

Analysis of the development path of traditional media in the era of integrated media

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Abstract: *With the development of Internet technology, today's society is an information society. People are at the crossroads of Web 2.0 and Web 3.0, and new media relying on Internet technology are sweeping in and taking over people's daily lives with rapid momentum. Newspapers and radio, once the two main representatives of the mass media, have not grown as much as they once did, and television has suffered from the onslaught of an online audiovisual medium. Once you would listen to music on the radio, and watch TV dramas and variety shows on TV, but nowadays QQ Music, Aikiye and a host of other new media platforms can satisfy such needs of the people. Traditional media are facing the urgent need for transformation and upgrading, but how to transform is worthy of our consideration.*

Keywords: *Media Convergence; Traditional media; Media transformation*

1. Introduction

With the development of Internet technology, today's society is an information society. People are at the crossroads of Web 2.0 and Web 3.0, and new media relying on Internet technology are sweeping in and taking over people's daily lives with rapid momentum. Newspapers and radio, once the two main representatives of the mass media, have not grown as much as they once did, and television has suffered from the onslaught of an online audiovisual medium. Once you would listen to music on the radio, and watch TV dramas and variety shows on TV, but nowadays QQ Music, Aikiye and a host of other new media platforms can satisfy such needs of the people. Traditional media are facing the urgent need for transformation and upgrading, but how to transform is worthy of our consideration.

2. History of the development of communication media

2.1. Oral and human communication is more limited and less impactful

In the primitive society period, productivity was low, the scale of society was small, basically, a tribe was a society, and the demand for information exchange between tribes and individuals was not so vigorous, so that period mainly relied on the human body organs - the mouth - as a tool to exchange of information could satisfy people's need for information. By the time of slavery, there was a gradual emergence of communication media, which consisted of oral, signaling, and written forms. With the development of transportation technology, post stations appeared on major waterway trunk routes around the world. Han Yu once described them in a poem, "Three hundred miles west of the prefecture, the waiting halls are the same as fish scales." At this time, the speed at which mail was transmitted overland, generally 70 miles per day, and as fast as 500 miles, greatly facilitated the transmission of news.

The most important characteristic of oral communication is that it is more mass, and its use is relatively simple, as long as you can speak, you can carry out oral communication. However, the authenticity of his message is the worst of all means of communication, and in the process of oral transmission the message will gradually change, and at the end of the transmission the content of the message may be quite different from its original appearance. Moreover, the slow speed of communication plus the narrow coverage is also one of his major shortcomings. However, in today's daily life, we can not do without oral communication. Including, teahouses in China and cafes in some Western countries are the most widely used places for oral communication, also known as news markets. Even in modern times, when journalism is very advanced, the role of teahouses and cafes as a marketplace for news is still present, especially in rural areas. The gradual development of transportation, printing, and other forms of communication relies primarily on human power. However, human power is limited, and

ultimately the dissemination of information, whether in terms of timeliness or reach, will be affected.

2.2. The development of electronic media brings new breakthroughs

Today, it is customary to think of traditional media as mass media with newspapers, radio, and television as the medium of communication. Although the momentum of mass media is not as strong as that of the new media that are now popular, the history of its development has also condensed the wisdom of many scientists, and it is still worthwhile for us to scrutinize it.

Newspapers can be broadly categorized into three stages of development: handwritten news, newsbooks, and weekly dailies. It first arose in Italy, where the germ of the capitalist commodity economy first appeared due to Italy's geographic location in the most favorable position for trade with the Near East. To learn about the Italian commodity trade information, society began to appear a group of people specializing in the supply of news for merchants to make a living, because of the limitations of technology, such people could only hand-copy the news for sale, which is the earliest beginning of the newspaper industry's production methods. In later years, the demand for information became greater, and the efficiency of hand-copying could no longer meet the needs of society coupled with the invention of the printing press, newspaper production was taken to the next level.

