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## New media and traditional media in China: competition and integration

**Abstract.** *Newspapers, radio and television are the three main traditional media in China, among which television is relatively competitive. However, with the development of mobile Internet technology and the advent of the era of convergent media, the development of traditional television media has encountered a bottleneck. How traditional media deal with development challenges and find a way to survive in the face of intense competition has become a key issue in the media industry amid today's backdrop of media convergence. Through the analysis of the development of video surveillance platform, we will find new models for the development of traditional media, adapt to the development of times, take advantage of the opportunities provided by the mobile Internet era, actively develop new media and compensate for shortcomings of traditional media.*

**Keywords:** *era of mobile Internet; CCTV; new media platform; media convergence, media transformation; traditional media.*

## Новые и традиционные медиа в Китае: конкуренция и интеграция

**Аннотация.** Газеты, радио и телевидение являются тремя основными традиционными средствами массовой информации в Китае, среди которых относительно конкурентоспособным является телевидение. Однако с развитием технологий мобильного Интернета и наступлением эпохи конвергентных СМИ развитие традиционных телевизионных СМИ столкнулось с проблемой. То, как традиционные СМИ справляются с проблемами развития и находят способ выжить в условиях жесткой конкуренции, стало ключевым вопросом в медиаиндустрии на сегодняшнем фоне конвергенции СМИ. Благодаря анализу развития платформы видеонаблюдения мы найдем новые модели для развития традиционных медиа, адаптируемся к развитию времени, воспользуемся возможностями, предоставляемыми эпохой мобильного Интернета, активно будем развивать новые медиа и компенсировать недостатки традиционных СМИ.

**Ключевые слова:** эпоха мобильного Интернета; кабельное телевидение; новая медиа-платформа; конвергенция СМИ, трансформация СМИ; традиционные СМИ.

The basic concepts of traditional media and new media are related to a certain extent, and both have consistency and similarities in their basic working models. Among them, the concept of traditional media is mainly related to the emergence and rapid development of new media, which mainly includes paper media, outdoor media, television media, etc. Its main feature is the use of special equipment to achieve large-scale dissemination and promotion of information media content centrally and in a timely manner.

New media is a media form of dissemination and exchange of information using modern means of information technology, such as computers, the Internet, mobile communications and digital technologies. New media is an extension and addition to traditional media. It is a media form that emerged in the digital and networked era. New media includes social networks, video sites, blogs, WeChat public accounts, mobile applications and other forms, covering various fields such as news, entertainment, education, technology and so on. New media is a two-way communication platform. Users can engage in interaction through comments, shares, likes, etc.

This interactivity promotes the sharing and dissemination of information. At the same time, new media, with the help of big data and artificial intelligence algorithm technology, can conduct detailed

analysis of user profiles and then check audience groups. As a result, in the process of new media development, media audiences will inevitably form personalized groups with unique temperaments, which will deeply affect the personalized development trend of the new media platform hosting this group. A new media platform may use specific algorithms and technologies to meet the individual needs of user groups. Users can participate in the interaction and interaction process of one information or several different forms of information at any time at their discretion [4].

Media integration emphasizes that, against the backdrop of the mobile Internet era, Internet thinking is the guide, breaking down the boundaries between traditional media and new media, using advanced technical tools and concepts as support, as well as content integration, channel integration and operational integration. As core methods, all aspects of news production, distribution, reception and feedback have achieved deep integration and development [3]. In the era of integrated media, traditional media is facing challenges from new media, and new media is facing the problem of information overload. In this context, message aggregation becomes increasingly important. With the help of news aggregation platforms, different media outlets can collaborate with each other and share resources, thereby improving the quality and breadth of news reporting. At the same time, users can also receive a variety of information on one platform: news from different media for convenient and quick understanding of various news events.

With the rapid development of media communication technology, the deep integration of various media and the growing autonomy of audiences, in order to respond to the demands of creating new mainstream media and improving international communication, CCTV News relies on one of the three traditional mainstream media of the central government. With CCTV's advantageous resources, it officially began its media transformation in 2012. Currently, it has formed a new media matrix based on Weibo, WeChat, Micro Video and mobile clients, and has reached a certain scale. For example, users who subscribe to the official CCTV News WeChat account can send images, voices and texts to the WeChat platform, and use the platform's reply function to post their comments and thoughts in real time [2].

Compared to traditional media, new media have certain advantages in interactivity. CCTV News WeChat official account takes advantage of the media development trend of media convergence and improves the low interactivity of traditional TV programs via mobile phones, allowing viewers to actively interact with CCTV TV news programs. However, it also has certain problems. CCTV News New Media has formed a fixed paradigm in terms of operation, production and content distribution.

Most newly opened accounts follow the previous paradigm, with a lack of awareness of innovation and severe homogeneity. Therefore, it is urgent to pay attention to the existing problems.

CCTV APP quickly identified problems during the transformation period, actively sought solutions, changed the previous news production concept, and achieved good results. Mainstream media must continue to improve their development strategies, improve their comprehensive strength, provide audiences with high-quality news content, and achieve comprehensive transformation and development.

Mainstream media must first change their way of thinking and actively embrace innovative thinking to accelerate subsequent development. To achieve this, media integration must be carried out using existing technologies and platforms. As we go through transformation, we must learn from each other's strengths and compensate for our weaknesses. It is necessary to absorb the emerging Internet culture, and on this basis, we should not focus on producing short videos, but work hand in hand with other platforms and use their wealth of experience to actively expand the channels of information dissemination, with me at the helm and for my use.

In the process of transformation, traditional media must actively seek ways out of the situation, while simultaneously examining itself. Traditional media still has high social recognition, so "reputational capital" must be transformed into more intuitive and concrete brand effects, strengthening connections with the audience, clarifying its own positioning and creating unique advantages of the media brand. According to various scenarios, based on micro video, customers, CCTV News WeChat, Weibo, etc., we can jointly carry out activities and develop different products on different new media, and jointly build high-quality media brands [1].

To sum up, exclusive accounts and official websites are created to provide in-depth analysis of hot events and news from different perspectives, allowing the audience to gradually adapt to new ways and channels of receiving information, thereby increasing audience stickiness. In the context of media convergence, traditional media need to create a communication platform and open multiple communication channels. Through multiple efforts and integration of various beneficial resources, we create a media industry brand, break down barriers between traditional media and audiences, and create brand content exclusive to traditional media.

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## TV show production for foreign audience on the example of Chinese TV

**Abstract:** *In the age of globalization, the television industry is facing new challenges and opportunities. Producing TV shows for foreign markets has become a crucial aspect of the industry, especially in the case of Chinese TV. The article aims to explore the problems and perspectives associated with TV show production for foreign audience, focusing on the example of Chinese TV. It highlights the challenges faced in terms of cultural differences, translation, and format adaptations, as well as the opportunities provided by global media platforms and cross-cultural collaborations.*

**Keywords:** *TV show production, foreign audience, Chinese TV, globalization, cross-cultural collaboration.*

## Производство телевизионных шоу для зарубежной аудитории (на примере китайского телевидения)

**Аннотация.** *В эпоху глобализации телевизионная индустрия сталкивается с новыми проблемами и возможностями. Производство телешоу для зарубежных рынков стало важнейшим аспектом отрасли, особенно в случае китайского телевидения. Целью статьи является исследование*