

Crisis and Opportunity for Traditional Media in the Age of all Media

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Abstract: Nowadays, the question of where traditional media should go in the all-media era of the booming of self-media has received widespread attention. This paper analyses the history of media development and the challenges and opportunities of traditional media in the all-media era. This paper analyses that even in the all-media era, traditional media still has a very important significance and irreplaceable role. Based on this, this paper puts forward the following suggestions. Firstly, actively conform to the trend of media development in the current era, integrate into the development of the times, and play the irreplaceable key role of traditional media in the era of all media. Second, the flexible use of scientific and technological development to empower the development of traditional media. Third, constantly improve the professionalism and vision of traditional media news practitioners, and promote the development of the industry with the progress of talents.

1 INTRODUCTION

Today's era is an era of rapid development of media technology. With the progress of science and technology, people's ideology and living habits have changed greatly, nowadays, very few people will rely on newspaper subscriptions to learn about current political news or events around them, and with the change of programme broadcasting time and programme interaction, very few people will stay in front of the TV to wait for punctual TV programmes, and the leading fashion is no longer the popular magazines or posters (Li, 2024). Short videos are inherently irreplaceable in terms of affinity and convenience, and they are also highly interactive, which is a great departure from the overall style of traditional media, as if people have become accustomed to turning on their mobile phones at any time and opening the short-video software, to learn about the news of the moment in the most convenient and fastest way (Wang, 2025). The once-popular traditional media such as newspapers and TV seem to be approaching their twilight. Under such a social background, this paper would like to analyse the history of media development, count the challenges and opportunities of today's era, and jointly study the development challenges and opportunities of traditional media in the era of all media.

2 MEDIA DEVELOPMENT HISTORY

In this section, this paper will review the history of media development, starting from the four aspects of paper media, radio, television, and all media to sort out the history of media development.

2.1 Paper Media Era

Although the newspaper is a modern product, the origin of the newspaper can be traced back to the ancient Roman period when there has been written on the board of daily news, mainly used to announce government decrees and other information, can be regarded as the early prototype of the newspaper. Similarly, in the Tang Dynasty of China, the Di Pao, which was used to disseminate court news and governmental developments to officials around the country, can also be regarded as the prototype of newspapers. It is easy to see that the earliest newspapers were single-purpose, monotonous narrowly disseminated, and did not have strong communication properties.

At the beginning of the 17th century, Europe appeared in the regular printing and publication of news newspapers, such as the German notice - report or newspaper. Newspapers in this period gradually changed from hand-copying to printing and covered

a wider variety of content, including but not limited to business and social news.

Under the impetus of the Industrial Revolution, the cost of printing continued to decrease and the efficiency of distribution continued to increase, so newspapers became more and more popular. The famous British newspaper "The Times" was born and its influence expanded, becoming an important channel for the public to obtain information. During this period, the types and contents of newspapers also became more and more abundant. There were different types of newspapers, such as political party newspapers and commercial newspapers, which covered many fields such as politics, economy culture etc. Since the 20th century, with the rise of radio and television, traditional newspapers have been impacted.

2.2 The Radio Era

In the early 1920s, with the birth of radio, radio news also appeared. Due to the limited technical conditions, the radio news at that time simply broadcast some news, such as current affairs news, announcements, etc., the broadcast form was relatively single, the content was not rich enough, and the broadcast time was short, low frequency. But this opened the door for people to get news information through radio.

In the 1930s, with the continuous development of broadcasting technology, the quality of radio news has improved. The emergence of live interviews delivered more actual situations to the audience, the depth and breadth of coverage have been expanded, and the news programmes gradually fixed the broadcast time, to cultivate a fixed group of listeners.

In the 1950s, broadcasting equipment was continuously improved and optimised, and the process of radio news gathering, editing and broadcasting became more mature and standardised. Feature news, commentary news and other forms have emerged, more thorough analysis of major events, and more diverse perspectives, while paying more attention to language expression and broadcasting style. During this period, broadcast news became an important channel for the public to learn about domestic and international events.

Since the 1980s, in the face of the impact of television, the Internet and other new media, radio news actively transformed, and continues to occupy a place in the field of news dissemination.

2.3 Television Era

In the 1930s, when television was just emerging, TV news also began to sprout. Initially, the form of a single, mostly static picture, and short broadcast time and low frequency, and a relatively limited scope of dissemination. With the progress of television technology, television news is in the content and form of expansion. There was the collection of live images, and relatively complete coverage of major events, and the length and frequency of broadcasting have increased, gradually becoming one of the important channels for people to obtain news information.

