

---

Original Research Article**News communication in the social media era: The integration and development of traditional and new media***Huarui Dou<sup>1</sup>, Yuanlu He<sup>2</sup>, Haihong Li<sup>3</sup> [\*Corresponding Author]**1 Yunnan University of Economics and Management, Kunming, Yunnan, 650106, China.**2 Yunnan Normal University, Kunming, Yunnan, 650500, China.**3 University of Malaya, Kuala Lumpur, 50603, Malaysia.*

---

**Abstract:** In the era of social media, news communication has undergone profound changes. This article delves into the integration and development of traditional and new media, analyzing the impact of social media on the way news is disseminated and its role in shaping internet communication content. The article first points out that the immediacy, decentralization, interactivity, and personalized recommendation features of social media have greatly enriched the dimensions and forms of news information, while also posing new challenges to the credibility of news media, privacy and data security, media literacy, and public participation. The article emphasizes that traditional media, in the process of digital transformation, needs to actively embrace new media technologies to improve the efficiency and engagement of news dissemination. Through case analysis, the article demonstrates how traditional media can use social media platforms for content innovation and user interaction, and how to enhance personalized news services and multimedia presentation through technological means. The article also points out the challenges faced by news communication in the new media environment, such as information overload, the proliferation of fake news, and privacy protection issues, and proposes corresponding solutions. When discussing the integration strategies of traditional and new media, the article proposes a direction of development that is diversified and personalized, emphasizing the trend of integration and platformization in news communication.

**Keywords:** Social media; News communication; Integration and development

---

**1. The Evolution and current status of news communication**

The history of news communication can be traced back to ancient oral dissemination and handwritten news, but the starting point of modern news communication is generally considered to be the invention of printing. In the 15th century, the invention of the Gutenberg printing press allowed information to be mass-reproduced and disseminated, and news began to emerge in the form of newspapers, becoming an important medium for social information exchange. Entering the 19th century, with the advancement of the Industrial Revolution, the production and distribution of newspapers became more efficient, and the speed and scope of news communication were significantly enhanced. In the 20th century, the emergence of radio and television further changed the way news was disseminated, allowing it to be broadcast in real-time to thousands of households. Throughout this historical process, the main pattern of news communication has been the “one-to-many” model, where a few media organizations convey information to a large audience. Under this model, media organizations have absolute control over the selection and presentation of information, and the level of audience participation is relatively low <sup>[1]</sup>.

At the beginning of the 21st century, with the rapid development of internet technology, especially the popularization of mobile internet, news communication has entered a new era. The widespread use of

smartphones and tablet computers has enabled people to access news information anytime and anywhere. Social media platforms, such as Facebook, Twitter, Weibo, etc., have become important channels for news dissemination. The rise of social media has fundamentally changed the pattern of news communication. Users are not only recipients of news but also disseminators and creators of news. This “many-to-many” communication model has greatly increased the speed and participation of news dissemination, while also bringing new issues such as the authenticity, accuracy, and quality control of information.

## **2. News communication in the era of social media and the digital transformation of traditional media**

### **2.1. The development history and characteristics of traditional and new media**

Traditional media, such as newspapers, magazines, radio, and television, form the cornerstone of information dissemination in human society. Newspapers and magazines, as pioneers of traditional media, have a history that dates back centuries. They are known for their systematic and in-depth reporting, with daily updates of newspapers and periodic releases of magazines providing comprehensive coverage from current events to in-depth analysis. For instance, The Times of London and The New York Times in the United States are renowned for their thorough reporting and commentary. However, print media have limitations in terms of transmission speed and are not easily preserved or quickly retrieved for long-term use. The birth of broadcasting technology marked the entry of information dissemination into the electronic age. It uses radio waves to spread sound to thousands of households. For example, National Public Radio (NPR) in the United States and the British Broadcasting Corporation (BBC) in the United Kingdom are loved by listeners for their extensive coverage and timely reporting. The linear nature of broadcasting means that listeners can only receive content according to a predetermined schedule, lacking personalized choices. Television media, with its combination of audio and visual characteristics, provides a richer information experience for viewers. Television stations like CNN and BBC World have achieved real-time global dissemination of news through satellite and cable networks, enhancing the sense of presence and visual impact of news. The extensive coverage and large audience base of television media make it a favorite among advertisers. However, at the same time, the interactivity of television media is relatively weak, and viewers are usually in a passive position of receiving information<sup>[2]</sup>.