Both radio and television are reliant on the invention of radio technology. The distinction lies in the content of the transmission: one only transmits sound, while the other transmits both sound and picture. Television is widely regarded as one of the most significant inventions of the 20th century. In the beginning, television images could only be black and white, until the American Radio Company succeeded in trial production of color television in 1940, and China also started color television programs in 1973. The mass media have evolved in line with the development of productive forces, especially science and technology. From newspapers to radio to television, from printed words to sound to sound and picture, the media are developing in the direction of faster, wider, and more realistic. Faster, wider, and more realistic are the most basic requirements of media development.

2.3. The prevalence of new media triggers the wave of the times

Along with the rapid development of the Internet, new media are rapidly emerging. The earliest definition of new media given by UNESCO is that new media is online media. The American magazine *Wired* defines new media as "communication from all to all". It can be seen that the new media has a wide range of communication and rich communication content. The Internet plays a main role in the new media, which is both the form of expression and the driving force for its development, and it can be said that the Internet and the new media are born together.

At present, each new media platform has a relatively strong audience base, the traditional television media due to its transmission methods and reception terminal limitations also gradually lost a large number of viewers, then in front of the TV to watch TV programs, more and more people choose to cell phones and other mobile terminals on the entertainment. The number of APP users of Mango TV, Aichiye, Tencent Video, and Youku has also continued to climb and become the top four in China's online video industry today. These platforms have brought not only ratings breakthroughs but also economic benefits by IP-sizing their programming. Hunan Radio and Television underwent a third round of reforms in 2010 to form Hunan Radio and Television and established Mango Media Co. in the same year. In 2014, Mango TV was founded by Mango Media Limited, which is the only new media audiovisual integrated communication comprehensive service platform under Hunan Radio and Television.^[1]

In recent years, as a major communication medium in the new media era, self-media has rapidly seized the market, and new and strongly aggregated content dissemination platforms such as short videos and live broadcasts have gained strong momentum and a bright future. The 50th China Internet Statistical Report on the Status of Network Development shows that as of June 2022, the user scale of short videos in China reached 962 million, accounting for 91.5% of the overall number of Internet users.

3. Challenges facing traditional media today

3.1. Public good is the main focus, with less revenue

The media industry is nowadays mostly entrepreneurial, but it is not just a business in the general sense, its business model has dual attributes. In the final analysis, however, the service-oriented nature

of the media industry is dominant, and although public interest and publicity are the basis of the rights of the mass media, their development is still subject to the constraints of these two, which require that their activities must be in the public interest of society.

The economic returns of the media come from two main sources: advertising revenue and revenue from the sale of information products, but back in 2013 advertising revenue in the newspaper industry fell by 8.3% compared to 2012, and then fell by a further 18.3% in 2014 compared to 2013. In 2014, the operating income of China's newspaper industry decreased by 10.15% compared to 2013, and profits fell by 12.81%. Although the impact on television is not as great as that of the newspaper industry, online audiovisual programs are springing up everywhere, and have taken away a large number of TV's loyal viewers.

Today's new media developments have triggered a ratings competition between video websites and TV stations across the spectrum. The major video apps are not only in the ratings to generate revenue but also through the establishment of VIP, the use of exclusive rights, and exclusive broadcast competition to enhance their irreplaceability. Hunan TV is a model of business. It use the big screen to drive the small screen and increase revenue. For example, Hunan TV broadcasts programs that can also be watched on the Mango TV APP. In the Mango TV video playback, there are inserted small Mango APP merchandise ads to attract traffic and achieve the purpose to generate for one person and benefit three people! This mechanism of "one person generates income, three people benefit" can be achieved.

3.2. Relatively outdated modes of communication

Compared with the characteristics of new media digitalization, interactivity, and ultra-temporal traditional media communication methods to achieve the effect is always unsatisfactory. In terms of interactivity, despite the attention paid to audience participation while creating the program, due to its inherent lack of interactive structure, the interactive effect of the program, whether it is a live hotline or a rating survey, is quite limited and inevitably possesses a lagging effect. In addition, the traditional media communication method is from point to point, which determines that the audience can only passively accept information, low autonomy of choice, and personalized needs are suppressed.

