

Research on the Communication Innovative Integration of Traditional Media and New Media

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Abstract: The rapid development of new media has transformed the media communication environment and has had a significant impact on the traditional media industry. New media can completely break through the limitations of traditional media, allowing people to access various types of information and resources anytime and anywhere, which has led to the gradual fading of traditional media from public view. Against this backdrop, traditional media must seize the opportunities presented by the times, seek change and innovation based on its own advantages, actively integrate with new media, and explore new paths for transformation and development. This paper is grounded in the practice of media integration, analyzing the differences between traditional media and new media in terms of communication technology, communication characteristics, and information authenticity. It discusses the challenges that arise during the integration process of traditional media and new media and proposes corresponding strategies, aiming to inject new development momentum into the transformation of traditional media. It points out that to promote the further development of traditional media and avoid obsolescence, it is necessary to abandon past development models, actively integrate with new media, and leverage complementary advantages to innovate new forms that better meet the diverse needs of the public. In the process of integrating these two, it is essential not to be limited to a single integration channel but to continuously innovate and expand integration channels to achieve the best integration effect and promote the sustainable development of traditional media.

1. Introduction

In the context of media convergence, traditional media and new media platforms face intense competition while also exhibiting a complementary relationship. The rise of digital platforms, social media, and online streaming services has sparked fierce competition between the two for audience attention and advertising revenue[1]. Traditional media must adapt to the ever-changing consumer preferences and consumption habits to maintain competitiveness in the industry. However, there is also a degree of complementarity between traditional and new media. Traditional media often utilizes new media channels for dissemination and audience engagement, while new media platforms may rely on traditional media for credibility and high-quality content. This dynamic

presents both challenges and opportunities for traditional media within the evolving media ecosystem[2,3].

In contrast to the concept of traditional media, the notion of new media is derived from it and possesses strong innovative characteristics, showcasing a diversified development in communication methods. Today, the further development of new media is primarily driven by technological advancements, which continually push communication pathways in new directions. At the same time, previous communication methods have shown certain obsolescence; specifically, there has been a shift from integrated communication to fragmented communication[4]. This fragmented approach exhibits certain delays and cannot meet the demand for immediate information access. However, in the context of new media, the general public can freely receive various information they desire during their fragmented time, achieving a high level of overall optimization. Moreover, new media has a significant advantage: interactivity. This allows individuals to engage in communication and interaction while accessing media information, greatly enhancing audience experience and participation. Therefore, new media has comprehensively broken through the inherent limitations of traditional methods, achieving a groundbreaking improvement in both the quality of media information dissemination and the degree of freedom in communication[5]. It enables media information to continuously present diverse and enriched characteristics during the dissemination process. In reality, for traditional media to further change its current challenging situation, it must integrate the numerous advantages of new media and achieve deeper convergence. Whether in communication methods or content, it is essential to showcase new media characteristics to attract more audience attention, promoting the overall industry toward ongoing transformation and enabling it to establish a foothold.

2. Differences Between Traditional Media and New Media

2.1 Differences in Communication Technology

In the era of traditional media, newspapers and television were the main channels for information dissemination. Print media, such as newspapers and magazines, relied on printing technology, while television media depended on electromagnetic wave technology and audio technology. In contrast, new media is supported by internet information technology. Compared to traditional media, new media has stronger information dissemination capabilities, broader reach, and features such as high effectiveness, good compatibility, and a wide range of information sources. From the perspective of the application scenarios of communication technology, there are also differences between the two. The information dissemination of traditional media is often limited to specific channels or pages, mostly conducted through point-to-point methods, with a clear characteristic of one-way communication. New media communication technology enables many-to-many dissemination, which not only gives information dissemination a multidimensional and interactive quality but also allows for timely feedback from the audience[6].

