

Analysis on the transformation and development path of traditional media based on media convergence

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Abstract: Media integration and development is the only way for traditional media transformation, upgrading and iterative renewal. In the era of mobile Internet, new media has become the main force for the development of the industry. The rise of short video and live broadcasting industry has greatly improved the communication power of media content and also improved the economy of the industry Economic and social benefits. Under the impact of new media, the circulation of paper media, the viewing rate of radio and television platforms and the advertising revenue show a downward trend, and the social influence is gradually weakened. It is necessary to make use of the achievements of the information revolution to promote the in-depth development of media integration, enlarge and strengthen mainstream public opinion, consolidate the common ideological foundation for the unity and struggle of the whole Party and the whole people, and provide strong spiritual strength and public opinion support for the realization of the "two centenary goals" and the realization of the Chinese dream of the great rejuvenation of the Chinese nation. Therefore, traditional media must adapt to the requirements of The Times. Based on this, this paper focuses on the development of media integration, and firstly expounds the impact of the development of new media on traditional media. Lower circulation and ratings; Advertising revenue has plummeted. This paper analyzes the difficulties in the development of traditional media under the background of media convergence: it is difficult to meet the interactive needs of the public; medium Imbalance of communication ecological pattern; Influence is waning. Finally, the paper puts forward corresponding countermeasures to the transformation and development of traditional media: insist on "content" as king and provide high-quality content supply; With the blessing of "technology", create a path of iterative development of media; "Brand" lead, expand media influence; "Integration" is the way to optimize the media ecosystem. It is hoped that through relevant discussions, traditional media will be more deeply aware of the difficulties they face in the process of transformation, and actively take countermeasures to break through the difficulties of transformation and promote their own development.

Keywords: Traditional media; Media convergence; Mobile Internet

1. Introduction

The popularization of mobile Internet has changed the way people get information. At present, the channels for people to obtain information are no longer limited to traditional media such as TV and newspaper, but more through emerging media platforms such as WeChat and short videos. At the same time, nearly 50% of Internet users have downloaded news clients on their mobile phones, and now the headlines, the net news and so on. The rise of various new media platforms has further diverted the audience of traditional media^[15]. However, compared with new media platforms, authoritative traditional media still occupies a place in the hearts of the public, and people are more willing to learn about major current events or major news through traditional media platforms or accounts.

A piece. However, it should also be noted that under the impact of new media, traditional media can only embark on the road of sustainable development by joining hands with new media. At present, due to the increasing influence of new media on the public, the audience rating and circulation of traditional media represented by TV and newspaper have been greatly reduced. Meanwhile, the decrease in advertising revenue has further hindered the development of traditional media. In this regard, traditional media urgently need to find a suitable way of transformation.

2. The impact of the development of new media on traditional media

2.1 The audience of traditional media has been greatly reduced

In recent years, print media has declined. Young people prefer to obtain rich information resources through the Internet, traditional paper media are gradually forgotten, and electronic reading has almost replaced paper reading and become the mainstream reading method. In April 2023, the 20th National Reading survey data showed that the reading rate of national newspapers was only 23.5%, down 1.1 percentage points year-on-year; Digital reading reached 80.1%, an increase of 0.5 percentage points year-on-year^[15]. In 2022, Chinese adults read 4.78 paper books per capita, 3.33 e-books per capita, 14.76 issues of paper newspapers per capita, and 1.88 issues of paper periodicals per capita. Online reading has become the main form of national reading, and traditional paper media is facing an unprecedented impact^[14].

