

Research on Competitive Strategies of Traditional Media and Network Media

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Abstract. In this era of Internet information explosion, it is actually a major manifestation of the flourishing of all kinds of media. Most of the information people get is learned from the Internet, some of which are true and some of which are false. Network media is rapidly occupying the position of traditional media, constantly expanding its influence and widening the breadth and depth of publicity. There are certain differences between online media and traditional media, but there are certain similarities in the way and effect of information dissemination. Based on the development status of the existing network media, this paper analyzes the differences between traditional media and network media from the basic theory, and compares them respectively. The research results show that although traditional media are facing challenges in terms of content, technology and talents with the development of network media and the promotion of Internet technology, network media and traditional media are different in terms of advantages and disadvantages.

Keywords: Traditional Media, Network Media, Competitive.

1. Introduction

1.1 Research background and motivation

The dominance of traditional media has been seriously threatened by the growth of social media sites like YouTube, Facebook, and Twitter. Due to the massive volume of information being produced every minute by these social media platforms and the lack of access restrictions, which have sped up the flow of information, many of the audiences amassed by traditional media have switched to online media platforms. Both network media and traditional media are crucial and indispensable to one another. Traditional media have a number of benefits and resources, including the fact that they are more credible and influential. Practically speaking, traditional media frequently have a better skilled news production team, news production credentials, along with a lengthy history of building up and developing a strong news business, news industry, and resources. However, many traditional media are an important resource for governing state politics. On the other hand, the new media, often some Internet platforms and entrepreneurial teams emerging some development products. In the capital system mechanism, innovation ability, technical power, communication ability, and other aspects have their own advantages. In the future, traditional media and network media should learn from each other, complement each other's advantages and develop together.

1.2 Research contents and framework

Based on the current development status of existing network media, this article compares and analyzes the differences between traditional media and network media from the basic theory of traditional media and network media respectively, and gives research conclusions from the perspective of the diversity of media and people's preferences nowadays. The framework of the article is arranged as follows, the first part is the introduction, including the background and significance of the study; the second part is the introduction of the basic theory of traditional media, the third part is the introduction of the basic theory of network media, and finally the conclusion.

2. Traditional Media

Traditional media is the traditional way of mass communication relative to the online media that has emerged in recent years. That is, the media that regularly releases information or provides an educational and entertainment platform to the public through some kind of mechanical device, mainly including newspapers, outdoor, communication, radio, and television in the traditional sense. Traditional media include newspapers and magazines, radio and television, which have the limitation of time and space[1].

Newspaper news is mainly text-based, supplemented by photos to help consumers understand and digest the news. In addition, in terms of timeliness, because newspapers are printed every afternoon or night, the news must be the previous day's events, compared to the new online media is really low efficiency; and newspapers are also subject to the geographical restrictions of distribution, which cannot do too far away from the dissemination; finally, when readers need to find information, newspapers do not have any advanced search function, you can only find one by one, flipping, inefficient[2]. Radio is different from newspapers in that it is audio-based, which provides some advantages for radio, such as people who can't read or write, people who are old and have bad eyes, or people who can't read other things while driving, which makes radio have some supporters. At the same time, the sound-based radio is not easy to remember and save, and it is possible to do the ear in and the right ear out; no image although the radio provides a certain number of listeners, due to the lack of visual, vivid image, cannot leave a deep impression in the listener's mind; listeners lack the right to choose the program, can only listen to the corresponding program at the specified time, if you miss it cannot be replayed, lack of autonomy and choice. In addition, due to the limitations of technical reasons, weather, location, etc. can affect the listening condition of radio programs. The audience can only access the news material presented on TV within the allotted time, and they are unable to independently select the type of news they wish to receive, therefore it still suffers from the common problem of traditional media, namely a lack of interactivity.

Traditional media is relative to online media. Traditional mass communication methods mainly include newspapers, radio and television, which are restricted by geographical and spatial limitations, and radio and television also receive limitations on the length of retention time.

3. Network Media

Network media is broadly defined as a channel that relies on the technology and equipment provided by IT equipment developers to transmit, store and process audio and video signals for information dissemination, a tool for communication and information dissemination, and an information carrier. It's most significant difference from traditional media is that it no longer relies on print for delivery, but uses the Internet for information dissemination. With the development of the times and the need for information dissemination, many traditional print media, including some official media, have set up exclusive online media. From this perspective, the biggest difference between network media and traditional media does not lie in the content of information presentation, but in the way of information presentation. The general characteristics of online media include.

Network media and related portals have formed their own exclusive and unique positioning. The major portals have often formed a sizeable audience group, and topic tribe, and their website content distribution has a clear vein and brand positioning, and the information is placed with certain rules to follow. Network media and related portals have formed more fixed user attributes. Each section of the major websites has generally formed a certain fixed user group, the age, interests, values, consumption capacity, and other aspects of the orientation of the audience group have a certain commonality, with special attention to accurate delivery, accurate delivery [3]. Different network media and related portal publicity can form a superposition effect and radiation effect, which can maximize the use of traffic, so as to achieve the effect of the traffic matrix. The control and balance of the cost of network media and expected revenue are often predictable and controllable.

