Appropriate Solutions for Traditional Media and New Media to Establish in Contemporary Society

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Abstract. New media penetrates people's lives in thorough aspects, and the majority of people are inclined to receive information through the Internet instead of purchasing newspapers or other approaches to get to know the events around the world. Some experts think it is undisputed that the promising prospect of new media will harm traditional media. As a result, the status of the traditional media arouse the public concern and at the same time provoke a heated discussion among individuals. The total printing volume has declined for nine consecutive years since 2012, and especially since 2020, the COVID-19 impacted the traditional media severely. The article aims at claiming the benefits of the fusion of new media and traditional media and studying the attitude towards each of the media and the fusion of two kinds of media. The research involves the literature reference method to illustrate the two-sides of each type of media. The article analyzes a lot of data from official website and the essay [1]. The impact of new media on traditional media was written by Lavanya Rajendran and Preethi Thesinghraja to identify the tendency of these media. Eventually, conclusions are drawn that it is profitable to combine the new media with the traditional media.

1   Introduction

With the development of contemporary new media, many conveniences and unique possibilities are created. It is time-saving and efficient to type in keywords on the Internet and search for the information they want instantaneously. Google Scholar contains 4750000 research papers that are associated with the media revolution, and 0.08 seconds of spending on loaded time showing on the screen. On the contrary, traditional media is implausible to search for information immediately which can deal with urgent demands because traditional media like newspapers only supply once a day[2]. Otherwise, other attributes like high-frequency interaction, a variety of manifestations, more choices for audiences, etc.

As a result, a contentious topic concerning the fate of traditional media and new media ignites a long-simmering debate about whether there is a tendency to replace traditional media with new media and what the consequences are if the new and traditional media merge [3].

Our paper concentrate on whether the fusion of two kinds of media is able to solve the embarrassing situations within the new media and traditional media. There is no denying that the status of traditional media is deteriorating over time; therefore, a strategy that combines the two media is advantageous for future development.

2   The discrepancies between the new media and traditional media

There are a lot of differences between the traditional media and new media, in the following statement, some significant differences like timeliness, interactivity, authority and authenticity are proposed to verify the opinions.

2.1 The different timeliness of the new media and traditional media.

The processes of producing traditional media such as newspapers are complicated; many rigorous and strict steps must be taken and followed. To put it briefly, three main steps are involved, the first step is consist of collecting and editing, examining and approving manuscripts, soliciting contributions, composing, proofreading and final judgment, the following steps are plate making and printing, transporting and publishing are the ultimate processes.

To sum up, the overall procedures are authoritative and convictive, however, traditional media causes time lag after these complex procedures. People delay for a long time to get to know the information with traditional media while instant messages sent by new media tend to be more appealing to people, because countless media, even individuals can compile alone and publish opinions on their social apps, therefore, substantial information and

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news are produced every few minutes for people to discuss and receive.

2.2 The different degrees of interactivity between the new media and traditional media.

Traditional media is defined as a unidirectional transmission, it is more likely to be a one-to-many mapping[4], people receive the information and can not give the feedback to the contents of the information instantly. Also, some traditional media are supervised by the government, and some content which harmful to the nation's image is prohibited to report. Thirdly, there are different targeted audiences through the specialized press, to be specific, three kinds of newspapers target three groups of people.

For example, the party-political press is dedicated to the task of activation, information, and organization, these party newspapers lie in the attachment which shares the same allegiance. However, the new media seem to act a part in both governor and producer, people can review and express their unique understandings beneath the articles without restrictions when they read the news on the Internet.

In addition, news on the Internet transcends time and space, information spread beyond counties easily and cause cosmopolitan sensations, news on the Internet gather people with different backgrounds, educational level, and class into interaction and discussion. The cost of information exchange is lower than the cost of purchasing traditional media, so people are more willing to exchange information on the Internet.

As Marshall McLuhan proposed, the world is a global village, he coined the term " global village " to illustrate the phenomenon of advantages and drawbacks at the same time due to the prevailing technological progress which is responsible for the momentary sharing of culture.

2.3 The authority and authenticity of the information between the new media and traditional media.

The newspapers as the first media have a long history and impact the media profoundly, so as the time goes, a lot of perfect journalists with intensive news sensitivity and ample experiences in editing the newspapers, as a result, the abilities of professional dedication and attitude are beyond the network media employees [5].

Compared to the information debris, information uncertainty, and ambiguous information, the majority of people prefer to trust the newspapers.

On the other hand, the normative process of auditing are involved and many assertion and judgment of the trend the news development are contained in the newspapers. So, insightful and precise content in the newspapers is a better opportunity for people to receive the information and recognize the situation. The new media also plays an important role in information dissemination.

However, news released on new media multiply in recent years, and lots of presses compete for the headline news and may take the means to report exaggeratedly. Sometimes, some presses ignore the depth of analysis and further prediction but only focus on the speed of reporting, leading to suspects of the news' authority and authenticity.

Also, the messy convergence of information sways people's ideas.

