

Analysis and Development Trend of Traditional Media and New Media Communication

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Abstract: In the context of the new era, people's access to information has gradually been reformed with the development of science and technology. The wide application of network technology in new media communication not only improves the limitations of traditional media communication, but also effectively promotes the development of the news media communication industry to a higher level, efficiently realizes the instantaneous, large and comprehensive nature of information dissemination, and plays a huge role in the healthy and sustainable development of society. Since the 21st century, the rapid development of Internet information and digital technology, new media communication has also emerged. Cultural communication and news communication have ushered in new development opportunities, but also inevitably some challenges. Advances in digital technology are driving the digital transformation of traditional publications. The dissemination of culture and news is also increasingly the mainstream form of Internet culture and news new media communication. Many developed countries are actively using Internet technology to develop new media communication. This paper will analyse in detail the basic status quo of new media communication under the background of traditional media and the Internet era and look forward to its future development trend.

Keywords: new media communication, development trend, traditional media

1. Introduction

1.1. Traditional Media

Traditional media is relative to the online media that has emerged in recent years. The four traditional media refer to newspapers, magazines, radio, television, which act as traditional media communication platforms. The shortcomings of traditional media are that they are relatively time-sensitive and interactive. Usually we refer to print media as traditional media [1]. The flat print here originally originated in the advertising industry. Because the advertisements in newspapers and magazines are all print ads.

1.2. Online Media

Following traditional media such as newspapers and periodicals, radio, and television, the Internet has become another important form of media, making up for the lack of traditional media, and the

network media is not only a channel for disseminating information, but also a tool and information carrier for communication. It has the characteristics of wide dissemination range, long information retention time, large information data, low cost and high efficiency.

First of all, the scope of online media dissemination is wide. It is spread globally, breaking through traditional geographical restrictions, and its influence is also network-wide.

Secondly, online media information is retained for a long time. If it is not deleted artificially, once the information enters the Internet, people can query the information they want anytime, anywhere.

Then, the network media information data is huge, fully integrated in the form of multimedia, such as images, animation, sound and text, entertainment, interactivity and openness are relatively powerful.

Finally, online media is low-cost, efficient, and highly sensory. Multimedia enables consumers to experience products, services and brands first-hand. This kind of transmission of a large number of sensory information in the form of pictures, text, sound and images, so that customers can feel goods or services as if they were immersed, and can book, trade and settle online, which will greatly enhance the effectiveness of online advertising.

There is no doubt that the development of online media has had a huge impact on traditional media. At present, from the perspective of the global media industry, the advertising revenue of online media has surpassed traditional media, and at the same time, it has also diverted the vast majority of the audience.

1.3. New Media

New media, as the name suggests, is a form of media relative to traditional media. It uses digital and network technology, the Internet, communication network channels, computers, mobile phone terminals to provide information services. We can also call it digital new media. Through digital new media, community services such as timely sharing and personalization of information can be realized.

1.4. The difference between traditional media and new media

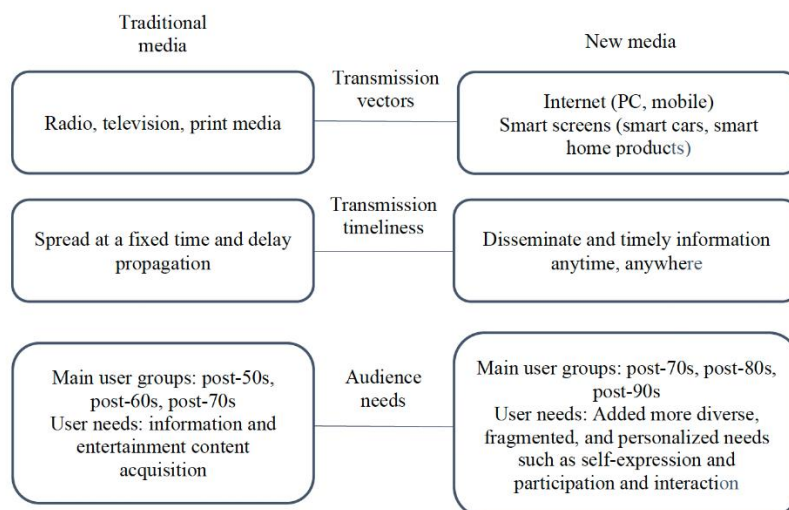


Figure 1: Analysis of the difference between traditional media and new media

The difference between traditional media and new media lies in three aspects (refer to Figure 1 above): communication carrier, communication timeliness and audience demand. The development of the Internet has led to the popularization and application of smart phones, and the official media

communication body has become more popular. We can publish information anytime, anywhere, and the geographical and time limits of traditional media are weakening [2].