2.2 Differences in Communication Characteristics

The differences in communication characteristics between traditional media and new media are mainly reflected in aspects such as interactivity and flexibility of information dissemination. In the process of conveying information to the audience, traditional media most commonly employs a "one-to-many" or "point-to-surface" one-way communication model, where the audience cannot express their opinions or comments based on their understanding and feelings about the information received. This one-way and rigid nature of traditional media results in a certain degree of latency and closedness in information dissemination. In contrast, new media demonstrates stronger

interactivity and flexibility in these two aspects. New media emphasizes "many-to-many" and comprehensive communication in the information dissemination process, allowing the audience to evaluate the information presented, thus incorporating the characteristic of feedback.

2.3 Differences in Information Authenticity

Traditional media often emphasizes directional communication, with information undergoing multiple layers of selection and review, leading to stronger authenticity, authority, and standardization. In contrast, the subjects of new media are diverse, with varying levels of comprehensive literacy, and the sources of information are extensive and abundant, often lacking authenticity and authority. Audiences must possess a high level of information literacy to avoid being misled by false information. Moreover, the information review mechanisms of some new media platforms are insufficient, and certain pieces of information are even released without review, which further undermines the authenticity of new media information.

3. The Significant Importance of the Integration communication of Traditional Media and New Media

3.1 Contributing to the Complementary Advantages of Both

Traditional television news media, with its long-accumulated brand influence and professional reporting capabilities, holds advantages in terms of the authority and credibility of news reports. New media, with its fast and convenient dissemination methods and wide audience reach, has emerged as an important channel for information distribution. Through the innovative integration of both, traditional television news media can draw on the dissemination technologies of new media to present high-quality content to viewers in more vivid and diverse formats [7]. Meanwhile, new media can leverage the content resources of traditional television news media to enrich news dissemination and enhance its quality. This complementary advantage fosters a healthy competitive environment within the media industry, enabling traditional television news media to find the driving force for sustainable development in the information age.

3.2 Enhancing Interactivity and Timeliness of Communication

The innovative integration of both not only enhances interactivity between traditional television news media and new media but also significantly improves the timeliness of news reporting. By incorporating the interactive features of new media, traditional television news media can establish real-time interaction mechanisms with viewers, timely obtaining their feedback and demands, which in turn allows for adjustments in program content and format to enhance viewer engagement[8]. Additionally, the immediacy of new media enables news information to spread rapidly to all corners, providing traditional television news media with convenient channels for obtaining news leads. The enhancement of interactivity and timeliness contributes to improving the effectiveness of media communication and increasing its social influence.

3.3 Supporting the Transformation and Upgrading of Traditional Television News Media

In the context of the digital age, traditional television news media can innovate program formats, expand dissemination channels, and enhance brand influence by introducing new media technologies and concepts. This transformation not only helps improve the market competitiveness of traditional television news media but also better meets the demands of viewers, promoting the

sustained development of the media industry. Furthermore, innovative integration can bring more commercial opportunities to traditional television news media, helping to enhance the overall economic benefits of the media industry.

4. Issues Faced in the Integration Communication Process of Traditional Media and New Media

4.1 Lack of Specialized Talent in New Media

In the comprehensive integration of traditional media and new media, the most critical aspect is that the specific programming and news editing, production, and broadcasting must reflect the characteristics of new media. Moreover, regardless of the perspective taken, the development of any industry must rely on talent, and the integration of the two requires specialized professionals. However, in reality, most traditional media platforms lack a talent pool with a high level of new media literacy. As a result, they cannot firmly grasp the dynamics of new media development during the integration process, failing to produce content that aligns with the attributes of new media. The technical equipment within traditional media platforms also lacks modernity; even if advanced technology is acquired, the absence of professional talent makes scientific application impossible, which ultimately leads to unsatisfactory integration results[9].

