

Analysis of Convergence Methods between Traditional and New Media: Postprint

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Abstract

With the development of social economy and science and technology, information globalization has led to more diversified information dissemination methods and increasingly abundant information acquisition channels. In the context of big data, the application of new media has gradually become widespread, causing substantial impact on the traditional media market. As market competition intensifies, traditional media and new media have exhibited a trend of mutual integration. However, due to limitations in understanding communication technologies, ambiguous concepts of media convergence, and inherent defects in media management systems, the integration process has largely been confined to the grafting of content and forms. Therefore, this study will elucidate the current state of integration by examining the concepts, respective advantages, and limitations of traditional and new media, and subsequently discuss scientifically rational approaches to convergence.

Full Text

Analysis of Integration Methods Between Traditional and New Media

Abstract: With the development of social economy and science and technology, the globalization of information has diversified information dissemination methods and enriched information acquisition channels. Against the backdrop of big data, the application of new media has become increasingly widespread, exerting significant impact on the traditional media market. As market competition intensifies, a trend of mutual integration has emerged between traditional and new media. However, due to limited understanding of communication technologies, vague concepts of media convergence, and inherent defects in media management systems, the integration of traditional and new media has largely remained limited to superficial grafting of content and form. Therefore, this

study elaborates on the current status of integration by examining the concepts, respective advantages, and limitations of traditional and new media, and discusses scientific and rational approaches to integration.

Keywords: new media; integration; traditional media

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New media refers to a new form of media relative to traditional newspapers, broadcasting, and television. Due to its strong interactivity and rapid dissemination speed, it has gradually captured the media market, posing a certain impact on the development of traditional media [1]. However, traditional media possesses advantages that new media lacks, such as strict organizational management, clear social responsibility, and solid professional strength. Therefore, integrating traditional media with new media to form complementary advantages will contribute to the continuous prosperity and development of the media industry.

1. Concepts of Traditional and New Media

Media generally refers to carriers and platforms for information dissemination; anything that provides platform support for information transmission can be called media. Based on chronological order, they can be divided into: print media, broadcasting, film and television, and online media. New media refers to new media forms that have emerged with the support of wireless communication technology. In the narrow sense, new media refers to the collection of new media that, after World War II, utilizes digital networks, civilian communication networks, and information processing technology, with information institutions as the main body and digital information terminals as output devices, to provide various entertainment services and interactive information for profit. In the broad sense, new media refers to the general term for new information media that rely on digital technology, network information technology, and communication technology, such as the Internet, WeChat public platforms, and digital television. As science and technology continue to innovate, new media technology has also developed rapidly, impacting the traditional media market and prompting media institutions to undergo deep reforms, which is beneficial for the development of the media market.

2. Advantages and Limitations of Traditional and New Media

2.1 Traditional Media

Traditional media has an early start and a long development history, during which it has accumulated a large amount of callable resources. Moreover, traditional media has a professional management and operation team, with strict systems for information collection, editing, review, and publication, which can effectively guarantee the timeliness and authenticity of information. Second, traditional media serves as a window for government departments to publicize policies and guidelines, enjoying policy preferences and financial support, with good accessibility to authoritative materials, which helps establish the authority and credibility of news dissemination. In addition, due to long-term operation, traditional media has strong brand influence and recognition, and its authoritative image cannot be surpassed in the short term.

The limitations of traditional media are first reflected in the lag of dissemination speed. Slow technology updates and long equipment maintenance and upgrade cycles result in significantly lower dissemination speed compared to new media. Second, there is insufficient dissemination breadth. Traditional media such as radio and newspapers have limited coverage, resulting in limitations in dissemination scope. Furthermore, the content forms are relatively monotonous. For example, print media is constrained by printing and layout limitations, with relatively monotonous forms of expression, mostly linear one-way communication, where the audience lacks channels to express opinions and viewpoints, limiting the richness of media information.

2.2 New Media

The advantages of new media are first reflected in its extremely strong inclusiveness and openness. With the development and popularization of information networks, it enables audiences to obtain information resources in a timely manner, satisfying the needs of information seekers for in-depth observation and continuous attention to news events. Second, the dissemination of new media information content can be expressed through various forms such as audio, pictures, text, and video, creating strong audio-visual sensory impact, enabling timely interactive communication with the audience, and enhancing media dissemination vitality. In addition, new media can fully cater to modern audiences' reading habits of "fragmented reading" and "shallow reading," changing the time-space dependence of traditional media. After simple editing and processing, new media can be disseminated and published, effectively ensuring the timeliness of information resources [2].

Due to its shorter development time compared to traditional media, new media generally lacks distinctive content sections. The content disseminated by new media mostly originates from distinctive modules of traditional media, and click counts have certain inflated numbers. Second, due to the openness of informa-

tion, new media has diverse information sources, which affects the authority of information content and cannot guarantee authenticity. In addition, when irrational voices and negative messages reach a certain volume in evaluating events or things, it can easily cause confusion in public opinion and impact social stability.

3. Current Status of Traditional and New Media Integration

Because new media information is diverse, timely, and fast, it has brought certain impact to traditional media, making the integration of old and new media of great significance. However, in the specific integration process, there are a series of problems.