But now in the wave of the era of integrated media, all major media are exploring new ways of communication. The "Central Kitchen" model is a content production mechanism and digital communication model for traditional media to carry out in-depth media integration, resource integration, "one-time planning, one-time collection, multiple productions, diversified dissemination, all-day rolling, global coverage".^[2] The traditional cultural variety show "China in the Canon" gives full consideration to the audience's experience when watching the program when planning, using emerging science and technology, through the application of AR panoramic studio to bring the audience an immersive viewing experience. In addition, the program also applies infrared tracking and positioning, multi-angle screen three-dimensional stitching small pitch LED screen display multi-channel rendering synchronous display, and other modern technologies,^[3] bringing the audience a full sense of experience and visual impact.

3.3. Serious loss of audience

In broadcast media in today's era, the inevitable existence of news timeliness is poor, less interaction with the audience of the short board, shaking voices, fast hands, and other self-media is flourishing. Nowadays, it is no longer the reporters of each TV station but the eyewitnesses at the scene who report at the first scene, and every individual can report the news, while short videos forcefully intervene in people's lives with their openness, interactivity, publicity and timeliness and advantages, making traditional media, especially broadcasting programs, lose a large number of audiences. How to retain audiences is a major challenge for practitioners in the traditional media industry to think about. Under the impetus of "Internet Plus", it is an irreversible trend for traditional media represented by radio and television, and new media represented by short videos to converge.^[4]

Since the development of China's television industry, its production model has been stereotyped, so producers need to find a breakthrough in the many one-size-fits-all program formats. Henan Satellite TV in 2021 several programs can be said to have earned the public eyeballs, whether it is the word-of-mouth Spring Festival Gala, Lantern Festival Gala or the "Qingming Festival Wonderful Tour", "Dragon Boat Festival Wonderful Tour" and so on the two big fire out of the circle of pop-up programs have harvested netizens unanimous praise. Unlike other satellite TVs, which invite celebrities to perform in their shows, Henan TV focuses on the promotion of traditional culture and unearths the beauty of the deeper layers of China's outstanding traditional culture. Instead of using the host to do the crosstalk like other traditional

programs, the program pioneered the innovative mode of the continuous bureau of the evening party, using story-filled plots and interspersed traditional cultural programs, so that the audience can enjoy the evening party at the same time, as if they were watching a wonderful TV drama and variety show. This kind of program style that meets the aesthetics of young people nowadays, even without the inclusion of traffic stars and high production costs, can still harvest good word of mouth and universal popularity. That's why it's important to use traditional content, package it with modern fusion media technology, and cater to the latest aesthetics of today's crowd so that you can create a program that's truly out of the loop.

4. The development path of traditional media adapting to the times

4.1. Reaching out to audiences and innovating broadcast content

In modern society, exposure to mass media occupies a very important place in everyone's life. Usage and fulfillment theory in communication studies views audiences as individuals with specific "needs," and views media exposure as a process of "using" the media based on the motivation of specific needs so that those needs can be "satisfied. The process of "fulfillment" of these needs is based on the motivation to "use" the media. Therefore the audience and the reception and selection of information are no longer completely passive, but selective contact with a certain degree of mobility. The audience is fully capable of monitoring the quality of the program through online interactions, and may even influence the direction of the entire program as well as its scheduling.

As a media industry practitioner, you need to delve deep into the public to understand what the audience likes and needs. In the selection of communication content, try to choose popular content and hot topics to meet the needs of the audience's spiritual level. Take the food documentary "Tongue on China" as an example. The program publicizes the food of various places as the main line, accompanied by images of the emergence of local characteristics of folk culture, different ethnic costumes and different habits. The program mainly unfolds through personal stories, and in these distinctive characters, viewers can better feel the fullness of their spiritual world. Whether it is the diligence of collecting ingredients from thousands of miles, the tenacity in the face of harsh natural conditions, or the people's perseverance in the national food culture, as well as the visual impact brought about by the colorful and vivid images, all of these have increased people's sense of cultural identity and national pride.

Also, clear positioning of the program is equally important. The existence of the media is to serve the people, and the provision and dissemination of effective information is also the responsibility of the media, the media is first of all a service industry, without violating the legal and ethical level, the audience likes what we produce, is the root of a program. In addition, the creation of the program can not be limited to the once clichéd format, but also needs some innovation and breakthrough. For example, CCTV's traditional cultural program, "China in the Canonical Books", cleverly utilizes the form of stage drama interpretation, allowing the audience to better feel the excitement of the story and have the feeling of being in the realm of reality.