Network media tend to focus more on the presentation of news content, while the content of self-media is more diversified. The difference in content also determines the difference in audience. Thus, online media are more likely to reap the attention of middle-aged and older people, while the presentation of self-published media tends to be geared toward teenagers and younger groups. According to the differences in audiences, the placement of online media and self-published content also needs to be set accordingly to meet the characteristic preferences of people of different age groups. In particular, you should choose the right keywords and target audience for your articles, so as to maximize the communication effect. Of course, the network media and self-promotion media also have their own unique characteristics, for example, more official and authoritative information notices for the more formal, with a certain degree of credibility of the network media, while the self-promotion media is born for the individual to create.

4. Difference Between Network Media and Traditional Media

Online media, sometimes referred to as "network media," is a digital, multimedia communication medium that uses computers, TVs, and mobile phones as terminals to transmit news and information in the forms of text, sound, and images through the global Internet as an information dissemination platform. It has a significant impact on traditional media[4].

4.1 The impact of traditional media

At present, the main means of journalists' interview are face-to-face interviews and telephone interviews, online interviews (such as e-mail, etc.) is still only auxiliary means. According to the survey, the most frequently used means of the interview is face-to-face interviews (61%), followed by telephone (22%), and e-mail currently ranks only third (13%). However, the survey also shows that there has been a dramatic increase in the number of people using email as an interview channel over the past two to three years. It is certain that after the development of video technology and digital technology on the Web, it will be a breeze for journalists to conduct face-to-face interviews via video to anyone, anywhere on the planet, over the Web. Internet interviews (i.e., written e-mail interviews, face-to-face video interviews, etc.) will eventually become the primary means of interviewing media workers for daily news reporting. This means of the interview will greatly expand the scope of journalists' interviews, greatly reduce the time, manpower, and costs required for interviews, and greatly improve the timeliness of news reporting[5].

4.2 The impact of writing style

In the computer word processing system, multimedia and Internet, and other new technologies, the widespread popularity of new media and impact, mass media news writing, especially newspapers and other print media writing will gradually undergo fundamental changes. The text-based news writing style will gradually change to a multimedia news writing style.

So far, the news reporting and writing style of newspapers and other print media is text-based. The characteristics of the symbolic form of text in information communication are, firstly, the relative certainty of expression; secondly, the words can leave sufficient room for imagination or interpretation between lines. However, in news reporting, text reporting has many weaknesses compared with radio and television reporting, one is that it is not as vivid and imaginative as sound and television reporting; the other is that it is not as three-dimensional as image reporting when reporting news events. The single text writing reporting method forces journalists to do linear descriptions and abstract generalizations and subjective descriptions when reporting complicated news events, which inevitably has a gap with the objective truth when reporting news events. This is a disadvantage that inevitably occurs under the conditions of undeveloped news communication technology and the well-defined boundaries of newspapers, radio, television and other media forms.

Multimedia and hypertext technologies give print media the opportunity to "avoid shortcomings". Under the conditions of network and multimedia, with the introduction of various intelligent and

easy-to-use software, newspaper reporters can use text for news reporting and writing, and it is becoming easier and easier to use multimedia expressions such as sound, drawings, photos and even 3D animation and images. Through the hypertext structure, journalists can report news events in an all-round and objective way, within the scope of their ability, with both sound, emotion and graphics.

4.3 The impact of editing methods

The computer network editing system mainly relies on the media's internal network to achieve. Journalists, editors, and media internal departments, leaders at all levels of the computer phase of the Internet, make the editorial work becomes paperless, efficient, high quality. The traditional way of news editing, whether in print media such as newspapers or electronic media such as radio and television, is based on linear editing[6]. The so-called linear editing method refers to the way reporters and editors organize the large amount of news materials collected (including text, pictures, sound, and images, respectively), select the pieces needed and accommodated by the news report, and combine them into a finished news product in order of priority. The traditional linear news editing method, like the traditional linear news writing and reporting method, is limited by printing and analog electronic communication technology, making the editing process very complex, any change in the content of the finished news product may cause a linear reorganization of the entire content; the capacity of the finished news product is severely limited by the linear structure; multiple copies of analog signals and long-term preservation will continue to reduce the quality of information dissemination. The non-linear editing method based on digital multimedia editing equipment and technology has completely broken through the traditional editing methods and concepts, which can extract any text at will, can compile any paragraph of sub-text text, graphic text, sound text, and image text into any main document (text report, broadcast report or film report, etc.), can adjust the length of sub-text at will according to the need, and can report. It is possible to communicate and edit in real time between the editorial department and the scene of news events, between the central station and local stations, and to make unlimited copies and preserve news information for a long time while ensuring the quality of information dissemination.