4.2 Limited Production of High-Quality Content

In terms of content, traditional media possess mature experience in content creation within traditional domains but are not sufficiently familiar with new media formats such as websites and applications. The content produced often fails to meet the personalized, customized, and diversified requirements of contemporary audiences. Regarding production modes, currently, only a small number of traditional media organizations, well-resourced and financially strong, are able to establish specialized all-media centers that integrate different media information for refined and deep processing of content to deliver high-quality output. Meanwhile, the news production process in most traditional media still mainly adheres to the traditional “submission - editing - publishing - distribution” model, resulting in content that lacks timeliness and innovation, which is unlikely to exert a significant influence on the audience.

4.3 Lack of Concepts and Soft Environment for Operating New Media

According to relevant survey analyses, most traditional media organizations recognize the current severe development situation and have an idea of further integration; however, they lack comprehensive integration strategies. In the specific process of integration, there is no reliable soft environment, nor have they deeply integrated the concepts of new media from the perspective of daily work details, resulting in poor operational effectiveness. In the ongoing integration of traditional media and new media, mere enthusiasm is insufficient; it must rely on a sound operational mechanism and strong soft environment support. The absence of either one will affect the final integration outcome.

4.4 Lack of New Media Technology and Equipment

New media technology possesses certain uniqueness; although it is an upgrade to traditional media, it is also an emerging field. Therefore, the professional technologies and equipment required for its application must change to achieve effective integration. However, at the current stage,

various organizations are significantly constrained by funding and other factors, leading to a severe lack of new media technology and equipment, which fundamentally fails to provide a reliable basis for the integration of the two. In the realm of new media technology and equipment, this refers to the hard environment; without the support of a solid hard environment, any talk of integration becomes moot.

5. Development Path for the Integration Communication of Traditional Media and New Media

5.1 Collaborating with Professional Teams to Drive Innovative Development

Innovative collaboration models include partnering with professional teams to leverage cutting-edge technology and promote innovation in the media industry. Traditional media organizations are increasingly viewing collaboration as a means to acquire new technologies, talent, and ideas, while technology companies benefit from the credibility and influence of well-known media brands.

A typical example of innovative collaboration is the creation of partnerships, where traditional media organizations work with tech startups to develop new products and services. For instance, newspaper publishers may collaborate with software companies to create personalized news applications that use artificial intelligence to recommend articles based on user preferences. By combining expertise in content creation and technology development, media organizations can create new solutions that enhance user experience and increase engagement. Another collaboration model involves investment and acquisition, where traditional media organizations invest in or acquire emerging tech startups to gain innovative technologies and talent. For example, a television network might acquire a virtual reality startup to develop new storytelling formats that provide different experiences for viewers, while a newspaper publisher may invest in a data analytics company to enhance audience targeting and content personalization. By strategically investing in emerging technologies, media organizations can maintain a competitive edge and prepare for future growth in the digital age.

5.2 Focus on Content and Deliver Quality to the Audience

Through rigorous selection and strict quality control, high-quality news content can guide the audience to deeply explore the value of information and lead them towards positive values. In the integration process, traditional media must strictly adhere to industry standards, upholding the principle that content is king and that success comes from quality content. Practitioners should engage deeply at the grassroots level, comprehensively collecting and integrating first-hand information, selecting appropriate topics, and ensuring the quality of news content to meet the audience's information needs, thereby attracting their attention and expanding influence. In the production of news content, topic selection is a preliminary and crucial stage. To ensure the novelty and practicality of the themes, practitioners should leverage new media to integrate information resources, focus on current hot topics, and determine news themes. Once the topics are established, they should be carefully refined around the following two aspects:

First, we should reasonably plan the presentation of news content to enhance its emotional impact.

It is essential to understand the characteristics of different new media platforms, choose suitable dissemination platforms, and strengthen promotional effectiveness—on social platforms, content should be concise and straightforward, accompanied by relevant links for easy sharing and clicking by the audience; on visual platforms, attention should be paid to the appeal of visual elements, using

images and short videos for dissemination; on more specialized platforms, in-depth and meaningful articles and discussions should be published. Secondly, content should be cross-published across platforms to reach different types of audiences. The same report needs to be presented multiple times according to the platform's requirements to maximize attraction and satisfaction for diverse audiences. Finally, attention should be paid to the consistency and uniqueness of style. By selecting appropriate fonts, images, and other elements, a distinctive and easily recognizable visual effect can be created, promoting content dissemination and building a recognizable media brand.

