

Analysis of the Current Situation and Innovative Paths for the Convergent Development of Traditional and Emerging Media: Postprint

Authors: Peng Junlin

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

Abstract

The arrival of the converged media era demands that traditional media actively integrate with emerging media and innovate traditional development models. This paper employs literature analysis and deductive reasoning to expound on the necessity of integrated development between traditional and emerging media, and analyzes the current state of development. Finally, drawing upon the author's work experience, this study explores innovative pathways for the integrated development of traditional and emerging media, aiming to provide references for relevant personnel and meet the development requirements of converged media. Through this research, the study finds that the integration between traditional and emerging media has become an inevitable trend; only through deep integration can they compensate for each other's shortcomings and enhance the stability of the media industry's development.

Full Text

Preamble

Abstract: The era of media convergence demands that traditional media actively integrate with emerging media to innovate conventional development models. This paper employs literature analysis and deductive reasoning to elucidate the necessity of integrated development between traditional and emerging media, analyze the current state of development, and finally, drawing on the author's professional experience, explore innovative pathways for this integration. The aim is to provide references for relevant practitioners and meet the developmental requirements of converged media. This study finds that integration between traditional and emerging media has become an inevitable trend; only through deep integration can their respective shortcomings be compensated for, thereby enhancing the stability of the media industry's development.

Keywords: traditional media; emerging media; media convergence development; industry system

Classification Code: G206

Document Code: A

Article ID: 1671-0134(2019)07-054-02

DOI: 10.19483/j.cnki.11-4653/n.2019.07.014

By Peng Junlin

Against the backdrop of rapid emerging media development, the entire media industry has undergone significant transformation. These changes have substantially increased the challenges facing traditional media. To resolve this predicament, traditional media must actively break away from previous business concepts, thoroughly analyze the advantages of emerging media, and proactively incorporate them into their own development. Through this mutual integration approach, they can effectively adapt to the development trends of the new era and further lay the foundation for the media industry's progress.

1. The Necessity of Integrated Development Between Traditional and Emerging Media

Based on the application and popularization of Internet technology, the new media era has arrived and is gradually transitioning into an era of media convergence. The necessity of integration between traditional and emerging media is primarily manifested in the following aspects: (1) Actual audience demands. Currently, people can access relevant information through multiple channels, leading to continuously increasing demands for spiritual and cultural content. Faced with the trend of fragmentation and diversion in the Internet context, media content should focus on social interaction and convenient, efficient information to attract audiences—goals that traditional media cannot achieve on their own, thus necessitating the full utilization of emerging media's important role [1]. (2) Innovation in communication methods. Due to the Internet's strong interactivity and sharing capabilities, it has profoundly influenced people's thinking patterns. From the perspective of Internet technology, only by continuously improving the sensitivity of communication technologies can innovation in communication content and carriers be achieved, breaking away from traditional media communication methods. (3) Requirements for new patterns. In the new era, emerging media is in a state of vigorous development, simultaneously forming an entirely new pattern of multimedia convergence. Confronted with this situation, only by integrating with emerging media can traditional media meet challenges, seize opportunities, and align with industry development trends [2].

2. Current Status of Integration Development

2.1 Lack of Top-Level Convergence Design

For the integration of traditional and emerging media, comprehensive design and planning are typically required during the initial stages of mutual convergence. However, the current situation reveals that during the convergence process, traditional and emerging media have not conducted in-depth top-level design. This factor severely impacts the ultimate effectiveness of media convergence. Currently, numerous traditional media organizations continue to explore and make efforts, meaning that their awareness of media convergence is continuously strengthening. Nevertheless, they lack strategic planning thinking in concrete development, perceiving the Internet merely as a “tool” for information dissemination. These media organizations have failed to conduct rational planning for the integration of traditional and emerging media during the convergence process, and some even exhibit impatience. In essence, while the intention to converge exists, practical innovation strategies are lacking, preventing the achievement of desired outcomes [3].

2.2 Institutional Conflicts Between Systems

At present, a state of “convergence without integration” exists between traditional and emerging media. This phenomenon arises because fundamental conflicts and limitations between traditional and emerging media systems have not been eliminated at the institutional level. In the current Internet era, previous systems cannot satisfy the specific demands of convergence development, necessitating active institutional adjustments to lay the foundation for realizing traditional and emerging media integration. Under normal circumstances, there exists a very close relationship between the incremental departments and stock departments within traditional media enterprises, while simultaneously presenting conflicts of interest. The contradictions between new and old systems are remarkably prominent. If this issue cannot be properly resolved during convergence development, numerous phenomena of fragmented operations will emerge, eventually restricting the integration between traditional and emerging media [4].

2.3 Severe Resource Deficiencies Across All Dimensions

The integration of traditional and emerging media requires substantial resource support, including human resources, technical resources, and financial resources. However, in the current media industry development, severe shortages of corresponding resources have placed the integration of traditional and emerging media in a difficult position. In reality, many pressing problems remain to be solved in the integration of traditional and emerging media. Media convergence does not simply involve disseminating information from traditional mass media through the Internet; rather, it should leverage respective advantages to enhance information dissemination effectiveness. However, an obvious problem

of “superficial integration” still persists between traditional and emerging media. This phenomenon occurs because limitations exist in both financial and technological drivers, preventing the achievement of deep integration. True convergence should involve “converging” in terms of thinking and concepts, and “integrating” in terms of technology and content. The phenomenon of “convergence without integration” indicates that traditional and emerging media have not achieved unification from multiple perspectives, ultimately affecting overall effectiveness.

