

# *An effective path for the integration and development of traditional media under the new media environment*

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**Keywords:** New media, Traditional media, Fusion, Effective path

**Abstract:** With the rapid development of science and technology and the popularization of the Internet, new media has gradually emerged and become an important force for information dissemination. At the same time, the traditional media is also facing unprecedented challenges and opportunities. Under the new media environment, how to realize the integration and development of traditional media and new media has become an important topic in the current media industry. This paper first sorts out the necessity of the integration of new media and traditional media, then expounds the development status of traditional media under the new media environment, and finally innovates the content form, expands the advertising channel, and realizes the two-wheel drive; Differentiated positioning, strengthen the content innovation ecology and omni-channel integration, accurately touch many aspects, and deeply explore the effective path of traditional media integration and development, aiming at providing theoretical support and practical guidance for the transformation and upgrading of traditional media in the new media era.

Entering the all-media era, the national economy, politics and culture are showing a diversified development trend. New media, with its characteristics of immediacy, interaction and individuation, has quickly occupied the high ground of information dissemination, and is gradually changing people's way of obtaining information and social habits. At the same time, traditional media, as an important force of information dissemination, are experiencing unprecedented challenges and changes in the face of the impact of new media. In order to achieve sustainable development, traditional media must actively seek a way to integrate with new media. Traditional media still have irreplaceable advantages in content production and brand influence. Therefore, realizing the integrated development of traditional media and new media has become the key to enhancing the communication power, guiding power, influence and credibility of media.

## **1. The concept and characteristics of traditional media**

### **(1) Concept of traditional media**

Traditional media, as a mainstay in the long history of information dissemination, can be defined as a form<sup>[1]</sup> of media that releases information or provides educational and entertainment platforms to the public on a regular basis through certain mechanical devices or established channels. This category covers newspapers, magazines, radio, television and other classic media, which have played an important role in information dissemination and public opinion guidance in the past and even

today.

## **(2) Characteristics of traditional media**

### **1) Authority and credibility**

Traditional media, especially newspapers, television and radio, have high authority and credibility due to their long-term brand reputation and strict news gathering and editing procedures. The public often regards information released by traditional media as a reliable source of information, and this sense of trust is still difficult to be completely replaced in the era of new media.

### **2) Depth and professionalism**

Traditional media focus on in-depth exploration and professional analysis in content production, and can provide detailed background information, in-depth interpretation and professional commentary. Such in-depth reports and comments help the public to fully and accurately understand news events and form rational social cognition.

### **3) The audience is broad-based**

Although the rise of new media has attracted a large number of young users, traditional media still have a large audience. In particular, middle-aged and elderly people and professionals in certain fields are more inclined to get information or socialize through traditional media.

### **4) Stable channels of communication**

Traditional media have relatively stable communication channels, such as fixed release time, broadcast time and coverage area. This stability makes traditional media have certain predictability and controllability in information transmission, which helps to maintain its communication effect.

## **2. The concept and characteristics of new media**

### **(1) New media concept**

New Media is a broad concept that is constantly evolving with the development of science and technology, and it covers all digital media forms. Simply put, new media refers to the form of communication that provides information and entertainment services to users through the Internet, broadband local area network, wireless communication network, satellite and other channels, as well as computers, mobile phones, digital television and other terminals by using digital technology and network technology. New media is not only a tool or platform, but also a brand new environment for information dissemination and exchange. It breaks the restrictions of traditional media in time, space and form, and realizes the instant, interactive, multimedia and global dissemination<sup>[2]</sup> of information.

### **(2) Characteristics of new media**

#### **1) Digitalization**

New media is a form of media based on digital technology. Information exists in digital form. This allows content to be easily created, transmitted, stored and processed electronically, greatly improving the operability and reproducibility of information. Digitization also makes new media content richer and more diverse, and can integrate various media forms such as text, pictures, audio and video to provide a more vivid and intuitive way of presenting information.