4.2. Catch up with the times by utilizing technology

Today's era is the era of "Internet +", with self-media as the main, new media technology has begun to rise, and all walks of life in society are gradually covered by Internet technology. The most important way and means to keep the original intention while not being eliminated by the times is media integration. The arrival of the era of media integration has also changed the means of communication from single-media communication in the past to all-media multidimensional communication. In the past, traditional forms of communication were single-functional and lacked a certain degree of communication and compatibility between media. Digital technology, however, can integrate the media of text, picture, and image, and the world has ushered in the era of multimedia communication.

Traditional media want to realize media integration in a variety of ways. For example, CCTV launched a comprehensive trial new media platform - the "Central Video" APP in 2019 based on the new technology of 5G + 4K/8K + AI, which is also China's first state-level 5G new media platform. The host of the main station, who continues to meet with the audience on the app, interacts and delivers Chinese culture through short videos. For example, Kang Hui reintroduces and reacquaints himself with the charm of the Chinese language in the series of short videos "Biting and Chewing Characters"; Haixia will explain Chinese characters and pass down the beauty of culture around non-legacy costumes in the program "Saying Clothes and Interpreting Characters"; and in "Speaking English with Xin", host Liu Xin will help netizens to improve their English expression skills through explanations suitable for both young

and old. This type of communication not only adapts to today's pace of life but also keeps people entertained and happy. Such a program is not only innovative in terms of content but also in terms of mechanisms and production methods. Under today's model, China National Radio has realized the real interactive links between large and small screens, and through such interactive mode and links, it promotes the all-media and ecological dissemination of China National Radio's high-quality content, which will realize the transformation of the thinking of China National Radio's integrated media production - purely linear television broadcasting thinking into a cross-platform vertical production thinking. The shift in content production from creation-oriented to demand-oriented can also better meet the spiritual and cultural needs of the general public and the need to serve society.^[5]

4.3. Not messing with the flow, pursuing program depth

The pursuit of popular aesthetics in the creation of radio programs is an inevitable requirement, but pandering will also be counterproductive. Once the foreign media industry only focused on public preferences, forgetting the original intention of the communication media, most of the media disseminated some vulgar, horrible news content, and even began to fabricate a large number of fake news to win the public's attention, and such behavior is not called a true penetration of the masses.

In addition, when creating programs, attention should be paid to deeper exploration of communication content. If you only focus on what you can see at a glance, there is very little that can be said, and anything that floats on the surface is superficial, and programs that have no depth and no thought will not be enjoyed by listeners. For example, a cultural program needs to dig deeper into culture when creating content, so that viewers can achieve the purpose of learning cultural knowledge through watching the program and playing the educational function of cultural variety shows. Nowadays, China's basic education continues to popularize, the education industry has also developed more mature, the average cultural literacy of our people continues to improve,^[3] and people's demand for the spiritual level is also more vigorous, which is both an opportunity and a greater challenge for TV programs, especially cultural programs. How to carry out just the output while ensuring the viewability so that the program will not be tedious is something that program producers must think about. Cultural programs should not only popularize traditional Chinese culture, but also let the public understand the cultural content, spread and pass on the culture, and improve people's cultural self-confidence and national pride. Therefore, as a producer of cultural programs, it is necessary to conduct deeper research on culture and reflect the results of the research in the content of the program to satisfy the audience's desire to learn.^[3]

5. Conclusions

In the Internet era, if traditional media want to transform successfully, media convergence is the way to go. Accompanied by the popularization of artificial intelligence technology, media convergence has even stepped into a new stage of intelligent steering, especially with ChatGPT as the representative of generative artificial intelligence beginning to rise, the media industry is about to go through another round of major changes following the Internet. The wave of the times puts forward new and high requirements for the media, which requires the traditional media to continuously adapt to the development of society at the same time as media convergence, and widely use science and technology so that the media industry for the dissemination of information in the community to add bricks and mortar.

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