2.2 Decrease in circulation and audience rating

With the development of Internet technology, people's access to information is no longer limited to newspapers, magazines, radio, television, etc., but mainly relies on new media to obtain information, which greatly enhances the timeliness of news transmission and the flexibility of reading. In the context of the booming development of new media, the circulation and viewership of print media have decreased. According to the statistics of the National Newspaper Print Volume Survey in 2022, the total print volume of national newspapers in 2022 is 58.4 billion folio, a decrease of 2.4 billion folio, or 4.01%, compared with 60.8 billion folio in 2021. The total consumption of newsprint in 2022 will be 1.31 million tons, down 4.38% from 1.37 million tons in 2021^[13]. According to the latest data from TV media, as of November 10, 2023, the overall viewing of all channels in the national TV market declined by 5% compared with the same period last year. Local power TV stations, such as Hunan, Sichuan, Henan, Chongqing, Tianjin, etc., news ratings are 0.07% ~ 0.88%. But in the same year, the network news viewership reached 88.2%. According to the above data, under the strong impact of new media, traditional media are in a difficult situation.

2.3 A significant decrease in advertising revenue

Take TV stations as an example, advertising used to be the main source of income for TV stations. However, under the impact of new media, TV audiences gradually diverge and become new media users, who are more willing to use various online shopping platforms and networks Live broadcast room and other consumption. At the same time, with the improvement of living standards, consumers have higher and higher requirements for the quality of media services^[8].

Online shopping platforms such as Jingdong, Vipshop and Tmall have occupied a large number of market shares with their relatively perfect after-sales service mechanism. Compared with traditional media, these platforms prefer to cooperate with new media such as Weibo and Douyin. In addition, the declining competitiveness of traditional media has led to a sharp decline in the income of traditional media in recent years. But this is true across the globe. Since 2019, the advertising revenue of the global traditional media industry has decreased significantly, while the advertising revenue of new media has been on the rise. In March 2023, Sohu released a research report on the digital development of radio and television media in 2022, which showed that from 2019 to 2021, the advertising revenue of the radio and television industry increased by 11.3%, -6.5% and 58.7%, respectively, among which new media obtained through the Internet Media advertising revenue increased by 68.5%, 7.4% and 124.9% respectively, and the proportion of revenue increased from 39.9% to 65.0%. Internet new media has become the most important growth point of advertising revenue in the radio and television industry.

3. The development difficulties of traditional media in the context of media convergence

3.1 It is difficult to meet public demand

As new media technologies continue to iterate, the public's demand for ways to access, engage and share information is also evolving. Traditional media, with a wide audience and a single communication channel, face challenges in meeting the diversified and personalized needs of the public^[12]. First of all, traditional media mainly realizes information release through one-way communication mode and lacks two-way communication with the audience in a real sense. This makes it difficult for audiences to actively

participate in content production and comments and prevents them from giving their thoughts and opinions directly to the media. This leads to the audience's "disappointment" in traditional media interaction forms, prompting the audience to gradually turn to new media platforms with stronger interaction. Secondly, in today's digital and mobile Internet era, the audience has brand-new expectations for the way to obtain information. They want to be able to interact with others through diversified channels such as social media and mobile applications and express their unique views and feelings smoothly [7]. In contrast, traditional media are often unable to provide audiences with immediate, personalized and diversified forms of interaction, which is difficult to meet the highly participatory and personalized needs of modern audiences for the Internet era.

3.2 Imbalance in the communication ecological pattern

With the rapid development and popularization of new media, the audience of traditional media has gradually decreased, and its influence has gradually weakened, resulting in the imbalance of the entire media communication ecological pattern. This imbalance is not only reflected in the information dissemination channels, but also involves content production, advertising, business models and so on. In terms of information transmission channels, emerging media such as Weibo, WeChat and Doyin have become the main platforms for people to obtain information and exchange views. In contrast, traditional media, including newspapers, television and radio, are facing a gradual decline in the number of readers or viewers, which also leads to the gradual marginalization of traditional media in information transmission. In terms of content production, new media is favored by the public due to its timeliness, strong interaction and personalized characteristics, thus attracting a large number of traditional media audiences [9].

At the same time, there are significant changes in advertising delivery and business models, as advertisers and money flow to new platforms, traditional media access to fewer and fewer resources. This has left traditional media in a passive and difficult position in the fierce industry competition: reading rate is declining, revenue is decreasing, and influence is weakening. In the face of continuous technological innovation and the change of people's consumption habits, how to cater to the needs of young audiences while maintaining their core values has become a major issue to be solved.

