

Research on the Interaction and Integration of New Media and Traditional Media

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Abstract: With the continuous development of information technology, new media such as mobile phones and networks have provided convenience for people's lives and work, and they have challenged traditional media. In the face of increasingly fierce media competition, new media and traditional media should strengthen interaction and integration, and draw on each other's advantages, mutual benefit and win-win, thus promoting the harmonious and stable development of the media industry. The article briefly introduces the basic concepts of new media and traditional media, compares several prominent features of new media and traditional media, and proposes relevant suggestions for the interaction of new media and traditional media.

1. Introduction

At present, new media has been widely used in people's lives and work. Compared with traditional media, the scope of communication is better, the communication efficiency is higher, and better communication benefits are obtained. This shows that the emergence and development of new media. For traditional media, it is both an opportunity and a challenge. New media provides people with more information channels, but there are also certain information risks, such as online fraud. Traditional media has strong impartiality and authority. Therefore, new media and traditional media have advantages. No. In order to promote the comprehensive and sustainable development of the media industry, new media and traditional media can achieve interactive and integrated through effective measures, improve the quality of information dissemination, and provide better services to a wide audience.

2. The status quo of new media and the advantages of traditional media

The continuous development of digital technology has made new media applications increasingly popular. This highlights the advantages of the new media audience and the convenience of the people, so that it has superior communication benefits compared with the traditional media. But it still has certain flaws and drawbacks. As far as the Internet is concerned, the spread of bad information such as network hype and obscenity video that is currently highlighted is extremely easy to cause mental damage to users. More famous is the 2015 Uniqlo Incident, which has both the worst and most cybernetic behaviors of hype and obscenity video transmission, which has caused great negative impacts in society. At the same time, cybercrime and youth Internet addiction are also important issues that people can't ignore now, and need to be resolved. With the supervision of China's increasing efforts on the Internet, some illegal Internet crimes have gradually shifted to mobile phone networks, using WeChat and other means to spread. Because of the hidden nature of its communication, the country's supervision is inconvenient and causes harm to users.

Traditional media has a long history of development, and it has a large number of professional talents in the industry. These talents have strong working ability and rich practical experience. They are the biggest advantage of traditional media resources. As far as news reports are concerned, the new media often gives people a taste of the news, and does not go deep into the analysis; but the same news events, the traditional media can conduct on-the-spot interviews and follow-up reports on the basis of the report, which is not only It enhances the authenticity of the news and confirms

the credibility of the news through an in-depth interpretation of the incident. Traditional media in people's minds because of its solid historical foundation and positive image, its credibility is much higher than the new media, its content is more authoritative and appealing, which is the biggest advantage of traditional media to occupy market share. In people's daily lives, watching TV, listening to radio or reading newspapers in the morning is a living habit and even a pattern of life. It can be seen that even if the new media is overwhelming, the traditional media still occupies an extremely stable market position.

3. Comparative analysis of the characteristics of new media and traditional media

The coverage domain refers to the media-specific propagation objects and scope. The scope of the newspaper's dissemination is limited by the time zone of its distribution, the time of transmission, and the timeliness of information. The coverage rate is lower than other media. The spread of television media in the world is quite extensive, especially after the birth of satellite live TV programs. According to the latest statistics of the State Administration of Radio, Film and Television, China's current TV population coverage rate is 95.81%, and the Zhongxing 9 satellite will reach 98% after launch. And the network media has covered the whole world in a short time by means of the existing communication facilities. In recent years, due to the rapid development of mobile networks, it is expected that by 2010, the coverage of global mobile networks will reach 90% of the global population.

Media authority is the professional quality and ability of the media to win public trust. Different media have different authoritativeness due to their different levels, audiences, nature, and content. From the perspective of the media itself, there will be differences in authority due to differences in space and time. Newspaper media and TV media, as traditional media developed for many years, have more formal sources of information and gatekeepers, and thus have higher authority. Because of its own distinctive characteristics, namely, its interactive nature, online media stands out in various media in today's times, but its authority has greatly reduced its authority: everyone on the network can act as a publisher of information, which makes information The source of the information is intricate, and the credibility of the information is difficult to guarantee due to the quality of the netizens.

The immediacy of the media is an important indicator of the speed at which information is published. The immediacy of the newspaper is poor. The newspaper media publishes information through a series of processes such as mining, editing, arranging, printing, printing and transmitting. TV media, like newspapers, is not very immediacy. It needs to be arranged and broadcasted after the information is compiled. In recent years, the use of advanced communication equipment has greatly improved the immediacy of TV media. Although the speed of mobile media dissemination of information is relatively fast, but because it does not have the right to publish news, the information generally comes from traditional media or online media, so the release of information is generally lagging behind. Immediacy is a distinctive feature of online media. The interactivity of the Internet's Internet network and network allows each person who has access to information to upload information instantly, which makes the release and delivery of network information amazing.