3 The methods to facilitate the successive collaboration of the traditional media and new media

The fusion of media is a relatively efficient method of relieving traditional media embarrassment and strengthening the reliability of new media. As a result, some methods are hypothesized to promote the implements.

In short, it may work to give play to traditional media's strengths and remove the outdated sections, also, it is important to utilize the compelling skills to broaden the range of influence. In the following statements, some proposes are listed to consult.

Figure 1. Online Media Classification

3.1 Traditional media intensifies their advantages to fancy people which embedded into the age of information explosion

Many fake news or disinformation are produced because they are eager to capture people's attention and compete for rapid reporting speed, as well as to create astonishing points and seize the hot spot.

Eventually, these reports are blind and unreliable for covering the original events. In this condition, the strict standards that traditional media contained are significant to dominate in the whole press.

The newspapers keep constant and provide the Internet with high-quality and high-reliable information to enable the brand of the media maintain the authority because teams subsist on traditional media are exceptional and highly qualified. The integration of the two media give play to self advantages maximally for elevate the news information of social benefits and financial benefits. The principle of the fusion of the media is user-oriented, it is also important to bear in mind that content is king in social media.

Conclusively, superior contents combine with focused media platforms is an appealing opportunity to disseminate.

3.2 Both of the media strive for customers' needs and keep innovating the the pattern of the content

The problems revealed in the traditional media are the shortage of content and the tedious information. Nowadays, the newspaper press usually covers unexpected, far-reaching events among nations, thus leading to the high possibility of resemblance. The quality of the content is the permanent purpose in any media, so, the fusion of the media must insist on innovating the superior content and exploring new behavioral forms.

For the contents, some more popular and meaningful contents in the newspapers can be excavated, and refine these contents for blending into the new media more smoothly. It is not only vital to involve the characteristics within the newspapers like authority and brand effect, but also to combine with some vivid, flexible high-efficiency Internet platforms, for instance, the Wechat, Weibo or Tik Tok are good examples.

And at the same time, maintaining the connections with people and increasing the interaction online and offline are momentous, because more personalized needs are visualized to detect.

3.3 More entertainment merge into the media to catch up the attention

With the contemporary rapid pace lifestyle, people tend to watch videos in limited time, and the variety of choices facing people, so it is important to grab their attention initially. Also, people obtain a lot of options, they select the medias they are inclination to. Therefore, it is becoming vital to attract them for some distinctive reasons.

Many humorous sayings or cool special effects are valid and these attributes are appealing to people. It is wise for traditional media to enroll some relaxing elements instead of some dull and rigid information [6]. There is an example that the CCTV in China register the Tik Tok to broadcast concise news abstract and emphasis, the differences between the normal CCTV is the languages, on that account, some interesting and funny words are used to describe the events and provoke peoples' attention immediately. Even some young people who seldom keep track of the news show great curiosity to these events.

Apparently, we can learn from the example that it is significant to dress the medias more unique and characteristic to attract people, thus more dissemination are generated.

4 Discussion

Many development dilemmas can be solved and some embarrassed conditions are avoided.

There is no denying that each of the media can not displace the other media after the collision of the new media and traditional media, the fusion of the media take advantages of the merits and abandon the drawbacks of the media. The professional and rigorous content quality complement the flaw in the new media, meanwhile, the timeliness and wide-spread assist the traditional media in spreading superior news out.

In addition, the diversity of platforms on the Internet provide infinite chances for information to be notified. Consequently, more rewarding news circulate among people, and more correct information guide them to establish true values.

5 Conclusion

To sum up, it is inevitable for the traditional media to decay along with the development of new media because many attributes of the new media are better than the traditional media undoubtedly. However, several solutions that enable traditional media to survive to depend on exploiting their flash points, thus traditional media will not extinct.

In the course of history, and just the reverse, traditional media make use of features to adapt and blend into the complex media circumstances. Considering all the reasons discussed above, we can safely come to the conclusion that it is necessary to introduce the fusion of the media, which should be attributed to the two main points, one is for traditional media, are paid more attention to by people, they can amplify authority and preciseness to optimize the integral accomplishment. And on the other hand, new media stand out from the crowd under excellent content and innovations. In the process of which, some inadequacies are also not taken into account without hesitation.

As we know, media transformations are not simple, it is tricky to implement, and much more potential troubles are faced to solve in the future. For example, a lot of employees need to get rid of all outdated thinking and ideas and all institutional ailments. It is a long-lasting and arduous assignment, especially for some people who

worked for traditional media for a long time it is harsh to alter stubborn thinking and make them adapt the irrelevant mechanisms.

As far as I am concerned, more researches are essential to deal with the possibilities of the fusion of media, and more feasible and detailed plans are advocated to perfect the fusion of the media. Although some examples are implemented successfully now, some traditional media are still in danger. When the fusion of media becomes a normal state and the communication form can be changed freely, people can receive a large amount of high-quality information on the premise of ensuring the quality and authority of the content.

Acknowledge

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