3.1 Insufficient Mutual Leverage

Initially, the relationship between new media and traditional media was one of simple copying of resources. Media integration focused on traditional media's information resources, while new media only served as an extension platform for traditional media, lacking information collection and self-editing capabilities—the two were in a subordinate relationship. In addition, traditional media's awareness of leveraging is insufficient, failing to effectively learn from new media's advantages, and traditional media cannot effectively adapt to new media technology to build its own platforms and development models, resulting in audience migration, market share reduction, and decreased public opinion influence.

3.2 Imperfect Management System

Traditional media lacks rational and effective human resource allocation. Its strict management system creates certain loopholes in organizational structure and staffing, which is not conducive to work coordination and affects work efficiency. The relevant laws and regulations for new media management are not perfect, affecting the stability of market operations, and the industry lacks professional operation norms, thus making the phenomenon of seeking quick success and instant benefits widespread in new media development. In addition, during the media integration process, the issue of priority in information source dissemination has not been properly resolved, thus limiting effective integration.

3.3 Unclear Ultimate Integration Goals

The core technology for new media development relies on the level of scientific and technological development, which has always been in a fundamental position. As the level of science and technology advances, the new media development process continues to accelerate, causing relevant media researchers' studies to lag behind, resulting in a lack of research on new media ideology. Therefore, the integration goals of traditional and new media cannot be effectively aligned,

and the boundaries of integration concepts are vague, unable to play a positive guiding role in practice. The fast information dissemination speed of new media and the high professionalism and credibility of traditional media cannot be effectively integrated, preventing the formation of complementary advantages and negatively affecting the media integration process.

3.4 Low Comprehensive Quality of Media Practitioners

The comprehensive skills and professional knowledge level of practitioners have an important impact on their work. Traditional media staff do not fully grasp the professional technology applications in the new media industry, while some new media staff lack deep understanding of traditional media, causing lagging integration and lack of technical connection. The reason is that the core technology inventions of new media mostly come from the computer communication industry, thus media researchers and practitioners lag in grasping and recognizing new media technology, thereby affecting the scientific positioning of media integration and the clear formulation of development strategies.

4. Integration Methods for Traditional and New Media

Both traditional and new media have their own advantages and limitations. Their effective integration can optimize resource allocation, enrich dissemination channels, and improve dissemination speed. Moreover, reasonable integration helps build all-media platforms, promote the increase of new media's information coverage and social influence, and thus promote the overall development of the media industry.

4.1 Content Integration

Information resource content is an important carrier for the integration of new media and traditional media, directly affecting the core competitiveness of media institutions. Traditional media has a long development history, with good editing, reporting, and brand influence. By combining with new media's advanced technology, it can effectively improve service quality and market competitiveness. The integration of old and new media should take information authenticity and objectivity as prerequisites. Through the integrated use of pictures, text, sound, and video, information resource content can be disseminated through multiple forms to increase social influence and authority. During the reporting process, media institutions should use new media channels to timely process audience feedback, discuss and adopt reasonable suggestions, promote continuous program improvement, thereby enhancing user experience quality, increasing dissemination effects, and improving market competitiveness.

4.2 System Reform Integration

At present, the integration between traditional media and new media is only simple addition rather than real integration. Therefore, deepening system re-

form to promote scientific and rational integration is of great significance. First, the top management of traditional media and new media should fully recognize the necessity and importance of integration, reorganize and integrate new media departments and traditional media departments, make information collection, editing, publishing, and transmission into an organic whole to maximize resource utilization. Second, they should break thinking boundaries. Traditional media executives should require themselves with new media thinking, continuously learn and improve professional skill levels, lay the foundation for the completion of all-media platforms, and realize the transformation from model addition to compatibility.

4.3 Terminal Integration

The integration of old and new media can effectively expand the information coverage of media institutions, reduce dissemination costs, improve the timeliness of information resource dissemination, and enhance interactivity with audience groups. The realization of terminal integration can effectively promote the construction of all-media platforms, and one important current direction is digitalization. For example, the popularization of digital television uses satellites to achieve wireless communication and transmits interactive information through ADSL broadband media, enabling traditional television to have functions such as Internet access, large-screen display, and digital transmission. Moreover, digital television uses image overlay technology to make graphic information more beautiful, clear, and refined, enhancing user experience, increasing dissemination effects, and improving market competitiveness of media dissemination.

4.4 Market Integration

In the all-media era, the market integration of new media and traditional media is the requirement of information integration and diversification. The integration belongs to a “push-pull” process, where “push” refers to using different channels and media forms to disseminate traditional media information content, while “pull” refers to exploring new demands of traditional media users during the integration process, effectively promoting the development of the media industry and laying a solid foundation for new business models. For traditional media, during the integration process, it can make full use of new media’s high technologies, such as digital technology and network technology, to promote transformation and upgrading. The effective integration of the two promotes the emergence of digital products, the audience receives a new media model, and market competitiveness is enhanced.

5. Conclusion

Traditional and new media each have advantages and limitations. Their effective integration can optimize resource allocation, enrich dissemination channels, and improve dissemination speed. As the application of new media becomes increas-

ingly widespread, the space for traditional media is gradually shrinking, making it an urgent issue to expand the development space and influence of traditional media. New media has the advantages of wide information dissemination and fast speed, while traditional media has advantages such as good brand effect and content specialization. Therefore, the mutual integration of the two is conducive to the stable and healthy development of the media industry.

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