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Research on the Influence of Media Convergence on the Transformation and Upgrading of the Media Industry

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ABSTRACT

With the continuous development of social science and internet technology, media convergence has become an inevitable trend in the development of the media industry, and the current society has entered the era of media convergence. In this environment, media convergence has emerged at a pivotal period. Traditional media and emerging media are integrating with one another, putting forward not only new but also higher requirements for the traditional publishing industry in China. Under the development trend of this kind of media, the digital publishing industry chain is undergoing profound changes, and the publishing industry must actively upgrade its thought ideas, operation mechanism, information dissemination, and many other optimization transformations to ensure that under media convergence, there is stability of the traditional publishing industry, sustainable innovation, as well as development. This paper will make a detailed analysis of the characteristics of media convergence and explore the difficulties and development strategies of media industry upgrading in the era of media convergence.

KEYWORDS: Media convergence; Media industry; Industrial upgrading; Publishing industry

1. Introduction

In 1978, Nicholas Negroponte, the founder of Massachusetts Institute of Technology, pointed out that the three industries – publishing and printing, broadcasting and film, and computer – are converging. He presented and described the process of convergence with three intersecting circles [1]. He believed that where the three circles intersect is the field with the fastest growth in the future. The goal of media convergence is mainly to build new media forms with the help of internet technology and information technology. Under the environment of media convergence, various new media and traditional media interact and coexist. As an important part of the media industry, the digital publishing industry maintains a trend of rapid development. According to the annual report of China’s digital publishing industry, there is a continual increment in its digital publishing industry. In the context of media convergence, people’s reading carriers have changed from traditional printed books, newspapers, and magazines, to the internet, mobile phones, tablet readers, and computers, along with diversified digital content products, such as online
reading apps, audio reading apps, distance education, database publications, and mobile newspapers, as shown in Figure 1. Among them, internet periodicals, electronic books, online games, movies, news media, and other formats are constantly expanding. In the context of media convergence, the traditional media industry lags behind, thus necessitating the realization of development in terms of scientific innovation, in-depth analysis of media convergence-related content, and a clear media convergence environment that symbolizes the plight of media industry transformation and upgrading. Effective measures should be taken to realize the transformation of the traditional media industry. Upgrading strategies for media industry transformation and development should be proposed, the smooth integration of new media into the traditional media industry should be ensured, and the sustainable progress of China’s media industry should be promoted [2].

Figure 1. Classification of media

2. Characteristics of media convergence
2.1. Merging of information between different media
The most significant feature of media fusion is that it allows information to be engaged with and fused between various media, as well as realize the fusion of three networks [3]. Media convergence can integrate
information resources of telecommunication network, internet, broadcasting network, and television network, as well as ensure data information sharing and convergence among the three networks under technological transformation. Since the business scope tends to be the same, network interconnection and resource sharing can be realized. Messages sent through various media can form a link, and this mode of communication not only provides a broader way for information transmission, but also convenience to general users for personalization options. Under media convergence, users can select their own way of communication based on their own preferences, thus strengthening user experience.

2.2. Integration of different media
Media is a tool for information transmission; that is, the information transmission terminal. Under the environment of media convergence, different media can realize integration, including traditional media with new media, and between new media themselves. With the development of internet and information technology as well as good technical support, mobile phones, digital television, digital magazines, digital newspapers, digital books, and so on have emerged. The integration of media is carried out under such technical support. For example, people can watch news with the help of mobile phone applications and data platforms, read books with the help of reading platforms, and watch television programs with the help of new media platforms, as shown in Figure 2. Media convergence can also realize the interaction between media, such as scanning codes in newspapers to “listen” to news, casting screens on digital television with mobile phones, watching books and programs on mobile phones, etc. Under media convergence, the interaction and integration between different media can be realized [4].

![Figure 2. Reading style](image)

2.3. Integration and interaction among media platforms
Under media convergence, it is possible for media platforms to integrate and interact. Internet information technology and information cloud technology can realize the interaction and integration of multiple information media platforms based on the framework of the cloud technology platform. In that way, it is more convenient for users to search and receive information. Users merely need to search for the needed information on interactive media platforms, and the information results from various platforms will be provided [5]. They can search for information on different media platforms based on their own needs. The earliest interaction between real media platforms under media convergence is Tampa News Center in Florida, USA, which is a typical case of media convergence. The center is made up of The Tampa Tribune, Tampa TV Channel 8, and www.TBO.com news website. The three media units are under Media General, and they share the same office building. Although different media units have separate office areas,
operations, and staff, the three media units have realized resource sharing, thus information can be shared in the same command center. In the context of media convergence, the interaction and integration between media platforms have become common phenomena [6].