From the 1970s to the 1980s, satellite communication technology was applied to the field of television news, making cross-country and cross-region news gathering and dissemination more timely and convenient, and news timeliness was greatly enhanced. Forms such as in-depth reports and feature stories continued to emerge, and news events could be analysed in depth from multiple angles.

Since the 1990s, with the development of digital technology, Internet technology and other developments, TV news has gone digital and high-definition. Continuously make efforts in the integration of development, interaction and cooperation with new media platforms, launch new forms such as webcasting, short video news, etc., while focusing on audience interaction and experience, the content production is more sophisticated and diversified, and endeavour to maintain its influence in the new communication environment.

2.4 All-Media Era

From the late 1990s to the early 2000s, the Internet gradually became popular, and traditional media began to explore the transformation of the network, newspapers have an electronic version, radio and television also try to build websites to disseminate the content of the programmes, news dissemination is no longer confined to the traditional paper, airwaves and other single channels, some news media began to try to produce simple web page news, initially opening the way to the exploration of the fusion of a wide range of media communication.

The rapid development of new media technology and the rise of social media make news dissemination more instant, for example, news media stationed on social platforms, can quickly release news and communicate with the audience. At the same time, network video platforms are also on the rise, and news media are beginning to try new forms such as

short videos and webcasts, further enriching communication channels and presentation forms.

From 2020 to the present, new technology concepts such as meta-universe and virtual reality have emerged, and news communication continues to explore new ways of playing and pays more attention to precision in communication concepts to meet the personalised needs of different audience groups, continuously expanding the boundaries of the news and enhancing the communication effect and influence.

3 CHALLENGES

Through the history of media development, it is easy to see that, in fact, the process of human development, is always accompanied by media replacement and upgrading. Every technological progress is also accompanied by great challenges and new opportunities. In this paper, this paper will analyse the challenges faced by traditional media in today's era with the continuous development of all media from three aspects: the change of media forms, the progress and iteration of the audience and the expansion of news practitioners.

3.1 Changes in Media Format

From the point of view of information dissemination carriers, the popularity of the Internet and mobile terminals has made information dissemination no longer limited to traditional paper, airwaves and so on. The new media platform relies on mobile phones, tablets and other devices, and it is more convenient for people to obtain information. Traditional media, such as newspapers, magazines and other print media, have seen a decline in circulation and advertising revenue, as users prefer to get instant information through mobile news clients. The way of information dissemination in the era of new media has produced great changes, and airwave media such as radio and television are facing the diversion of audiences. New media realise instant interactive communication, users are not only information receivers but also can become communicators, participating in content dissemination through comments, retweets and so on. Traditional media are mostly one-way communication, such as TV stations broadcasting programmes and newspapers, and it is difficult to receive a large number of audience feedback and make adjustments promptly as new media do. In terms of the form of content presentation, new media integrates text, pictures, audio, video and other forms, more vivid and rich. Traditional media are limited by

their own media forms, for example, newspapers mainly focus on text and pictures and have obvious disadvantages in presenting dynamic information and multimedia integration.

3.2 Progress and Iteration of Audience

The breadth and speed of new media information dissemination make the audience's demand for media information dissemination continue to improve. In the face of the audience's demand for timeliness, popularity and depth, the development of traditional media faces the following problems.

Firstly, while the base of the audience is expanding, the cultural literacy and reading demand of the audience is also increasing. News writers no longer need to meet the reading needs of some intellectuals as before. The audience is no longer satisfied with superficial interviews and clichéd reports that repeat existing conclusions, nor will they be satisfied with news reports or feature interviews that are stuck in the old rut and not able to keep up with the times.

Secondly, due to the development of science and technology, people's access to information is much faster than before, in the era of only paper media, people may read the same day happening a week ago, or even earlier news, and the era of all-media, at any time and anywhere can be informed of the world's affairs. Especially the development of live broadcasting technology, almost breaking the limitations of time and space, truly everyone in the first scene, everyone is a witness. As a result, the audience's demand for timeliness of news has increased significantly.

In addition, the audience's progress is also reflected in the fact that they no longer accept news reports to a superior posture, and do purely output, educational content. News reports can no longer be stuck in the serious and objective, to ensure authenticity and relationship at the same time, one may want to add some entertainment and a sense of intimacy, to obtain the majority of contemporary audience interest in reading.

