

# Transformation Path for Traditional Media under the Background of Online Media

Zixun Wang<sup>1</sup>, Xijing Jin<sup>2</sup>

1. Hebei University of Economics and Business, Shijiazhuang 050061, China.

2. Tianjin Foreign Studies University, Tianjin 300204, China.

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**Abstract:** With the rapid development of technology, online media is advancing at an impressive speed and begins to occupy an important position gradually in the media industry. The traditional media have been affected somehow in terms of credibility, publicity, guidance and influence, and under this background, the transformation of traditional media has come into public sights. Combined with the characteristics and advantages of online media, this article discusses the transformation path for traditional media from three aspects: technology, content and audience.

**Keywords:** Online Media; Traditional Media; Transformation Path for Traditional Media

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## Introduction

Online media shows a multi-dimensional development trend, including online newspapers, radio stations, TV to the emergence of self-media and short videos. In face of such situation, traditional media are challenged in all aspects to varying degrees. So how to realize the transformation of traditional media as network media grows is a problem that we need to figure out.

## 1. Overview of online media and its development

As one of the categories of new media, online media is a platform for mass communication, and it has realized the integration of search and dissemination of information based on the Internet. Its emergence makes the audience get further freedom in the limitation of time and space, and also let the communication pattern of the whole society further promoted. In this article, we divide the development process of network media into four stages: the initial stage, independent stage, refinement stage and integration stage.

### 1.1 The initial stage

In this stage, media is marked by the fact that the Internet has begun to play a role in the process of information dissemination. The network media has not formed its own form of communication that time, but works as a new communication channel, an extension, of the traditional media. For example, the integration of the Internet and newspapers produced online newspapers, the integration with radio technology produced online radio, and the integration with television technology produced online TV. However, the story begins with the emergence of portal websites for online media become a real communication medium.

### 1.2 The independent stage

The symbol of the independent stage is the emergence of the portal website. With the popularity of the Internet among the public, the information dissemination activities carried out on the Internet are gradually becoming professional, which promotes the network applications. At this stage, a large number of portal websites born and gradually became independent, forming four familiar portal websites: Sohu, Sina, Netease and Tencent.

## **1.3 The refinement stage**

Refinement stage occurs with the emergence of a large number of characteristic online media. In this stage, people are discovering the infinite possibilities brought by the Internet, and various online media with different characteristics have emerged at this time, forming a subdivision gradually in various fields. The refinement enriches the forms of online media and brings new vitality and at the same time further promotes its specialization.

## **1.4 The integration stage**

After nearly 20 years of development, online media becomes more mature and is inevitable entering the integration stage as the deepening of the differentiation begins. As a result, Baidu, Alibaba and Tencent grew to three new Internet giants. The reason why these enterprises can take the lead in the new stage is not only because of their extensive coverage of various fields of online media, but also because they took earlier steps in integration.

## **2. The characteristics and advantages of online media**

### **2.1 Massive information sources and audience**

Compared with the single source of traditional media, online media has realized the concept that everyone is a source. This is because of the invention of Internet technology, which makes the boundary between the sender and the receiver be more blurred, and the phenomenon that the audience is also the sender becomes more common. Nowadays, people have more choices to obtain news, instead of just relying on official channels. In the March 21 Accident, the official media couldn't get to the scene at the first time due to geographical restrictions. Therefore, the video captured by the surveillance near the accident site became the important information that directly hit the scene, and began to spread in large quantities on the Internet. We can see that the information released by network media in major emergencies is more timely, which benefits from the characteristics of a large number of information sources of network media.

### **2.2 Rich and interesting contents**

Based on the above summarized development history, it can be seen that online media has gone through a refinement stage, which has fully developed the form and enriched its content. Thanks to the unlimited potential of the Internet, the forms of online media are emerging one after another, among which self-media and short video have become the two most popular modes at present. According to the data analysis report of self-media platform in 2021, the content contained has covered all aspects of life, for example, Bilibili paying more attention to physical recreation, Tik Tok focusing more on enterprise marketing, and most WeChat official accounts paying more attention to knowledge and information. Although these contents are published on different platforms, as the recipients, we are faced with a whole network platform with diversified contents and strong interest.

### **2.3 Various media and portable equipment**

Compared with traditional media, differences can also be found in the medium. Traditional media relies on one single mode of communication platform, but online media has brought diversified choices. From the desktop computer used at the beginning of the development of online media, to portable computers, tablet computers, mobile phones, etc. in a later period, the equipment has gradually enriched and become more portable. The diversity provides people with different practical needs, and the portability of equipment also enhances conditions and convenience for the dissemination and acceptance of information.

