

**Wang Yiyang**

student

**Xu Wenxiao**

student

Patrice Lumumba Peoples' Friendship University of Russia

Moscow

**A STUDY OF THE SYMBIOTIC RELATIONSHIP BETWEEN  
TRADITIONAL AND NEW MEDIA IN CHINA AND ITS IMPACT  
ON THE MARKETING STRATEGIES OF CHINESE ENTERPRISES**

***Abstract:** this study examines the evolution of the communication landscape in China, highlighting the symbiotic fusion of traditional and new media and its profound implications for the marketing strategies of Chinese enterprises. Statistical analysis emphasises the steady dominance of traditional media, with television, newspapers and radio retaining significant audience shares. In contrast, the growing landscape of new media, exemplified by platforms such as WeChat, Weibo and Douyin, demonstrates unprecedented digital penetration. The empirical prevalence of both media modalities calls for a realignment of marketing strategies: market segmentation, cross-media campaigns, neuroscience research and algorithmic modelling become key tools to optimise brand resonance and consumer engagement.*

***Keywords:** traditional media, new media, symbiotic relationship, marketing strategies, media interaction.*

**Ван Иян**

студент

**Сюй Вэньсяо**

студент

ФГАОУ ВО «Российский университет дружбы  
народов имени Патриса Лумумбы»

г. Москва

**ИССЛЕДОВАНИЕ СИМБИОТИЧЕСКИХ ОТНОШЕНИЙ  
МЕЖДУ ТРАДИЦИОННЫМИ И НОВЫМИ МЕДИА  
В КИТАЕ И ИХ ВЛИЯНИЯ НА МАРКЕТИНГОВЫЕ СТРАТЕГИИ  
КИТАЙСКИХ ПРЕДПРИЯТИЙ**

***Аннотация:** в исследовании рассматривается эволюция коммуникационного ландшафта в Китае, подчеркивается симбиотическое слияние традиционных и новых медиа и его глубокие последствия для маркетинговых стратегий китайских предприятий. Статистический анализ указывает на устойчивое доминирование традиционных СМИ, где телевидение, газеты и радио сохраняют значительные доли аудитории. Напротив, растущий ландшафт новых медиа, примером которого являются такие платформы, как WeChat, Weibo и Douyin, демонстрирует беспрецедентное проникновение цифровых технологий. Эмпирическая распространенность обеих медиамодальностей требует перестройки маркетинговых стратегий: сегментация рынка, кросс-медийные кампании, нейробиологические исследования и алгоритмическое моделирование становятся ключевыми инструментами для оптимизации резонанса бренда и вовлечения потребителей.*

***Ключевые слова:** традиционные медиа, новые медиа, симбиотические отношения, маркетинговые стратегии, взаимодействие медиа.*

The need to scrutinise the dynamic interaction between different types of media is necessitated by the evolving communication process in China. The symbiotic fusion

of traditional and new media requires a comprehensive study of their mutual interaction and the implications for marketing efforts by Chinese enterprises.

Despite the rapid development of digital platforms, the predominant role of traditional media remains in China. Statistically, according to the latest comprehensive survey conducted by China Internet Network Information Centre (CNNIC) in 2022, about 67.4% of the population relies on television as their main source of information dissemination [1]. The enduring popularity of this medium is emphasised by its ubiquitous presence in households, indicating widespread reach across demographic and socio-economic strata. At the same time, newspapers remain a reliable channel of information transmission, with 45.8 per cent of the Chinese population reading them, according to China's National Bureau of Statistics. This stability is especially noticeable among the elderly demographic cohort, which indicates the enduring influence of traditional print media [1]. Statistics show a culturally ingrained propensity for print information, which confirms the continued importance of newspapers in the communication environment. Radio, although experiencing a moderate decline in popularity, retains a notable listener base covering 29.6 per cent of the population, according to a recent study conducted by the Ministry of Culture and Tourism in collaboration with the State Office of Radio and Television [1]. The auditory nature of this medium ensures its accessibility, especially in regions with limited digital infrastructure, thus maintaining its relevance.

The aforementioned statistics highlight the empirical prevalence of traditional media in China, confirming its enduring power in disseminating information.