#### **2) Real-time performance**

New media has strong real-time characteristics. Through instant messaging tools, social media platforms and other channels, users can get the latest information and information anytime and anywhere. This real-time performance not only improves the speed of information dissemination, but also makes information dissemination more timeliness and pertinence. For example, when major news events occur, new media can report and disseminate them quickly to meet the public's urgent demand for information.

#### **3) Interactivity**

New media emphasizes user engagement and interaction. Users can interact with content through

comments, likes and sharing, forming multi-way communication and community interaction. This interactivity makes the dissemination of information richer and more diverse, and also increases user engagement and satisfaction. At the same time, new media also provide a platform for user-generated content (UGC), making users not only the receivers of information, but also the creators and disseminators of information.

### 3. The necessity of integration of new media and traditional media

#### **(1) The inevitable demand of social development**

The integration of new media and traditional media is an inevitable requirement of social development. With the rapid progress of science and technology, profound changes<sup>[3]</sup> have taken place in the way of information dissemination. Traditional media, such as newspapers and television, have deep credibility and experience in content production. New media, on the other hand, are popular among young people for their fast, interactive and personalized features. The integration of the two can not only improve the efficiency and quality of information dissemination, but also meet the needs of diverse audiences and promote the prosperity and development of social culture. Therefore, the deep integration of new media and traditional media is an inevitable choice for social progress and cultural inheritance.

#### **(2) Efficient and extensive information dissemination**

The integration of new media and traditional media has greatly promoted the efficient and extensive dissemination of information. Traditional media ensure the accuracy and authority of information through in-depth reporting and authoritative interpretation; New media, on the other hand, make use of the Internet and mobile devices to achieve instant dissemination and extensive coverage of information. The combination of the two can not only ensure the depth and breadth of information, but also quickly reach a wider range of audience groups, making information dissemination more efficient and comprehensive, and meeting the urgent needs of society for information acquisition.

#### **(3) The positive and effective guidance of public opinion**

The integration of new media and traditional media is crucial to the positive and effective guidance of public opinion. After the integration, the media can make full use of their respective advantages and form a strong force for public opinion guidance. Traditional media, with their credibility and authority, provide a solid foundation for public opinion guidance. New media, with its rapid dissemination and extensive coverage, make public opinion guidance more timely and effective. The combination of the two can not only quickly respond to social hot spots and guide rational public discussion, but also effectively clarify errors, spread positive energy and maintain social stability and harmony. This trend of integration is the inevitable direction of media development and an important manifestation of social progress.

### 4. The development status of traditional media in the new media environment

#### **(1) The double pressure of sales and advertising revenue**

Under the impact of the new media environment, the sales volume and advertising revenue of traditional media are facing severe challenges. With the popularization of the Internet and the rapid development of mobile Internet, people have increasingly diversified channels to obtain news and information, and the audience groups of traditional media such as newspapers, magazines, TV and radio have gradually diverged. This directly leads to the continuous decline in the sales volume of traditional media, the sharp decline in the circulation of newspapers and magazines, and the decline in the audience rating of TV and radio. At the same time, the advertising market has also undergone profound changes. Advertisers are increasingly opting for Internet advertising platforms, which offer

higher precision, lower costs and wider coverage. This trend has caused advertising revenue in traditional media to shrink sharply, and many media organizations have had to deal with the economic pressure by laying off employees and reducing expenses.

### **(2) The dilemma of content homogenization and innovation**

In the new media environment, the Internet provides a massive source of information, which greatly speeds up the dissemination of news and information, but at the same time intensifies the homogenization of content. Traditional media often find it difficult to get rid of the inherent framework and mode of content production, resulting in the lack of new ideas and depth of the reported content, which is difficult to attract readers' attention. In order to cope with this dilemma, traditional media need to increase their content innovation efforts. This includes mining exclusive news, enhancing in-depth reporting, and making content more interactive and participatory, among others. However, content innovation is no easy task and requires media organizations to invest a lot of resources in terms of talent, capital and technology. At the same time, they also need to face the competitive pressure of new media in content production and dissemination, which makes traditional media struggle in content innovation.

