

Research on Convergence Development Issues of Traditional and New Media: Postprint

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Abstract

At the current stage, with the continuous development of China's socialist market economy and the constant improvement of people's living standards and quality of life, higher demands have been placed on the development of the media industry. This paper proposes several effective measures and recommendations targeting the current development status and existing problems in the convergence of traditional media and new media, thereby gradually achieving the integration of traditional and new media and realizing the sound and rapid development of the media industry.

Full Text

Abstract

With the continuous development of China's socialist market economy, people's living standards and quality of life have steadily improved, placing higher demands on the media industry. This paper examines the current state and existing problems in the integration of traditional and new media, and proposes several effective measures and recommendations to gradually achieve their convergence and promote the sound and rapid development of the media sector.

1. Trend Analysis of Media Development in China

The media industry emerged to meet people's practical life needs. As China's scientific and technological capabilities have advanced, higher requirements have been imposed on the media sector, which has become a crucial vehicle and model for modern information transmission and exchange. In its early development, this information medium primarily manifested through traditional channels such as newspapers, radio, and television. Over time and through a long developmental history, the media industry has accumulated profound cultural heritage in both theory and practice, giving it unique advantages.

With the gradual improvement of China's social system, new media has emerged. This development is relative to traditional media and builds upon its foundation, encompassing internet, computer, mobile television, and digital newspapers and periodicals. This has created a situation where traditional and new media coexist. In this development process, while traditional media maintains a stable market share as an important vehicle for public service, new media has attracted greater attention. With the rapid development of information technology, the era when traditional media held absolute information dominance has ended. New media has become the mainstream direction, directly challenging traditional media by capturing its audiences and readership and expanding its own scale, thereby significantly impacting the status of traditional media. As one observer noted, "New media has made tremendous contributions to the development of human society, liberating people's minds, voices, and social participation." Thus, the integration, mutual development, and promotion of new and traditional media have become an inevitable social trend. Only through comprehensive, multi-dimensional media convergence can both forms achieve common development. The integrated development of China's media industry also represents a major transformation that should follow principles of survival of the fittest, continuous innovation, and new challenges to old paradigms.

2. Analysis of Advantages and Disadvantages of Traditional and New Media

Although China has achieved certain breakthroughs in traditional media development after years of progress, numerous persistent problems remain. Meanwhile, despite its shortcomings, new media possesses its own developmental advantages.

2.1 Traditional Media

Advantages: First, traditional media's greatest strength lies in its profound cultural accumulation developed over time, resulting in rich content and diverse forms. It possesses substantial resources in human, material, and financial capital. Traditional media organizations employ numerous high-level technical talents and professional knowledge, with editorial teams possessing extensive experience in news sourcing, processing methods, and distribution approaches. This combination of theory and practice ensures the correctness, richness, and authority of traditional media content. Additionally, traditional media development receives government support and guidance, including policy and financial backing. Second, traditional media commands a massive and relatively stable audience base. Under government influence, the general public has become more receptive to traditional media formats. Finally, traditional media features a well-established system and mature management institutions, having developed a complete set of scientific and rational operational protocols and mechanisms that enrich its content and forms to better satisfy mass audiences and improve ratings.

Disadvantages: Despite its achievements, traditional media suffers from several notable drawbacks. First, its technology update rate is low. After upgrades and transformation, resources have not been fully utilized, resulting in singular, lagging maintenance approaches. Many traditional media outlets continue using conventional technical methods and management systems, rendering them unable to withstand new media's impact. Second, its dissemination and development models are singular and backward, failing to meet actual audience needs. This monolithic traditional platform directly hinders upgrading and transformation, as audiences can only passively receive content, reducing development quality and limiting transmission speed and news timeliness. Third, in practice, newspapers are primarily text-based with few images and are constrained by layout limitations, resulting in monotonous formats and limited information volume that severely affects development. Television news programs are restricted by broadcast schedules, with singular content and forms that cannot cover all topics comprehensively, preventing immediate dissemination of relevant events and hot topics and yielding poor timeliness.

2.2 New Media

Advantages: New media's rapid development stems not only from absorbing traditional media's strengths but also from better meeting public demands by integrating scientific and technological advances and continuously updating techniques and methods. This improves development quality and provides reliable data support for accessing various effective resources, thereby optimizing new media's breadth and depth. New media also features strong interactivity with diverse forms and content, fundamentally changing outdated traditional models through innovation and practice. This eliminates singular, backward dissemination formats, enabling people to access large amounts of information quickly and express their opinions immediately, facilitating good interaction with audiences and enhancing media utility and effectiveness. Another major advantage is breaking time and space constraints to fundamentally integrate images, text, and video, improving overall effectiveness.

Disadvantages: New media's bidirectional communication mode blurs the distinction between broadcasters and recipients, making information review and management increasingly difficult. Due to its relatively late start, new media lacks distinctive identity, particularly in developing characteristic programs, which constrains its further improvement. In summary, both new and traditional media have their respective strengths and weaknesses, especially regarding depth, but their organic integration can enhance the quality and effectiveness of the entire media industry's development [2].

3. Effective Strategies for the Integration of Traditional and New Media

In the integration process, innovation in convergence models and trends is needed to address existing shortcomings. Audiences can establish their own web platforms incorporating personalized concepts to achieve new media development. New media can also enable information transmission by integrating multiple methods and forms to improve quality, optimize structure, and enhance effectiveness. Simultaneously, media professionals' competence must be improved through learning, reference, exchange, and innovation to elevate professional standards. The media industry should strive to enhance staff quality to optimize traditional industry quality and effectiveness [3].

4. Conclusion

In summary, with China's socialist market economy development and improving living standards, people demand richer spiritual lives alongside material abundance. Integrating traditional and new media promotes their mutual convergence and development, improving integration quality and optimizing outcomes. In conclusion, achieving successful media integration requires joint efforts from all sectors to promote sound and rapid development of China's media industry.

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