Due to the improvement of education level, the vast majority of the audience on an objective event will have their views and understanding, then if the news report is only superficial one-sided, obviously it is difficult to obtain the audience's conviction.

3.3 Sharp Drop in Economic Income

In the era of all-media, the reading volume to a certain extent determines the survival of a media account or media organisation, so how to catch the audience's eyes, how to attract the audience to come to see the

media production of the report, will be the era of all-media traditional media face a major challenge.

Advertising revenue is the most obvious part of traditional media to be hit. There has been a major shift in the placement strategies of advertisers, and new media platforms have massive amounts of user data that enable precision marketing. For example, Internet companies can accurately push adverts to target groups of users based on their browsing history, consumption habits and other data. In contrast, traditional media's audience groups are difficult to pinpoint and the effect of advertising is harder to measure. This has caused advertisers to shift a large amount of their budgets from traditional media, such as newspapers, magazines, television stations, and radio stations, to new media platforms, resulting in a significant decline in traditional media advertising revenue (Wang, 2024).

Similarly, revenues from distribution and sales channels of traditional media are also decreasing. Taking newspapers and magazines as an example, with the popularity of the Internet and mobile devices, it is becoming more and more convenient for people to obtain information. More users choose to turn to electronic media than subscribe to paper publications. The number of users subscribing to paper publications has been decreasing year by year, and traditional sales channels such as newsstands have been shrinking, with a consequent decrease in sales revenue. At the same time, in the new media environment, a lot of content is disseminated free of charge through online platforms, making it difficult for traditional media to earn substantial income through content payment as in the past.

Moreover, traditional media are facing many difficulties in expanding new profit channels. New media can make profits through a variety of innovative ways, such as live streaming, knowledge payment, bounty function and so on. Traditional media is limited by its own system, technology and operation mode, and it is difficult to quickly adapt to and carry out these new profit-making businesses, which further aggravates the situation of its sharp decline in economic income.

3.4 Expansion of News Practitioners

The progress and iteration of the audience and the continuous development of technology have likewise stimulated the emergence of more and different news media, leading to an unprecedented expansion of news practitioners. It can be said that the all-media era is also to some extent the era of universal media, everyone has a smartphone, everyone can open their own social media accounts, then everyone can follow,

re-comment, participate in the discussion, and even publish news, write news, make videos, do features and do interviews (Wang, 2012). The right to publish hot topics is no longer the exclusive right of individual news media organisations or news practitioners but has become more popular in the hands of the people.

Compared to specialised newspapers or TV stations such as self-media have greater advantages in flexibility and entertainment, flexibility to decide the time of release, decide the content of the selected topics, for the time that happens around also has a faster efficiency and speed.

The proliferation of self-publishing media has led to a significant rise in the number of news practitioners, and the channels of information dissemination have become extremely diverse. Numerous self-media people can quickly release news, which poses a great challenge to traditional media in terms of timeliness. For example, when an emergency occurs, self-media people may be on the scene, and can release news through mobile phones for the first time, while traditional media need to go through a series of processes, such as editing, and it is difficult to compete with them in terms of speed.

The audience's attention is dispersed, users are attracted by various self-media accounts, and the traditional media's audience size and reading volume, ratings, etc. are impacted. In today's era, the reading volume determines the survival status of media to a certain extent, and advertisers may turn to invest in the field of self-media, affecting the revenue sources of traditional media. Self-media people are more flexible and personalised in their content style, compared to traditional media where the content production process is more strictly regulated and the style may appear relatively homogeneous. In contrast to self-published media, which are rapidly gaining popularity among young audiences, traditional media are struggling to attract young audiences and pursue personalised expression.

The increase in the scale of news practitioners also means that the pressure of competition in the news industry is intensifying. This is one of the challenges for traditional media in the all-media era.

4 OPPORTUNITIES AND PRACTICES

4.1 Technological Development Brings More Possibilities

People usually think that the main media communication channel in today's era is short videos.

Many people call it the short video era. This paper argues that with the emergence of new ways of communication, the old ways of communication have not been eliminated, on the contrary, as the new media continue to develop and mature, the old media are also constantly upgrading and progressing. Different media journalists or news organisations work together to make the news report an all-round, three-dimensional presentation, together into today's all-media era.