4. Interactive integration of new media and traditional media

In the face of the impact of new media, what the traditional media should do at the moment is to adjust the strategic mechanism and communication channels according to their own advantages to adapt to the media development trend in the new era. At present, traditional media must be brave in innovation, find the right entry point and combination point to realize the interaction and integration with new media, and develop together in the integration. First of all, to achieve the fusion of content. Fundamentally speaking, traditional media and new media are within the scope of the eyeball economy, and they all emphasize that "content is king". Traditional media, because of its credibility, authority and experience, brand, professional ability and other advantages, is better than new media in content construction. From this perspective, the integration of content is more dependent on

traditional media. The traditional media itself has a history of communication for many years. Its management system and mechanism are extremely standardized, and it has considerable prestige among the audience. The strength of new media is to disseminate information quickly and in real time. For new media, if you want your own content to form a brand, you can use the authority of traditional media and actively engage in content interaction and integration. For example, our Yahoo website has been related to People's Daily, Beijing Daily, Beijing Youth Daily, and Zhongxin. 14 traditional media outlets such as the Society formed content supply partners, and these traditional media provided various news reports at home and abroad to Yahoo China News Channel. Similarly, traditional media can use its own advantages, apply new technologies, transform product forms, and publish and combine rich content resources on new media technology platforms, and use the interactive integration of traditional media and new media to achieve value-added content. . For example, traditional journals, magazines, and newspapers can be converted into mobile media, networks, and other forms of new media that can be received by digital network platforms to expand the distribution area. On the other hand, the advantages of new media, such as retrieval, interaction, and content, also provide the conditions for deep understanding and interaction of traditional media audiences.

Second, it is channel integration. As far as the development trend of the new era is concerned, the biggest impact of new media on traditional media is in the way and channels of information dissemination. From the perspective of traditional media, this is not a substitute shock, it can be adapted to change. The vitality of new media lies in the faster communication platform, participation platform and expression platform that new technology builds for it, but the new technology is not a new media patent. Traditional media can also use these new technologies to build these platforms, and integrate the excellent communication channels of new media to meet the needs of the audience and renew their vitality. For example, mobile TV, the author thinks that mobile TV is a new way of communication, its organic integration of TV media, the retention of newspaper media, the portability of broadcast media and the interactivity of online media, so that users can use the fastest The speed of watching the latest news. The most famous new and old media channel integration and interaction in China is the 2008 Beijing Olympic Games. CCTV International and Sohu and other 15 TV media, radio, portal and mobile service operators jointly established the "Olympic Media Alliance". A number of cooperative media have fully utilized their resource advantages to release Olympic information in multiple channels, and the market performance is extremely exciting. Finally, it is market integration. The integration between traditional media and new media can be described by the two processes of "push" and "pull". "Push" refers to the process of placing content into different media channels and forms; "pull" refers to the process of finding new audiences, expanding the entire media industry chain, and creating new business models. Traditional media can use high technology, especially network and digital technology to transform and upgrade, extend its content to new media, and present highly competitive digital products to the audience through interaction with new media. Increase value.

In the course of the 2008 Beijing Olympics new media coverage, CCTV International teamed up with Sohu and 15 print media, several TV media, radio stations, portals and mobile operators to form the Olympic Media Alliance. During the Olympics, in addition to a number of radio and television stations broadcasting Olympic events in real time, car mobile TV, square TV, and mobile newspapers also disseminated relevant information on Olympic events in real time. At the same time, according to the different forms of Olympic content, CCTV provides video, graphics and video information for all events of the Olympic Games for the public welfare transfer. Partners can link to live broadcasts with Olympic events during the event, depending on their reporting needs. Various cooperative media make full use of their resource advantages to release massive amounts of information through multiple channels. For example: Tencent QQ has nearly 300 million users. Users can log in to QQ to get the latest information on the birth of the gold medal in 30 seconds, and get updates in real time. Netease has taken advantage of its 240 million mailbox registered users to collect its blogs, photo albums, games, POPO and podcast products to fully cooperate with Olympic reports. The new media and traditional media have cooperated with all angles and all

walks of life to report on the grand occasion of the Olympic Games in a comprehensive and real-time manner, realizing the diversity of information distribution channels and changing the media structure in China in a far-reaching sense.

5. Conclusion

The competition between new media and traditional media is inevitable, but theoretical analysis and practical exploration have proved that the interaction and integration of the two can achieve a win-win situation, and open up a broader space for development for both sides; More convenience, to promote the continuous prosperity of the cause of communication throughout the society.

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