First of all, the transmission carriers of traditional media and new media are far apart. The newspapers and magazines we read every day, the radio stations we hear every day, the TV sets commonly used at home, the movies in the cinema, and the books and publications all belong to traditional media. The forms of new media are more diverse, such as Douyin, Weibo, Kuaishou, Toutiao and other websites and personalized apps are all using the Internet as the communication medium.

Second, traditional media will be limited by time, space, geography and labor. When it comes to important news, current affairs or people's livelihood topics, the public can write articles or publish videos and comments through computers or mobile phones, easily interact with others and even gain the attention of a group of loyal fans. Traditional media rely on a fixed time and space, and the frequency of publication is also limited, usually with a certain time difference.

Finally, older users prefer a steady news output, and they expect a high degree of specialization in news. And young people will be more receptive to emerging and immediate forms of new media communication. Young people are also willing to pay for information and entertainment content relative to news and current events.

New media is popular among the post-70s, post-80s and post-90s, and in addition to consulting and entertainment content acquisition, user demand has also increased the demand for self-expression, participation and interaction and other more diversified, personalized and fragmented needs.

2. The current situation of the development of traditional media and new media

Before the 21st century, the media industry was dominated by print media, that is, newspapers and periodicals, books, etc. In recent years, with the wide application of Internet technology, film and television, games, online video and other sub-industries have ushered in a good opportunity for development, the Internet has gradually become a new channel for content dissemination, and the media industry has also entered the new media era dominated by the Internet and mobile Internet [3].

The media segment showed a trend of polarization, and the revenue of traditional fields such as newspapers, periodicals, books, and films decreased due to the impact of the epidemic. However, Internet businesses such as online audio-visual, online advertising, and online games have shown an extraordinary development trend in the "stay-at-home economy" under the background of the epidemic.

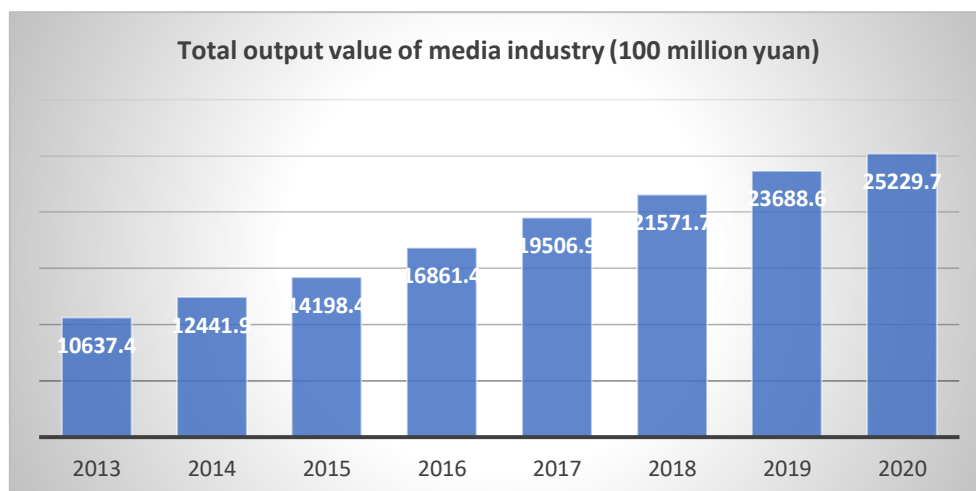


Figure 2: Total output value of media industry (100 million yuan) in China Source: China Statistical Information Network

We can refer to the data in Figure 2: the total scale of the media market has steadily increased, taking the Chinese market as an example, increasing from 1,063.74 billion yuan in 2013 to 2,522.97 billion yuan in 2020, an increase of 137.18%.