New media, emerging with the rapid development of internet technology, includes online media, social media, and mobile media, among others. The advent of online media heralds the arrival of the digital and networked era of information dissemination. It publishes news and information through internet platforms, satisfying users' diverse needs with its fast, interactive, and multimedia characteristics. For example, online media platforms such as Xinhua Net and People's Daily Online provide users with a wealth of news content through various forms including text, images, audio, and video. Users can quickly locate information through search engines and participate in interactions through comments, forums, and social media. The rise of social media has decentralized the power of information publishing and dissemination to every internet user. Characterized by its social and participatory nature, platforms like Facebook, Twitter, and Weibo allow users to share information, express opinions, and establish social connections. Social media spreads information quickly and widely, but it also brings challenges in verifying the authenticity of information and protecting privacy. With the popularization of smartphones and tablet computers, mobile media has become an important part of new media. Characterized by its portability and real-time capabilities, such as smartphone apps and mobile websites, it enables users to access news and information anytime, anywhere, and participate in interactions and sharing. The personalized

services and location-based services of mobile media provide users with a more convenient information service experience. Through in-depth understanding and analysis of these characteristics, we can better grasp the development trends of news communication in the era of social media, as well as its impact on the news industry and public information consumption habits. At the same time, this also provides strategies and directions for news organizations to maintain competitiveness and influence in the new environment.

## **2.2. Characteristics of news communication in the era of social media**

Amidst the wave of social media, the news communication industry has undergone an unprecedented transformation. The moment a news event erupts, social media can disseminate it to every corner of the world, at a speed that traditional media cannot match. This change poses new challenges for news organizations: they must respond more quickly, update reports in real-time, ensure the timeliness and accuracy of information, and satisfy users' thirst for immediate news information. The proliferation of social media has also greatly expanded the scope of news dissemination. Traditional media is limited by geographical boundaries and circulation volumes, while social media breaks these shackles, allowing news information to reach a broader audience. This expansion of communication breadth not only accelerates the flow of information but also significantly enhances the reach and influence of news. In this era, the role of users in news communication has also undergone fundamental changes.

They are no longer passive onlookers receiving information but actively participate in the dissemination and discussion of news through comments, shares, and likes. This high degree of participation not only enhances user interaction with news content but also provides valuable feedback to news organizations, promoting the continuous optimization of news content and communication strategies. Furthermore, the news content in the social media era is more diverse and personalized. Users can choose to follow different news sources and topics according to their interests and needs, and social media platforms provide customized news content for users through algorithmic recommendation systems. This personalized content supply not only meets users' personalized needs for news information but also promotes innovation and development in news communication methods. In summary, the characteristics of news communication in the era of social media are mainly reflected in the revolutionary increase in communication speed, the significant expansion of communication scope, the notable increase in user participation, and the diversification and personalization of content. These characteristics have not only reshaped the news communication model but also had a profound impact on the operation methods of news organizations and the information consumption habits of the audience. News organizations must adapt to these changes and innovate communication strategies to more effectively meet the public's information needs<sup>[4]</sup>.

## **3. The integration of traditional and new media**

### **3.1. The rise and characteristics of new media**

In the era of social media, the field of news communication is undergoing an unprecedented transformation. The integration and development of traditional and new media have not only changed the ways in which news is produced, distributed, and consumed but have also reshaped the relationship between the media and the audience. This integration is not only reflected at the technological level but also extends deeply into content creation, user interaction, and information presentation. New media, based on digital technology and internet platforms, is characterized by interactivity, immediacy, personalization, and multimedia. Its definition continues to evolve with technological advancements but typically includes social media, blogs, video and audio sharing platforms, mobile

applications, etc. The characteristic of new media is the two-way interaction in information dissemination; users are not only recipients of information but also creators and disseminators of content. For instance, social media platforms like Weibo and WeChat have become significant channels for people to obtain news and information. They enhance the interactivity and participation of news through user-generated content (UGC), allowing everyone to become publishers and commentators of information.

