

## Reflections on TV media integration

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### Abstract

*With the continuous development of Internet technology and the gradual popularization of smart phones, new media has emerged and impacted the traditional media. Traditional media is relative to the new media rising in recent years. The traditional means of mass communication are well-known: newspapers, radio, television and so on. The new media uses digital technology to provide information and services to users through computer networks, computers, mobile phones, digital TV and other terminals. Because of its two-way communication mode, more personalized communication behavior, diversified content forms, rich display methods and other important characteristics, it has a great impact on the traditional media.*

### Keywords

*Traditional media, Internet technology, digital technology.*

## 1. Coexistence of traditional media and new media

The traditional media itself has a single way of communication, usually in the form of television, radio or newspaper[1]. Its strong human and material resources and rich experience are by no means comparable to new media, but new media has advantages in resources and rich content; It has the advantages of timeliness, interaction and high sense of participation, which are beyond the reach of traditional media. On the contrary, more and more programs reflect the integration of new media and traditional media. The two integrate new media. With the help of extensive information sources and good infrastructure of traditional media, traditional media continue to improve themselves under the promotion of new media. On this basis, traditional media have withstood the impact of new media and become more and more perfect by reforming their own mechanism and developing new Internet content.

## 2. Multiple ways of integration of new and old media

### 2.1. Use new media for early publicity

New media advertising refers to the advertising communication form with cultural propaganda characteristics, communication characteristics and commodity interaction characteristics based on the new media communication environment, which is a new thing that comes into being with the rise of the new media industry[2]. As an extremely important part of traditional media, TV has also been impacted by the emergence of new media such as short video. Many programs are cold for a while. However, with a clearer understanding of the integration and development of new media and traditional media, many programs have been improved to a certain extent, such as classic legend and classic legend of Jiangxi satellite TV. It is a large-scale humanities story program of Jiangxi satellite TV.

The topics are mostly historical issues, times, political and military struggles, and strange events. The audience's age is mostly middle-aged and middle-aged, and to some extent, they lack a kind of current sensitivity. But this year, they added the same official account. In order

to achieve interaction with the audience online, and in February this year, the "Kobe, miss you" program was timely to fit the current hot topics, catered to the audience's psychology, launched a series of tweets on the official account, such as historical knowledge, historical mystery analysis, and also introduced lottery activities in the festival broadcast process, forming a certain degree of online offline interaction. Although it is only a minimal change, it is also a correct attempt to integrate new media and traditional media, and has achieved good results. The integration of new media and traditional media is not just one. Compared to the simple launch of official account, the national treasure that has been broadcast in recent years is a model of combining new media with traditional media. From the beginning of the program, it aims to target young people. The publicity methods based on official micro-blog and official WeChat have begun to publicize in a large scale, including real time hot words and humorous passages. Instead of the usual dull official impression of the official blog, a series of tweets such as "double 11 is coming! Bask in the rush buying strategy of Emperor Qianlong, the first fashion buyer in Beijing", not only caught the attention of young people, At the same time, it lays the groundwork for the program.

After the program is broadcast, the official blog continues to release the program gag editing and program expression package, so as to continuously drive the program popularity. Station B, Douban and other platforms have also carried out publicity to achieve a lasting effect. In addition, it has changed the traditional media mode of "one speech hall" of the program, developed offline interaction and implemented online and offline linkage, Voting will be launched in the last two minutes of the program. Viewers can vote at the official wechat to select their favorite cultural relics. Cultural relics with more votes can participate in the final display.

The program "national treasure" provides a reference for how to integrate new media and traditional media. It uses new media for program publicity and continuous dissemination of popularity, so that the audience can obtain a great sense of participation and voice, and stimulate the audience's enthusiasm to continue to "follow" watching; At the same time, using the powerful traditional media power of CCTV, it has concentrated a large number of advantageous resources and high-quality guests, so that the production of the program with good quality and conscience has harvested a fixed loyal audience, and finally achieved great success. At the same time, it is also the epitome of the integration of new media and traditional media, which provides more ideas for the subsequent integration of new media and traditional media.