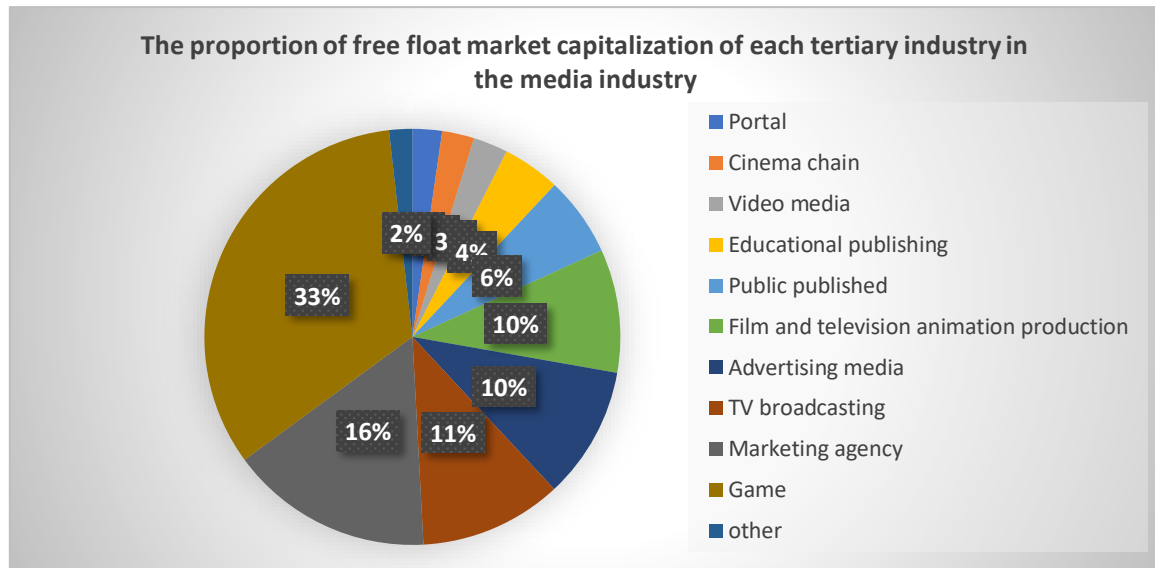


Figure 3: The proportion of free float market capitalization of each tertiary industry in the media industry in China

Source: China Statistical Information Network

We can refer to the data in Figure 3: In terms of the proportion of circulating market capitalization, the proportion of games is the highest at 33.3%, followed by marketing agencies and TV broadcasting, accounting for 15.8% and 11.1% respectively. The circulation market value of traditional media such as public published and educational publishing accounted for 6.2% and 4.5% respectively.

The competitive advantage of traditional media lies in its professionalism and credibility. Traditional media have higher standards of news quality and censorship. You can attract readers and viewers who value authenticity and accuracy by providing credible information. Traditional media have a deeper accumulation of brand building, and many well-known media organizations have a wide readership and audience base. They have irreplaceable brand value and influence. Traditional media can integrate online and offline resources and provide multi-platform all-round news services to maintain and expand market share.

With the popularity and rapid development of the mobile Internet, traditional media are facing serious competitive pressure. More and more people are turning to online media for news and information. The circulation and viewership of traditional media have gradually declined. With the advantage of relying on the Internet, new media can obtain news and information anytime, anywhere. Traditional media rely on fixed release times and locations, which is a major challenge for their sustainable development. New media communication has better interactivity and diversity. Users can even participate in news reporting and creation through social media and online commentary. In this case, traditional media need to constantly explore new reporting angles, provide more in-depth analysis and unique perspectives, in order to attract the attention of the audience.

3. Future development trends

3.1. The overall development direction of the media industry in the future:

3.1.1. Digital transformation

Traditional media are facing increasing challenges in the digital age. Digital transformation has become an important strategy for media companies, including digital content creation and digital advertising. Media Industry Development Trend mentioned that with the development of digital technology, the media industry is paying more and more attention to digital transformation, including digital content production, digital marketing, digital distribution and digital management.