4.4 The impact of communication methods

In the process of disseminating information, the fourth media breaks the boundary between the communicator and the audience. One-way communication is the characteristic of traditional media communication, the communicator produces and publishes information, and the audience passively receives information through the media. Due to this feature, it is difficult for the media itself to understand the feedback information of the audience in a timely, comprehensive, and effective manner, and it is more difficult to grasp the effect of communication. After the media entered the Internet, this simple relationship of sending and receiving has changed, combining one-way communication with limited two-way communication in the process of news dissemination. It is worth noting that "limited" means that the simultaneous two-way broadcast is limited to a specific period of broadcast, that is, the listener can dial the phone into the network, and the audience can dial the phone into the network. Listeners can call into the studio for direct two-way communication with the host; certain sections of TV media and certain pages of newspaper media provide certain time and space for two-way communication, but all are time-distant) for fundamental changes. The audience is both the recipient and publisher of information, any individual or organization can publish news or information on the network, and the audience can also provide timely feedback to the media with their opinions or suggestions, and also on a certain topic we can carry out discussions and express their views[7,8]. This is not only a two-way communication but also a multi-way mutual exchange of news and information.

4.5 The impact on the traditional media's position of "gatekeeper"

The traditional media can control what to report and what not to report, whether the weight of the report is heavy or light, what to report in detail and what to briefly introduce, as well as the proportion

of the report, according to the needs and specific circumstances of the "gatekeeper". Due to the need for public opinion and positive reporting, the media often has a general pattern of "uniformity of opinion". The "gatekeeper" has the privilege of being closer to the source of information than ordinary people because of its long-standing role as the "voice of the public" and as a professional communication agency. The "gatekeepers" generally control the news media, which information can be disseminated, which information should not be disseminated, and which information should be underreported or slowed down, all according to the "gatekeepers" own news values, their own interests, social constraints, etc. to decide. As a result of the "gatekeeper" filter, the information that the audience gets is often not the "original". In China media is highly concentrated, information channels are relatively single, and the role of the "gatekeeper" is particularly obvious. These characteristics are facing the rapid development of the Internet is facing serious challenges and impact. The Internet is a network of interlocking and interconnected networks, in this interoperable network, information resources are shared, information dissemination is multi-directional, and dispersed, the entire network is difficult to control by government departments, is a highly open space, and people can be almost unrestricted free access to online information, everyone is equal in front of the network information, so the previous "gatekeeper", Therefore, some privileges that "gatekeepers" had in the past, such as the privilege of accessing information sources, the privilege of "filtering" information, and the privilege of monopolizing information, will no longer exist. In the highly open Internet, it has become impossible to set up artificial barriers to prevent people from getting the information they want to get, and any user can easily spare a node and reach the desired site from another node. In the past, the linear model of communication and the release of information required a large amount of material input, which was not generally done by people, and thus the "gatekeeper" was prone to the formation of information monopoly, while in the network communication, the transmitter and the recipient will become equal in the true sense, and the network users are not only free to choose information, but also free to release information. In short, in the face of the Internet, the privilege and status of "gatekeeper" in the traditional sense is facing collapse[9,10].

5. Conclusion

To a certain extent, online media has solved these limitations of traditional media, but it does not mean that online media can replace traditional media. Today, traditional media still has many advantages that online media does not have. Traditional media has strong human and material resources and rich experience. Online media is rich in content, time-sensitive, and allows users to have more interaction and a high degree of involvement. However, at the same time, compared with traditional media, online media is lacking in rigor and authority. As a channel to disseminate information, enterprises invite media to participate and report on site when holding external activities, so that information can be disseminated more quickly and widely, in order to enhance the visibility and influence of enterprises and brands. Whether you invite traditional media or invite the network media, enterprises from their own publicity need to make the choice. The media that can be conducive to the development of enterprise publicity, to meet the public information access and entertainment media, is the media that enterprises and the public like to see. In order to meet the needs of the public and enterprises, the media needs to continue to develop. The development trend of media is always that traditional media and network media complement each other, tolerate each other, promote each other and develop together.

On the one hand, the development of network media depends on traditional media. Traditional media not only have rich information resources, which can provide vivid content and materials for online media, but also have strong brand resources. Some famous news organizations have long established a good communication image in the hearts of the general audience, and online media can use these famous brand effects to improve their authority and credibility by joining with these organizations. On the other hand, traditional media can continuously improve themselves and move toward perfection under the impetus of online media. Traditional media and online media combine to

develop a new form of online version or electronic version, which has two advantages of a large amount of information and fast news update at the same time. The advantages of network media are, first, the speed of news dissemination. Second, it is extremely easy to disseminate, receive, store and retrieve. The third is the niche nature of the dissemination model. Except for a very small number of websites with a lot of traffic, Internet users spend more time on various personalized websites with similar interests but few visitors, and many websites divert the crowd, forming a niche communication on the whole. The niche media sites realize their commercial value by joining together or being acquired by a very few large comprehensive websites to become their components.

Traditional media has a bright future in the long run. Although the development of new media has accelerated the spread of information, Traditional media must still delve deeper into the content. The "infinite" nature of new media platforms can sometimes result in factual bias and information fragmentation. As a result, traditional media has not entirely lost the initiative in terms of gaining users. Network media platforms cannot overtake traditional media in a short period of time, whether through the consolidation of brand resources, content resources, or talent advantages. With the rise of the Internet, the authority, trustworthiness, and cultural knowledge of traditional media will become increasingly important.

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