New media plays a crucial role in news communication. Firstly, it provides a fast and extensive platform for information dissemination, enabling news to reach a global audience swiftly. For example, through the People's Daily's Facebook account, Chinese mainstream media can quickly disseminate news content worldwide, enhancing international communication effectiveness. Secondly, the interactivity of new media democratizes news communication, allowing ordinary users to participate in news discussions and dissemination through social media platforms, forming public opinion. Additionally, the personalized recommendation algorithms of new media can push relevant news based on users' interests and behavioral habits, increasing the relevance and appeal of information. New media also offers news organizations opportunities to deeply understand their audience and optimize content production through data mining and analysis.

### 3.2. The integration of traditional and new media

In the era of 5G, traditional print media face numerous challenges when integrating with emerging media, but there are also ample opportunities. As professionals in the traditional print media industry, it is necessary to overcome the difficulties encountered in integration, make up for deficiencies, and explore strategies for integrated development with emerging media based on the communication characteristics of new media and their own strengths.

(1) Highlight strengths and make up for weaknesses to find the right positioning for integrated development. The integration of traditional print media with emerging media should first identify the right positioning. Professionals in traditional print media should leverage their strengths to repeatedly deduce, research, and practice how to effectively combine with the communication characteristics of new media, and how to use new media platforms to make their high-quality products accepted by a broad readership. At the same time, they should overcome the shortcomings of traditional print media, strive to learn, and align themselves with professional new media technicians. They should analyze industry characteristics and operational patterns to clarify which communication content and which operational advantages in traditional print media can contribute to the integrated development with emerging media.

(2) Accumulate experience in new media communication and create high-quality 传播 content. As professionals in traditional print media, it is first necessary to recognize the deficiencies in communication content and form. Content that is not suitable for dissemination on new media platforms should be repackaged in new forms through division and reorganization to make it suitable for dissemination on new media platforms. Secondly, it is essential to seize the traditional print media content that interests the new media audience, understand their personalized needs and reading habits, and design the print media content in a tiered and categorized manner according to their different needs. Lastly, it is crucial to leverage the advantages of content and platform resources to seek out and create "internet celebrities" in professional fields. Under the guidance of these "internet celebrities," a variety of information needs of the broad readership can be met, reader quality can be enhanced, and positive energy can be injected into emerging media<sup>[6]</sup>.

## References

- [1] Killian G, McManus K. A marketing communications approach for the digital era: Managerial guidelines for social media integration[J]. *Business horizons*, 2015, 58(5): 539-549.
- [2] Kushwaha B P, Singh R K, Varghese N, et al. Integrating social media and digital media as new elements of integrated marketing communication for creating brand equity[J]. *Journal of Content, Community & Communication*, 2020, 11(6): 52-64.
- [3] Wu S. Research on Traditional Media Integration and Innovation Strategies in the New Media Era[J]. *Journal of Social Science Humanities and Literature*, 2024, 7(3): 17-27.
- [4] Lawson-Borders G. Integrating new media and old media: Seven observations of convergence as a strategy for best practices in media organizations[J]. *International Journal on Media Management*, 2003, 5(2): 91-99.
- [5] Han Y. The Integration of New Media Communication and Social Network Based on Computer Technology[J]. *Media and Communication Research*, 2023, 4(7): 13-21.
- [6] Du R. Expansion of Social News Communication Path under the Background of New Media Integration[J]. *Probe-Media and Communication Studies*, 2023, 5(4).
- [7] Adams E J. Social Media Communication and National Integration[J]. *Synergy: Cross-Disciplinary Journal of Digital Investigation (2995-4827)*, 2023, 1(1): 70-77.