3. Innovative Pathways for Convergence Development

3.1 Deepening Top-Level Convergence Design

Under the backdrop of traditional and emerging media integration, active top-level design for both new media and print media should be undertaken. Only in this way can the goal of integrated development be fundamentally achieved. The rapid development of the new era has weakened the inherent advantages of traditional media while continuously highlighting the advantages of new media approaches. Analyzing from the Internet perspective, traditional and emerging media should undergo reshuffling and deep integration to achieve complementary advantages. Therefore, top-level design for the integration of traditional and emerging media must be conducted from a holistic perspective [5]. Specifically, convergence development must proceed from two aspects: (1) Conduct overall planning for traditional and emerging media while simultaneously performing top-level design of concepts and thinking to facilitate the steady transformation of traditional media. In other words, traditional media should embrace big data thinking, platform thinking, and the status of new media, thereby gaining new development space through emerging media. (2) During the integration of traditional and emerging media, active resource integration must be conducted. In this phase, top-level design should constitute an entirely new integrated system, including management systems, communication systems, and organizational structures, providing strong support for subsequent stable development.

3.2 Innovating Inter-Industry Systems

To achieve integration between traditional and emerging media, traditional industry systems must be innovated. Only through this can the goals of optimizing structure and integrating resources be realized. During the process of media convergence development, corresponding Internet thinking must be present, while simultaneously conforming to the development trends of the convergence era, actively adjusting and enriching internal enterprise structures. Through this approach, the systems of traditional and emerging media can be streamlined, providing guarantees for convergence development. Specific innovation methods include: (1) Reengineering operational processes by utilizing the dissemination characteristics and audience reception habits of new media to achieve “secondary development” of information resources from traditional print media,

thereby creating high-quality content suitable for media convergence development. (2) Restructuring internal systems while establishing more comprehensive management mechanisms. Furthermore, work content corresponding to internal personnel and positions should be adjusted to comprehensively improve the rationality of resource allocation. (3) Continuously building a new pattern of public opinion guidance, breaking down information system barriers, and subsequently achieving information sharing between parties to promote the process of traditional and emerging media integration [6].

3.3 Providing Resources for Convergence Development

During the integrated development of traditional and emerging media, support in terms of human resources, technology, and funding should be intensified. If various resource types can continuously converge toward media organizations, they can produce multiplier effects during the integration of traditional and emerging media. First, regarding financial support, corresponding funding guarantee mechanisms should be constructed while establishing special funds for media convergence to resolve funding insufficiency issues. Second, regarding technical support, the important role of Internet technology should be fully leveraged to actively build unified dispatch platforms that can achieve multimedia collection and editing purposes, realizing the implementation of media convergence concepts. Finally, regarding human resource support, emphasis should be placed on cultivating all-media talents and new media talents, enabling them to establish consciousness of media convergence development, continuously enhance their various capabilities, and actively build a high-quality talent team.

In summary, analyzing the current era reveals that integration between traditional and emerging media possesses strong necessity; however, the current integration effects remain unsatisfactory. To address such issues, traditional and emerging media should make joint efforts to optimize top-level convergence design while simultaneously improving institutional content between industries. Moreover, resources from multiple dimensions should be reasonably utilized to lay a solid foundation for mutual integration, effectively enhancing the comprehensive strength of China's media industry.

References:

- [1] Zhi Tingrong. Media Convergence in the “Internet Plus” Era: Conceptual Definition, Evaluation Criteria, and Operational Path[J]. *Educational Media Research*, 2019(3): 26-29.
- [2] Lu Jianfeng. Policy-Guided Development and Technology-Driven Innovation—Reflections on the Current Path of Media Convergence Innovation Practice[J]. *Media*, 2019(8): 56-59.
- [3] Ding Hegen. Reverse Convergence: The Marginalization and Future Path of Journalism Under the Decline of Traditional Media[J]. *Journal of Northwestern*

Polytechnical University (Social Sciences Edition), 2019(1): 48-56.

[4] Shen Yan, Lin Baocheng, Li Beijia, et al. Research on the Construction of Integration Systems for Radio and Television Network Traditional and Emerging Media[J]. Cable Television Technology, 2019(2): 90-.

[5] Lei Haiying. Evolutionary Strategies for Radio and Television Networks to Realize Integrated Development of Traditional and Emerging Media[J]. West China Broadcasting TV, 2018(23): 66-67.

[6] Yue Qianqian. Research on Transformation and Upgrading to Promote Integrated Development of Traditional and Emerging Media[J]. Research on Transmission Competence, 2018, 2(34): 63.

(Author's Affiliation: Yanbian Radio and Television Station, Jilin Province)

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

Source: ChinaXiv — Machine translation. Verify with original.