3.1.2. Personalized recommendations

Using technologies such as big data and artificial intelligence, the media industry will pay more and more attention to personalized recommendations to improve user experience and stickiness. The media industry continues to explore new models of multimedia integration, integrating different forms of content to provide a richer and more diverse content experience.

3.1.3. Live streaming and VR/AR technology

The application of artificial intelligence technology will bring more changes in the media industry, such as intelligent recommendation and self-media content moderation. With the gradual maturity of live streaming and VR/AR technologies, the media industry will accelerate the exploration of the application of these new technologies to bring users a more immersive experience.

3.1.4. We-media and UGC

The rise of self-media and UGC (user-generated content) will have an impact on the traditional media industry, and the media industry needs to actively embrace these new models and build a content ecology with users. The media industry needs to find a balance between localization and internationalization to meet the needs and cultural backgrounds of users in different regions [4].

3.2. In the future, the development prospects of the media market will become more and more broad, mainly for the following reasons

3.2.1. Digital transformation

With the continuous advancement of technology and the development of the global economy, the media market has become an important area that cannot be ignored. The media market includes radio, television, Internet, film, music, publishing and other fields, and is an important carrier for information dissemination, cultural exchange and cultural industry development[5]. Media companies are undergoing digital transformation, and digital media platforms based on cloud computing, big data, artificial intelligence and other technologies can provide more comprehensive services to meet the diversified needs of users, so the growth of the digital media market will continue to remain strong.

3.2.2. Consumption upgrading

With the improvement of China's economic level and the change of people's consumption concepts, consumer demand is no longer limited to basic living needs. They pay more attention to material,

informational, cultural and recreational needs. As an important part of the cultural and entertainment industry, the media market will benefit from this consumption upgrade.

3.2.3. Cultural export

China's media industry is in a stage of rapid development, and various media platforms widely disseminate Chinese culture. With the rapid development of the cultural industry, China's media products will have more opportunities to go to the world and achieve cultural export. In recent years, emerging media such as short video, live broadcast and other industries have risen rapidly, which are closer to the consumption habits of young users and have higher user participation and interaction. With the continuous expansion of the young population, the emerging media market has broad prospects.

3.3. The necessity of integrating traditional media and new media communication

Traditional media should actively integrate with new media communication methods, give play to their great advantages, constantly innovate operation concepts, innovate high-quality content, realize the planning and dissemination of news information in diversified media platforms in new forms and methods, actively keep pace with the times, and create a new situation of media integration.

The advent of the Internet era has accelerated the speed and pace of transformation and upgrading in various industries. The "Internet +" thinking is conducive to promoting the reform and upgrading of the traditional media industry, and it is also the general trend for traditional media and new media to seek integrated development. In order to adapt to the development of the times, using Internet thinking to effectively organize media communication has become the only way for the transformation and upgrading of the current media field. It is the general trend for traditional media and new media to seek integrated development [6].

At this stage, there are still some problems and shortcomings in the actual situation of media integration. Specifically, it is mainly reflected in the following aspects:

The integration of traditional media and new media lacks top-level design. Under the Internet thinking, there are many problems in the process of integrating traditional media and new media, and it is usually necessary to carry out necessary coordination and planning in the initial stage of integration. Because the current media integration process does not have sufficient top-level design, the effect of integration is not good. Although many traditional media have gradually improved their awareness of media integration and are actively exploring methods of integration, due to the lack of sufficient overall concept in the specific integration implementation process, they still regard the Internet as a medium and tool for disseminating information, and do not stand on the overall macro perspective to plan the systematic strategy of integration of traditional media and new media [7]. However, it also wants to quickly obtain practical benefits, coupled with the lack of planning thinking of integration and innovation, and the lack of strategic vision in the overall planning of media integration development, which ultimately leads to the unsatisfactory effect of the integrated development of traditional media and new media.

