrast, traditional media has a much higher entry barrier and consequently greater information credibility. Its sole disadvantage lies in lower timeliness compared to online media, as both television program production and newspaper printing require certain cycles. Under these new circumstances, traditional media can actively utilize new technologies to promote its own development and expand its information dissemination scope. Regarding news reporting, while online media selects hot topics and reports on incidents through multiple narratives (“one incident, many stories”), traditional media can broadcast information through television programs with a “one incident, one report, seek truth from facts” approach. Traditional media’s information sources can be either self-collected news materials or information drawn from online media, but such borrowing must be followed by in-depth development and strict accuracy verification. While online media tends to continuously exaggerate hot topics, traditional media must report on them truthfully and guide public opinion correctly. The key is to ensure not only the scope and timeliness of information dissemination but, more importantly, the authenticity of that information.

2.2 Promoting Innovation in Traditional Media Forms

Currently, China’s traditional media consists of three major carriers: newspapers, radio, and television. With the daily growth of online media, any single one of these three forms appears uncompetitive when viewed in isolation. However, when integrated and analyzed collectively, they possess incomparable advantages for traditional media, as all three carriers maintain higher credibility than online media. Moreover, each has distinct characteristics: radio primarily transmits information through sound, newspapers through text and images, and television through video.

Innovation in traditional media products can proceed based on these three categories. Radio mainly targets elderly audiences or special occupational groups—for instance, drivers interested in real-time traffic information and interesting news. Therefore, radio information dissemination can establish specialized plat-

forms for such content, with similar approaches for other audiences. Television has a broader audience, so program production should actively introduce advanced technology, using information technology to enhance television's expressive capabilities. Through refined editing and audio processing, television program quality can be ensured, creating differentiation from online media and thereby promoting innovation in traditional media forms.

2.3 Co-development of Multiple Media

Traditional media development in China is currently undergoing deep reform, with the trend shifting from single-medium operations to co-development across multiple media. This is a necessary process that Chinese traditional media must experience. Due to continuous impact from online media and changes in people's lifestyles, traditional media must adapt along with its audience. Under current ideological conditions, attempting to change people's lifestyles through media is clearly untenable. Mobile phones now serve not only as communication tools but also as mini-platforms for media information dissemination. Therefore, traditional media development must integrate with such new media forms. For newspapers, promotion can be conducted through mobile platforms. With the rapid development of new media, WeChat, Weibo, and forums have all emerged as new media forms in societal development. Though virtual, these platforms are real in their existence, and even a single video may attract widespread attention.

3. Conclusion

For both online and traditional media, information dissemination is undoubtedly the core of their work. Traditional media's sole advantage lies in its high credibility and strict requirements for information authenticity—news broadcast on television is considered trustworthy by the public, while information from online media is viewed with skepticism. Therefore, for traditional media to survive and develop in this new environment, it must guarantee its credibility advantage while pursuing product innovation and transformation of its development model.

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