Technological advances have upgraded traditional media in terms of content production tools. For example, high-definition cameras, professional audio recording equipment, and advanced image editing software allow traditional media such as TV stations and newspapers to produce higher quality content, provide viewers with an ultra-high-definition visual experience, and enhance the attractiveness of the content (Huang, 2023).

Traditional media can use social media platforms to expand their communication channels. Many newspapers and TV stations have opened official accounts on social platforms such as Weibo and WeChat. For example, the microblog account of People's Daily has a huge fan base, and by releasing news information, commentary articles and other content, it breaks through the distribution limitations of traditional paper newspapers, develops the paper media to the network, and spreads news to a wider range of people. Similarly, major TV stations have launched video broadcasting APPs one after another, allowing users to watch TV programmes on their mobile phones anytime and anywhere, increasing programme exposure and audience stickiness.

Using virtual reality (VR) and augmented reality (AR) technology, traditional media can bring audiences a new immersive experience. For example, in some historical and cultural reports, newspapers or TV stations can produce AR content to make readers or viewers feel as if they were in the historical scene, greatly improving the interest and attractiveness of the content.

4.2 The Authority and Responsibility of Official Media

In the era of all-media information is complicated, the official traditional media, with its long-accumulated professional editorial team and strict audit mechanism, can ensure the authenticity and accuracy of the news, and become a reliable source for the public to obtain authoritative information. When major events and policies are released, official media have the responsibility and obligation to provide in-depth interpretation and commentary to guide the

public to correct understanding (Huang, 2024). Using a variety of new media platforms, official traditional media can break through geographical and time constraints, expand the scope and influence of public opinion guidance, correct erroneous public opinion promptly, gather social consensus, even if it corrects rumours arising from the looser management of self-media as well as the lack of professionalism and weak legal awareness of the relevant self-media operators (Li & Cen, 2016), and create a positive and healthy public opinion environment.

Traditional media carry rich cultural connotations and historical memories, and in the all-media era have the opportunity to better inherit and promote excellent traditional culture and enhance national cultural confidence through innovative forms and channels (Wang, 2023).

It can be seen that even in the all-media era, traditional media still has an irreplaceable and important role. How to better and deeper fulfil the traditional media's duties in the all-media era is the proposition of the times that news practitioners and media institutions need to constantly think and try.

First of all, this paper should insist on content innovation and quality improvement, digging into valuable news materials, launching in-depth reports, series of reports, special reports, etc., and at the same time focusing on the presentation of content, using pictures, charts, audio, video and other elements to enhance the attractiveness and readability of the content.

At the same time, it has continued to promote the development of media integration, actively built an all-media communication platform, realised the sharing of resources and complementary advantages among different forms of media, and formed an all-round, multi-level communication matrix to improve the efficiency and influence of communication. For example, People's Daily has established new media platforms such as People's Daily Network and People's Daily Client, realising newspaper-network integration.

4.3 Proactively Cater to the Trend of the Times

It strengthens the sense of interaction and service, interacts and communicates with audiences through social media, online forums and other channels, understands audience needs and feedback, responds to social concerns promptly, and strengthens the sense of participation and stickiness of the audience. At the same time, it can also provide personalised information services to meet the needs of different audiences.

Cultivate an all-media talent team, strengthen the training of traditional media practitioners in new media skills, and cultivate all-media talents who possess both solid professionalism in journalism and master new media technology and operation concepts, to provide talent support for the integrated development of media (Jing, 2024).

Explore the creation of traditional media advertising management branding, enhance social and economic benefits, shape and maintain the media brand image, introduce Internet technology and computer equipment to optimise the advertising design process and innovate advertising solutions, strengthen cooperation with new media platforms, open official accounts, innovate in content management, absorb market opinions, strengthen the ability to create, and enhance communication with viewers and audiences (Ge, 2022)

5 CONCLUSION

Summarising the contents of this paper, traditional media in the era of all media is not without a place to stand, nor will it eventually fall into the current of the times and become a product of elimination. On the contrary, this paper argues that although traditional media have produced great changes and fluctuations in the direction of development, they still play a vital role in the strategic position of official authority guaranteeing the accuracy of information, etc., and adhering to the development of traditional media in the era of all-media is a long-term topic for major media and news producers. It is necessary to constantly recognise the current situation, face the challenges, actively adapt to the development of the times, make use of the convenience of technological development and other opportunities of the times, and constantly explore the possibilities of traditional media development in the era of all media.

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