3.3 Declining social influence

Traditional media used to be the leader of public opinion and the main front of information dissemination. In recent years, with the rapid development of mobile Internet and social media, the dominant position of traditional media in information dissemination has been greatly enhanced Shock. This decline first comes from the decline of the audience, especially the decline of the young audience, who are increasingly losing interest in and dependence on traditional media such as newspapers and television [7]. Secondly, in terms of content production, as emerging media platforms have stronger personalized recommendation algorithms and user participation mechanisms, users can more easily obtain content that meets their own needs and interests, which further weakens the competitiveness of traditional media. At the same time, in terms of business model, advertisers who choose to advertise on emerging media platforms have gained huge economic benefits, and their attention and support for traditional media platforms have been further reduced. In addition, in terms of public opinion guidance, users can express their views and discuss freely on new media platforms, while traditional media focus on one-way communication of information and lack of audience Lack of interaction also makes the role of traditional media in public opinion guidance gradually weakened^[11].

4. Analysis on the transformation and development path of traditional media under the background of media convergence

4.1 "Content" is king, providing more quality products

"Content" is the "product" of the media industry, whether it is new media or traditional media, should adhere to the principle of "content is king", that is, media should be committed to providing high-quality news information for the audience. But now, thanks to the growth of the short video industry, everyone can use their hands

Mobile phone shooting video, opinions on related events, information has been blowout growth, the authenticity of news has been impacted. In order to attract attention and get more play and attention,

some platforms and personal accounts often publish videos taken out of context, which has caused certain negative effects in the society and even brought certain spiritual and economic losses to the parties involved in the news. For example, in June 2023, the Guangzhou subway candid shooting incident, which has been repeatedly reversed, has caused widespread discussion in society and affected the normal life of the parties. At the same time, information taken out of context also has a negative impact on the public, who are likely to be deceived by one-sided reports to spread inappropriate remarks and cause public opinion waves. In the process of transformation, traditional media should be committed to providing high quality to the audience Quality original content. In particular, traditional media such as TV stations and print media should conduct detailed on-site investigations before news reports, give full play to the advantages of the editorial team and content production capacity, and produce high-quality authoritative content to promote the transformation of traditional media into integrated media [6]. At the same time, traditional media should adhere to their original intentions, pay attention to the value of the content of communication, and strictly control communication. The content quality lays a good foundation for the orderly promotion of integration transformation^[10].

4.2 The blessing of "technology" to create a road of integrated development

In modern society, the Internet has penetrated into all aspects of people's lives. When traditional media carry out integration and transformation, they should base on their own actual conditions, make full use of advanced Internet technology, and innovate news communication forms. With the blessing of modern media technology, the real sense of media integration is realized. Build a brand APP. At present, the audience prefers to obtain news information through various news apps, and now the headlines, Tencent News, NetEase NewWen, etc., these are the most downloaded news apps. Taking today's headlines as an example, in April 2023, Today's headlines have achieved 100 million levels of reading within 24 hours. Whether at home or abroad, Youtiao has more than 100 million daily active users. On the contrary, if the media mainly rely on traditional web pages for content dissemination and do not develop their own apps, their news page views will increase very slowly. Without the blessing of high-quality news content, it will even gradually disappear among many news platforms over time. Therefore, in the process of transformation, traditional news media should establish exclusive apps and capture audience's browsing preferences through big data technology to achieve the purpose of accurately pushing information to different audiences [5].

4.3 "Brand" leadership to expand media influence

Before the emergence of new media forms such as short videos and social media, the brand influence of traditional media was huge. Today, the audience is still more inclined to get current affairs news content through traditional media, including People's Day Newspapers, the China Radio and Television Group, and local television stations and newspapers at all levels. Traditional media have one thing in common in news and information dissemination: seriousness, unity and authority. This is with modern entertainment, fragmentation of the letter.