## **2.2. Set up network programs**

The continuous development of new media also makes traditional media pay more and more attention to new media. Network programs show a continuous growth trend in recent years. Network programs have become an important representative of new media among more and more Internet users because of their fast production and strong interaction. However, network programs have poor originality Lack of refinement and other shortcomings have always been unable to become a mainstream. However, Internet users are a force that can not be ignored, and traditional media have also noticed this. The 2020 Spring Festival Gala is no longer just the "specificity" of TV, and the "Internet Spring Festival Gala" also brings a strong "sense of existence". The relaxed and pleasant atmosphere in the "Internet Spring Festival Gala" and the organic combination of technology and creativity have launched an all-round new expression. It has also become a way for the traditional media to expand the audience and increase the audience rating with the help of new media. When most of the traditional media only use new media as publicity, it becomes more unique, and also provides a new way for the deep integration of new media and traditional media.

### **2.3. Set up a special video Number**

In the composition of new media, short video has become a force of "sudden emergence". Due to its simple production process, low production threshold and strong participation, short video has attracted great attention in a short time by making use of people's fragmented time and attracting eyeballs. Short video has also become a trend of new media development, "short, smooth and fast" The short video of should look very different from the traditional media. It's hard to imagine how the two can be "integrated", but the news that "news broadcast" has settled on the short video platform "provides a breakthrough, As an "old brand" program that has existed for decades, CCTV news network is known as "the wind vane of Chinese politics". It has a deep impact on Chinese people. Its audience basically covers all age levels and has a high popularity. In many people's impression, news network is a serious and solemn program, which is difficult to unify with the lively and relaxed style of short video. However, in the short video platform, serious news anchors become close ordinary people and peers. Their mastery of current affairs hot spots and the free transformation of Internet language context are deeply loved by short video audiences, especially young audiences.

The influence of news network is widespread and deeply rooted in the hearts of the people, and the short video highlights a strong focusing effect. Among them, Kang Hui and other news network hosts made a series of sharp but incisive speeches, which not only catered to current events, but also led the correct wind vane, so that news network is no longer exclusive to "grandparents" or "high above" The serious program reflects the trend of being closer to the people, paying more attention to being close to life and keeping up with current events.

The success of news broadcast in traditional media has also gained a younger "rebirth" in the new media embodied in short video. The success of news broadcast in the field of short video fully proves that traditional media still has vigorous vitality in the new media. News network conforms to the general trend of the integration of new media and traditional media, correctly grasps the communication law of the Internet and new media, accurately grasps the communication advantages of new media, realizes the transformation from "the strongest TV" to "the strongest video", and reflects that the integration of traditional media and new media can have newer forms and broader space.

## **3. Current situation and development trend of integration of new media and traditional media**

### **3.1. Current situation of integration of new media and traditional media**

As a major development trend, the integration of new media and traditional media has been recognized by various media people. However, at present, most of the integration of new media and traditional media is still new media as a "publicity tool" of traditional media. Traditional media only use new media as a guarantee of "traffic", although it has certain effects, However, if we only use new media for publicity and do not promote the traditional media to retain their own advantages and integrate with the new media, we will not only fail to grasp the trend of the integration of new media and traditional media, but also have a negative effect, affect the audience's first impression, destroy the program's reputation, and then lose a large number of viewers.

In addition, in the integration of new media and traditional media, the traditional media has not reached the strong participation achieved by the new media to a certain extent. On the one hand, it is due to the production method of the traditional media itself, on the other hand, it is still the singleness of the use of new media. Lack of experience in the integration trend of new media and traditional media is also a reason. If the audience still feels that the participation is

not strong and does not get the response expected by themselves, it will also have a reaction to the program, which will not promote the development and progress of traditional media.

### **3.2. Development trend of integration of new media and traditional media**

The integration of new media and traditional media is still in the development stage, and can not require immediate results. It is a violation of the law of development and eager for quick success and instant benefit. However, it does not mean that it is right to wait and see the development. Not only is it not a "safe" performance, but it is likely to miss the wave of the development of new media and traditional media and eventually be eliminated by the general trend.

## **4. Conclusion**

We should grasp the current good situation of the integration and development of new media and traditional media, actively promote the development and progress of traditional media, correctly understand the shortcomings and shortcomings of traditional media, accurately grasp the advantages of new media, and learn from each other. Learn from the successful cases of the integration of new media and traditional media, understand the connotation, grasp opportunities, innovate boldly, maintain sensitivity to mainstream trends and bravely deal with challenges.

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