### **2.4 Extensive influence and timely feedback**

Because the online media spreads through the Internet, it has the characteristics of extensive Internet influence and timely feedback, obtaining the communication effect that traditional media can't achieve. The recent MBTI test, which is popular on the Internet, is the best proof. In the past when information dissemination was underdeveloped, we couldn't imagine that a test could have such an impact in China, Japan and South Korea. In addition, due to the flat nature of the Internet, the audience can interact and feedback in real time on the platform, which makes the audience not only as the receiver of information, but as a participant in the process of information dissemination.

### **3. The transformation path of traditional media**

#### **3.1 Learning new technologies and providing new presentation ways**

Firstly, updating, which can fundamentally change the situation that traditional media is influenced by online media. As the name implies, it can help absorb the advantages of online media, and in this respect, the outstanding example is the transformation from traditional music albums to digital music albums. Digital albums are cheaper because they reduce the cost of stores and physical CDs, which allows more people have the opportunity to experience the charm of music. At the same time, they also bring huge consumer groups to music companies and broadcast platforms.

Secondly, for some traditional media that do not have the strength to upgrade on a large scale, it is also a good choice to join the online media that has formed a mature system. Traditional media can set up their own accounts on major social platforms and publish the information they want to spread on online platforms. Traditional media organizations can also cooperate with online platforms, such as the official Blue V identity provided by Weibo and the identity authentication provided by Tik Tok. Meanwhile, traditional media can interact with each other through the network platform to achieve the purpose of mutual publicity.

#### **3.2 Explore uniqueness and provide professional and high-quality content**

Firstly, traditional media can use the popular platform of short video to spread information. Different from the scattered and random short videos published by individuals, traditional media can produce a series of content based on their own content preferences. For example, the series of contents about China's Ministry of Foreign Affairs published by the Central Committee of the Communist Youth League on DouYin let us know China's strong confidence, and at the same time set a good example for contemporary youth, making Wang Yi and Hua Chunying idols in the new era.

Secondly, due to the complexity caused by the uniqueness of the network platform and the imperfection of the existing supervision system, the content quality of the network platform is not the same. Traditional media, as a professional communication organization, should take the mission of maintaining green web, ensure the output quality of its content, and stop confusing the public with exaggerated visual or linguistic impact in order to gain attractions. Only under the premise of adhering to its own industry norms, the traditional media can maintain its position in the complex network environment.

#### **3.3 Pay attention to users and provide feedback communication platforms**

The traditional media should make good use of the convenience brought by the network platform, interact with fans and users more frequently, establish a vivid media image, and let the audience feel that they are communicating with people instead of receiving information, thus forming the mimicry of interpersonal communication and realizing the most vivid communication experience. Like the Central Committee of the Communist Youth League calls itself Tuantuan, creating lovely images in the form of virtual characters, so that students at all levels can actively participate in the study of thematic league classes. Meanwhile, the interaction between traditional media and audience should also include accepting users' feedback and giving users full freedom of speech. Traditional media can only find a better development direction by opening their eyes and ears.

Moreover, traditional media should also give more consideration to the audience in content selection, and focus on the issues that the audience is interested in. At the initial stage of operation, traditional media can choose the content that has become popular on the network platform to follow to achieve the purpose of attracting audiences. However, attention should

be paid to the scale when choosing, and positivity is always the basic requirement. When having developed to a certain extent, the traditional media can try to create hot topics, playing a leading role in maintaining the communication atmosphere and guiding communication opinion.

## 5. Conclusion

The reason why the traditional media can last in the long years of the times is that its own specialization and organization can't be replaced by online media. Based on this feature, we can transform and upgrade the traditional media through three levels: technology, content and audience. At the same time, traditional media also bear the mission of standardizing the network communication environment and improving the information quality of the network platform. Online media and traditional media have never been the relationship of substitution. Only when they complement each other and develop together can China's mass communication be further upgraded.

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### About the Authors:

ZiXun Wang (2001-), female, Han nationality, was born in Changchun, Jilin, China. She majors in Trade and Economic in Hebei University of Economics and Business.

Xijing Jin (2001-), female, Chaoxian nationality, was born in Yanbian, Jilin, China. She currently majors in international economics and trade at Tianjin Foreign Studies University.