Financial, technical and human support is inadequate. The realization of media integration and development under Internet thinking is inseparable from the guarantee and support of sufficient funds, technology and human resources. However, some traditional media lack sufficient human, financial and technical support in the process of promoting media integration, making media integration difficult. At present, the integration of media seems to have been achieved, specifically due to the fundamental drive of technology and capital, but because the human, financial and technical support is not in place, the media integration is not deep enough, but only superficial integration [8]. True integration is the deep integration of ideas, technologies and content. However, the reality is far from

the same, and the integration of human, financial and technological resources has not been put in place.

3.4. The strategy of integrating traditional media and new media under Internet thinking

Under the Internet thinking, the external ecological environment facing the integrated development of traditional media and new media is also changing rapidly. The combination of traditional media and new media can integrate and develop more efficiently. On the one hand, traditional media need to rely on the technical advantages of new media, on the other hand, new media need to develop innovation on the basis of traditional media and learn the professionalism of traditional media. In order to promote the integration and development of the two, the following related strategies are worth learning:

Do a good job in the top-level design of the integration of traditional media and new media. Under the Internet thinking, the primary condition for the development of high integration of traditional media and new media is to improve the top-level design and planning of media integration. Under the background of the rapid development of new media, the original content advantages of traditional media have gradually been weakened, new media has a very efficient communication advantage, Internet thinking to continuously promote the further integration of traditional media and new media, give full play to each other's advantages, to achieve a win-win situation, we must do a good job in strategic high overall planning, fully improve the top-level design and planning of the high integration of new and old media[9]. In the specific implementation process, it is necessary to carry out systematic design planning for traditional media and new media, promote the design of each other's conceptual thinking, promote traditional media to actively adapt to transformation and innovation, and make full use of new media operation thinking, Internet platform thinking and big data thinking, etc., to create greater potential space for media integration and development [10].

Optimize the institutional construction of traditional media and new media industries. To promote the effective realization of media integration development under the thinking of the Internet, we must actively improve the institutional construction of media integration and promote the high integration of new media and traditional media resources. Continuously improve the structure, establish Internet thinking, conform to the basic law of the integration and development of traditional media and new media, strengthen the optimization and adjustment of internal organizational structure, and establish mechanism innovation in the new and old media industry, so as to effectively promote the realization of media integration. It is not only necessary to reorganize and integrate the procedures and standards of media operation, but also realize the secondary in-depth development of traditional media according to the characteristics and advantages of new media communication and the habits of audiences to obtain information. It is also necessary to adjust and reorganize the internal structure, build a sound management system, optimize working methods, improve work efficiency, and promote the efficient allocation and utilization of media resources [11]. Deeply create a new situation of public opinion guidance, break down the restrictions and obstacles to information exchange, promote the full realization of information sharing, and accelerate the integration and development between traditional media and new media.

Strengthen financial, technical and human support for traditional and new media. The integrated development of traditional media and new media under the thinking of the Internet must have sufficient financial, manpower and technical guarantees, and a special fund guarantee system should be established, and special management funds should be set up to promote media integration to fully alleviate the financial pressure [12]. Actively use Internet technology to create a multimedia collection and editing platform with systematic management, deeply implement the ideas and concepts of media integration, and achieve efficient and fast grassroots publicity. Actively cultivate

outstanding media talents and strive to build a strong media talent team for professionals in new media and media integration [13].

On the one hand, the development of Internet technology has brought new development opportunities to the media industry. On the other hand, it comes challenges. The integration and development of traditional media and new media is the trend of the times. This road is a long way to go and will go through a long running-in process.

4. Conclusion

Based on the above content research, as an important part of the culture and entertainment industry, the media market will benefit from multiple factors such as consumption upgrading, digital transformation, cultural export and emerging media, and has broad prospects for future development. Traditional media and new media should improve and develop each other. It has important research value for media integration, as one of the important issues in the current development. It is necessary to focus on understanding the problems arising in the integration of traditional media and new media, and deeply analyse the relationship between the integration of traditional media and new media [14]. Through the innovation of working mode, we can further grasp the deep integration of traditional media and new media, so as to understand basic issues and improve the level of development.

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