### **(3) Changes in communication channels and audience behavior**

The rise of new media has not only changed the sales and advertising models of traditional media, but also profoundly affected the communication channels and audience behaviors. Traditional media mainly rely on channels such as print, radio and television for information dissemination, and these channels are gradually losing their dominant position in the new media environment. Emerging channels such as the Internet, mobile Internet and social media have become major fronts for information dissemination, attracting a large number of users with their features of convenience, interactivity and personalization. The behavior of the audience has also changed. People are increasingly getting information through mobile devices such as smartphones and tablets, rather than traditional newspapers, TV and radio. At the same time, audiences have become more active and diversified in their access to information, which they can obtain through various ways such as search engines, social media and news clients. Such changes make traditional media at a disadvantage in terms of communication channels and audience coverage.

## **5. The development path of traditional media and new media integration**

### **(1) Innovate content forms, broaden advertising channels, and realize two-wheel drive**

Faced with the dual pressure of sales and advertising revenue, traditional media need to adopt innovative strategies, with content as the core and technology as the driving force, to achieve transformation and upgrading. First of all, content innovation is key. Traditional media should dig deeper into their own advantages and combine the characteristics of new media to create exclusive, in-depth and interactive content products. For example, newspapers can launch electronic versions and apps, enrich content presentation through multimedia forms such as video, audio and H5, and increase user interaction, such as online questions and answers and reader surveys, to enhance user stickiness. TV media can make use of big data to analyze audience preferences, customize program content, and increase audience rating. Traditional media should actively embrace the Internet and cooperate with major online platforms to extend their advertising resources online. The conversion rate and effectiveness of advertisements should be increased through targeted delivery and content marketing. At the same time, explore new forms of advertising, such as native advertising, information flow advertising, etc., so that advertising and content are more integrated, and reduce user aversion. In addition, traditional media can also make use of their brand influence and credibility to develop diversified profit models such as offline activities and brand authorization to increase revenue sources.

## **(2) Differentiated positioning to strengthen the content innovation ecosystem**

When faced with the problem of content homogeneity, traditional media need to adopt differentiated positioning strategy and build a unique content innovation ecology. First of all, clear differentiation positioning, according to their own characteristics and advantages, select a specific field or topic for in-depth exploration, to form a unique reporting style and brand characteristics. For example, financial media can focus on in-depth financial analysis, while cultural media can focus on the narration of humanistic stories and historical inheritance, thus differentiating them from mass media that talk in general terms. Strengthening the content innovation ecosystem is the core of enhancing the competitiveness of traditional media. This requires media organizations to dare to break through traditional frameworks in content production and encourage innovative thinking and cross-border cooperation. For example, innovation funds can be set up to support journalists and editorial teams in the development of original content and multimedia integration products; At the same time, external cooperation with universities and research institutions should be strengthened to bring in fresh blood and multiple perspectives to enrich the source of content creation.

## **(3) Omni-channel integration to accurately reach the audience**

Faced with the profound changes in communication channels and audience behaviors, traditional media need to adopt an omni-channel integration strategy to accurately connect and reach modern audiences. First of all, an omnimedia communication matrix should be constructed to adapt traditional media content to multiple platforms such as the Internet, mobile applications and social media through digital means, so as to realize multi-channel and multi-form distribution of content. For example, newspapers can develop their own news apps, and at the same time enter social media platforms such as Weibo, wechat public accounts and Tiktok to broaden the channels of content dissemination by means of short videos, live broadcasts, graphics and other forms. Accurate analysis of audience behavior is the key to improving communication effectiveness. Traditional media should make use of big data and artificial intelligence technology to dig deeply into the audience's browsing history, interests and preferences, interactive behavior and other data, build user portraits, and realize personalized content push and precision marketing[4]. Through accurate analysis, it can not only improve the open rate and reading rate of the content, but also enhance the loyalty and stickiness of the audience.

## **6. Conclusion**

In the wave of media convergence, the boundary between traditional media and new media is becoming increasingly blurred, and the transformation of content production and dissemination modes has become an irreversible trend. With the continuous progress of technology and the in-depth development of media integration, traditional media and new media will make common progress through mutual learning and mutual integration, and contribute greater strength to the information transmission and cultural inheritance of human society.

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