3. Difficulties faced by the media industry in the era of media convergence
3.1. Integration of the media industry’s mechanisms
Media convergence is not a dominating media form but an idea. In the context of media convergence, the effect to be achieved is the integration and interaction between traditional media and new media. However, considering the actual situation of the current media industry, most media industries have constructed a single client, resulting in a relatively single way of media information transmission and the lack of media integration and innovation mechanisms. Although some media industries have recognized the inevitability of the trend of media convergence, the construction of several new media platforms have been completed with a single knowledge. The simple construction of new media platforms, relevant operating mechanisms, and personnel allocation are flawed, so it is difficult to truly realize the integration and interaction between new media platforms and traditional media modes. Some media enterprises even use two sets of systems and two shifts of editorial personnel in order to operate new media and traditional media, making it impossible to achieve in-depth media integration and impeding the media industry’s transformation, innovation, and development.

3.2. Personnel integration in the media industry
Considering the actual situation of the media industry, most personnel in charge of new media operations are those who have been engaged in traditional media operations for many years and have been transferred from traditional media platforms. Even some personnel directly participate in the operation of new media platforms without strict training, resulting in the operation of new media platforms under traditional media concepts. There will not be any positive outcomes from media convergence as some media personnel lack creative new media platform operating experience, technology, and means.

4. Strategies for media industry upgrading and transformation under media convergence
4.1. Optimize the media convergence mechanism in the media industry
In the era of media convergence, market competition is becoming increasingly fierce. In the process of upgrading and transforming the media industry, it is necessary to fully display the advantages and continuously optimize the media industry from the aspect of integrating the mechanisms. The upgrading of the media industry needs to realize mechanism transformation, establish a media center, realize the integration of traditional media and new media resources, maximize its positive influence of public opinion, and carry out media integration from various aspects, including the operation mechanism, organizational structure, personnel responsibility, industrial development, and so on. Media industry units should cultivate financial media thinking, mining innovation under the age of media fusion, and data mining in a timely manner to understand users’ thoughts and actual demands. This is truly an innovation, which can promote the development and innovation of the media industry in the new era [7].

4.2. Innovate the concept of media integration in the media industry
In the media industry’s media convergence work, the most crucial aspect is to constantly innovate the work ideology and value concept, in order to promote the transformation and development of the media industry.

First, it is important to change the traditional concept of information dissemination. For nearly a century, the one-way information transmission is the main mode of information transmission in the media industry’s development. This mode is a way to output resources and information for information
transmission. In addition, traditional publishing media, television media, and newspaper media are monopolized in information and have strong one-way transmission characteristics in information transmission. In the era of information and the internet, mass communication presents a one-to-many and point-to-point communication mode. The audience is no longer a simple receiver of information, but rather the producer and interactor of information. Their status in the media industry is constantly changing for the better. For the traditional publishing industry, in order to better adapt to the era of media convergence and realize its own transformation and development, the most important thing is to achieve new and greater breakthroughs in terms of innovative development ideas. Therefore, in the transformation and development of media finance in the media industry, the work ideology and value concepts must be corrected, and internet thinking mode of “equality, openness, collaboration, and sharing” must be established.

Second, it is necessary to change the concept of user service. In the era of media convergence, the definition of audience has changed. Under the traditional media environment, the audience is generally passive to receiving information. In the internet era, the vast audience has been transformed from “audience” to “user.” Users can choose their own favorite content to consume at any time. The traditional publishing industry should change the past “administrative” operation mode, take “marketization” as an important guidance, firmly establish the “people-centered” development mode, establish interactive communities with customers through its own information platform, strengthen the close connection with customers, and improve customer viscosity. In order to provide better services to users, changing the concept of media industry services, carrying out the “user-centric” service concept, having in-depth insight into the actual needs of users as well as the attitude and behavior of users, producing programs that are loved by users, increasing the stickiness between the media industry and users, and taking users as the center will be beneficial.