In contrast to the sustained dominance of traditional media, the burgeoning new media landscape in China is characterised by a dynamic and transformative influence, which is supported by compelling statistical evidence. According to the China Internet Network Information Centre (CNNIC), internet penetration has reached an unprecedented 74.5% of the population, indicating the ubiquity of digital platforms in modern society [2]. WeChat exemplifies the digital lifestyle: according to Tencent's official statistics, the number of its users exceeds 1.2 billion. The multifunctionality of the platform, which includes messaging, social networking and e-commerce functions,

solidifies its central place in the daily lives of Chinese people. Weibo, a microblogging platform, has an impressive user base of more than 550 million people, according to the latest data distributed by Sina Corporation. The real-time dissemination of information combined with the amplification of user-generated content creates an interactive environment that resonates primarily with the younger demographic cohort. Douyin, a new platform for watching short videos, has become a cultural phenomenon and, according to ByteDance statistics, has a user base of over 600 million. The platform's immersive and visually stimulating content format has caused a paradigm shift in user preferences, prompting businesses to retool their marketing strategies to capitalise on the visual vocabulary prevalent on Douyin.

Taken together, these statistics define the trajectory of new media platforms in China, demonstrating a seismic shift in the communication landscape. The empirical prevalence of digital platforms requires a thorough understanding of their characteristics, prompting enterprises to realign their marketing strategies to meet the imperatives of the digital environment.

The convergence of traditional and new media in China results in a symbiotic knot characterised by mutual interaction and mutual influence. This interaction is supported by empirical observations derived from analyses of media consumption patterns. Traditional media with a strong institutional credibility endow new media platforms with a halo of legitimacy, enhancing their effectiveness as channels of information dissemination and brand messaging [3]. Empirical research using correlation analysis confirms the symbiotic interdependence between traditional and new media, revealing a statistically significant positive relationship in audience engagement indicators. Combining audience reach metrics from television and social media platforms such as Weibo and WeChat indicates a synergistic effect that increases the overall impact and resonance of brand communications. In addition, network analyses of user interactions across different media channels clarify the intricacies of symbiotic interaction. The transfer of information from traditional media to digital platforms and vice versa resembles a dynamic network in which nodes represent media channels and edges signify the transfer of audience attention and influence. This network model, supported

by mathematical graph theory, reveals a complex web of interactions that form symbiotic relationships.

In parallel, neuroscientific techniques such as functional magnetic resonance imaging (fMRI) provide insights into the cognitive processes underlying the symbiotic relationship. Neuroimaging studies reveal different patterns of neural activation when people are exposed to brand stimuli through traditional media channels compared to digital platforms. The convergence of these neural responses signifies neurocognitive integration, elucidating the symbiotic nature of media influence on consumers' perception and memory encoding.

The mutual influence and mutually beneficial interactions highlight the need for businesses to take an integrated and synergistic approach to developing marketing strategies that capitalise on the collective effectiveness of both types of media.

The merging of traditional and new media in China has implications for the formulation and implementation of enterprises' marketing strategies. This merger requires a rethinking of existing paradigms with a nuanced understanding of the synergistic dynamics inherent in symbiotic relationships. Market segmentation analyses based on demographic and psychographic variables become a critical tool for determining the differential impact of traditional and new media on different cohorts of consumers. Using such an analytical framework allows businesses to thoughtfully tailor their marketing communications to the media preferences of specific target demographic groups. The deployment of cross-media campaigns based on empirical data derived from media interaction analysis becomes a prerequisite for optimising reach and resonance [4]. Synchronising messages across traditional and digital platforms with audience behaviour metrics promotes a comprehensive and holistic brand narrative, enhancing memorability and consumer engagement. The neuroscientific underpinnings of consumer cognition identified through neuroimaging research require the integration of neuromarketing principles into marketing strategies. This involves thoughtful selection of stimuli and messages that elicit specific neural responses that promote brand memorability and favourable consumer attitudes. Such neurocognitive resonance represents a subtle opportunity for businesses to differentiate

their marketing efforts from the competition. Algorithmic modelling based on machine learning algorithms enables data-driven optimisation of media allocation and content adaptation. The dynamic interaction between traditional and digital media channels lends itself to computational modelling to identify optimal touchpoints and temporal sequencing to maximise the impact on consumer perception.

In conclusion, the implications for marketing strategies in the context of the symbiotic relationship between traditional and new media in China require an integrated multidisciplinary approach.

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