Information needs are incompatible with information receiving preferences [4]. According to the survey, there are still a considerable number of people through the new media to forward the information released by the traditional media to major news events. In the era of short video, "people are the creators and receivers of news", compared with the era of traditional media, the power of public opinion can not be underestimated. Therefore, traditional media should continue to maintain their own authority and influence and establish a sound media integration mechanism. At the same time, grasp the trend of public opinion in real time, and play a positive influence role, and correctly lead public opinion. To be specific, if you want to form a news brand effect, you can start from the following two points.

First, innovate the form of news communication. Traditional media should break through the original form of content communication, constantly innovate, and add some network buzzwords or more popular and down-to-earth languages. For example, the official account of "China Military Industry" released a propaganda video about heavy weapons in September 2022, which used background music and video effects popular on online platforms. Once the video was launched, it was widely discussed and praised by the audience.

It can be seen that not all traditional news is serious, and traditional media can gradually narrow the psychological distance between the news media and the audience and improve the audience's sense of identity with the news media through the way that the audience likes to hear and see. Second, pay attention to the dissemination of authoritative information. The building of news brand should focus on

the word "content" and bear the social responsibility of news media. Liang Qichao once said: "There are four criteria to measure the quality of a newspaper: first, "the purpose is high, "to" the public welfare of the majority of the people "; Second, "new and positive thinking", the idea of propaganda must not be new; Third, "material is rich and appropriate", newspapers should be "all the knowledge of the world," so that "readers read a word to benefit from a word"; Fourth, 'report things accurately and quickly', the news must be accurate, should not hesitate to 'spend a lot of money in order to find new things'."

Therefore, traditional media should still adhere to the working concept of "true reporting" during the transformation ^[3]. In addition to focusing on improving the attractiveness of news content, professional media professionals should also take accurate, true, objective and timely dissemination of news as their work purpose, only in this way can we enhance the credibility of media and improve brand influence.

4.4 "Integration" is the way to optimize the media ecosystem

Media integration is not simply the superposition of technology and content, but the deep integration of traditional media and new media, that is, the complementary resources and advantages of the two, highlighting the value of media integration, and thus promoting new and old media Full integration. In practice, we should actively promote the network of traditional media resources. Establish a news media communication matrix. In the era of traditional media, news is mostly transmitted through TV, paper media, radio, magazines, etc., and the flexibility of communication and reading is low.

Therefore, in the process of transformation, traditional media can learn from the development mode of new media, and use Weibo, WeChat, and various mobile terminals to build an all-media news communication matrix, so as to better meet the information needs of users and continuously enhance the influence and timeliness of news. Emphasize the difference of news communication. In daily life, it can be found that the different age, gender, occupation and the way of acquiring news information of news audiences lead to their great differences in news needs. For example, young men are more likely to browse content about sports and hot events; Young women aged 20 to 30 are more inclined to beauty, health and career related content; People under the age of 20 and middle-aged and elderly people are more interested in funny videos and anecdotes. Traditional media must further meet the actual needs of news audiences if they want to improve their attractiveness and successfully transform themselves ^[2]. When carrying out media integration, traditional media insist on improving the quality of news, pay more attention to the application of new media technology, tap the news needs of different audiences, and improve the attractiveness of traditional media with high-quality news content, so as to gather people of different occupations, ages and status into the media matrix built by traditional media. Improve the communication value of media convergence products ^[1].

5. Conclusion

In the era of new media, in order to ensure their own status, improve their influence and occupy a place in the fierce industry competition, traditional media should explore a road of characteristic transformation based on their own characteristics and realize media integration in the true sense. In this regard, in the process of transformation, traditional media should insist on "content is king", insist on producing high-quality, objective and true news content, and rely on Internet technology to create exclusive apps, implement multi-platform joint and integrated communication, and improve the attention and communication power of traditional media. At the same time, focus on strengthening the brand effect, and gradually improve the influence of traditional media in the minds of the public; Finally, through active integration, optimize the media ecology, and achieve the purpose of enhancing the credibility and communication power of traditional media.

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