4.3. Enrich the media industry’s information services
In the era of media convergence, users can choose information on the information-rich platform based on their own preferences. Traditional media industry information services have been facing difficulties in meeting the diversified needs of current users; hence, the media industry must consider the interests and practical needs of users, as well as constantly enrich their own information types, so as to ensure that the content of the media industry is not silent in mass consultation. In the process of innovating and enriching the media industry’s information services, we should begin from several levels.

First, refine the target population. Mass segmentation is an inevitable trend of media development in the era of media convergence. In the era of mass communication, the large and comprehensive communication mode is no longer applicable to the actual needs of users while advocating personalized development. In the current media environment, every user has become the basic unit of information transmission. Personalized push is certain to become possible with the use of information technology. Therefore, the content and method of information dissemination should be redefined. Information services in the media industry should maximize the potentiality of big data to accurately position target users, understand each user’s favorite content and information, conduct precise positioning analysis for the majority of users, and achieve targeted push of products and services by means of terminal control. It is also important to cultivate users’ cognition, acceptance, and dependence on the information platform. The publishing industry’s development hinges on adapting to current user needs and improving the original content. It does so by using the content advantages of the traditional publishing industry and launching high-quality, diverse products and services in an innovative way.

Second, provide diversified services. In the new media era, the majority of users have an urgent need to realize service informatization. In order to effectively meet the actual needs of the vast number of users, the media industry’s information services should be innovated with the help of traditional media units that
have strong technical support and the use of big data to realize the mutual integration between media resources and social resources as well as to effectively provide sufficient data information for the vast number of users. In consideration of the actual needs of different users, it is necessary to obtain market information and enhance employment, culture, pension, as well as other levels of service support. In addition, traditional media units have the credibility and authority that new media platforms cannot match. In the process of transforming and developing financial media, it is easy to increase the contact frequency of users and enhance the loyalty of the vast number of users.

Third, vigorously realize two-way interaction. In the era of media convergence, users have the freedom of speech to freely express their opinions on new media platforms. Interaction is the most important factor in the era of media convergence. The realization of two-way information interaction with users should be the focus in the transformation and upgrading of the media industry. On the path of transformation and upgrading of the media industry as well as the integrated development of traditional radio and television media, innovation and interaction are carried out to encourage users to make comments and choose valuable contents, as well as to provide feedback on users’ ideas and drive the majority of users to participate in information interaction.

4.4. Cultivate talents in media convergence for the media industry

High-quality talents are essential for the upgrading and transformation of any industry, and talents are the key elements in promoting the transformation and development of media integration in the media industry. At present, most media platform talents are now experiencing a crisis of discontinuity, so it is necessary to timely cultivate advanced talents equipped with knowledge and culture, in order to lay a good foundation for the transformation and development of media integration in the media industry. In the process of talent training, we should begin by taking several measures.

First, develop a mechanism to encourage talents. Having enthusiasm and the capacity to fulfill their responsibilities are forms of encouragement for students. Media convergence platform personnel should clarify their rights and define their responsibilities and work content. They should be encouraged to participate actively in the production and operation of the new publishing industry, so as to improve the quality of information transmission and serve the vast number of users.

Second, develop a sound training system. In order to strengthen the professional level of the media team, it is necessary to provide regular trainings for employees to build on their professional knowledge and skills as well as actively strengthen their comprehensive quality. In order to realize the sustainable development of media, the professional level of employees should be strengthened from various aspects, including their ideological understanding and professional skills, while the depth and effect of the program content should be enhanced.

5. Conclusion

In a nutshell, media convergence has many distinct features, such as immediacy, convenience, and interactivity, which have brought a certain degree of impact on traditional media, especially with the support of internet information technology. In order for the media industry to realize its own sustainable development, it is necessary to actively explore methods for the development of media integration and timely look for solutions to solve the existing problems based on the actual situation of its current development. The strategies include optimizing the media convergence mechanism of the media industry, enriching the information service content of the media industry, and training talents in media convergence on the basis of innovating the concept of media convergence in the media industry. The traditional publishing industry should take full advantage of its authority and other advantages by effectively integrating traditional media with emerging media. Finally, it is necessary to strive to achieve new
breakthroughs in the combination of “online” and “offline” development mode as well as realize the development and innovation of traditional media in the media convergence environment.

Disclosure statement
The author declares no conflict of interest.

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