Second, we continuously improve the quality of news content. First, we utilize data analysis tools to gain a deep understanding of the audience's interests and needs, providing more targeted and appealing content to further enhance the audience's sense of identification and favorability. Second, we comprehensively interpret national policies to provide positive value guidance and increase the readability of news.

Finally, strict control over the authenticity and quality of news content is essential to eliminate negative news and the emergence of "clickbait" journalism that prioritizes traffic above all else.

5.3 Strengthen Internal Industry Cooperation and Horizontally Establish New Media

From the perspective of the current situation, traditional media has been significantly impacted by the rise of new media during its development process, making its overall growth particularly challenging. If efforts to integrate are not accelerated, it risks being eliminated by the times. In the context of rapid changes, to create a new development landscape for the traditional media industry that keeps pace with new media advancements, it is essential to delve into the industry itself and enhance horizontal collaboration. This approach can break through past limitations while greatly reducing the risks undertaken. Moreover, traditional media can obtain lasting commonalities through such horizontal integration. In the specific process of horizontal integration, it is crucial to move beyond the previous mindset of solely utilizing new media-type programs and instead adopt a macro perspective to jointly develop new media programs. At the same time, it is necessary to comprehensively establish a collaborative new media platform based on this foundation, encouraging collective participation and joint operations. Only through such integration channels can platforms that encapsulate both traditional media characteristics and new media features be developed. Such platforms can facilitate the comprehensive integration and analysis of various traditional media resources and new media resources, leveraging greater resource advantages, seizing opportunities to enhance program focus, and achieving significant highlights. In this integration context, it is certain to capture the attention of a broad audience, promoting new developments and breakthroughs for traditional media.

5.4 Leverage Technology and Innovate Communication Formats

We emphasize the utilization of emerging technologies. Technologies such as virtual reality, 5G, and artificial intelligence can present audiences with visualized, three-dimensional, and interactive information content, enhancing their information browsing experience. Moreover, technologies like drones and image recognition can improve the efficiency of traditional media operations. Therefore, traditional media must proactively utilize AR, VR, and other virtual reality technologies during its transformation to simulate real-life scenarios based on information content, allowing the audience to gain deeper insights. By leveraging 5G and artificial intelligence technologies, the active development of intelligent virtual news anchors can be pursued to strengthen the effectiveness of information transmission. Additionally, utilizing drone technology to capture news scenes and employing image recognition technology for news editing can save staff time and improve efficiency. For instance, the Fengta District Media Center in Beijing invited the Institute of

Journalism and Communication Studies at the Chinese Academy of Social Sciences as a guiding entity to collaborate with new technology enterprises in establishing an innovative media application experimental lab. They developed new technological applications, creating projects like the “Holographic AI and 5G Remote Media Operation Platform,” “Multi-Function Intelligent Rail Shooting Robot,” and “Media Integration Metaverse Holographic Interactive Application System.” Through 3D interaction and real-time holographic integration, news content is presented in a “virtual holographic” three-dimensional interactive scene. This initiative has led to the development of immersive, interactive new audio-visual technology application scenarios with local characteristics, effectively enhancing the audience's visual experience and achieving a deep integration of emerging technologies with news reporting.

6. Conclusion

In summary, in the era of new media, traditional media must adapt to the changing trends of the communication environment, analyze the challenges they face, and actively seek development opportunities. To achieve sustainable and healthy growth, traditional media should leverage their advantages in authority, content authenticity, and technical expertise, while rationally analyzing the strengths and weaknesses of new media information dissemination. By focusing on integrated operations, content production, and technological integration, they can explore targeted paths for convergence development, thereby achieving a "glorious transformation" in the new media era and expanding their reach and influence.

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