

Challenges to In-depth Newspaper Reporting in the New Media Era and Coping Strategies: Post-print

Authors: Li Qinyuan

Date: 2023-10-08T00:00:00+00:00

Abstract

The rapid advancement of internet technology in China has propelled the arrival of the new media era, enabling everyone to edit and display information content. This undoubtedly exerts certain impacts and challenges upon newspaper journalism, while audience attention toward newspaper news continues to diminish. Confronted with this situation, how should newspaper journalism seize opportunities to enhance its competitiveness and better meet these challenges? Improving the quality of in-depth reporting in newspaper journalism can strengthen its readability, extensibility, and narrative quality, thereby promoting sustainable development within the field of newspaper journalism. Based on this, the present paper takes the analysis of advantages and primary development directions of in-depth reporting in newspaper journalism as its point of departure, examines the challenges confronting in-depth reporting in newspaper journalism in the new media era, and conducts analysis and exploration of responsive recommendations for in-depth reporting in newspaper journalism in the new media era.

Full Text

Preamble

ChinaXiv Cooperative Journal

Challenges and Recommendations for In-Depth Newspaper Reporting in the New Media Era

(Lincang Converged Media News Agency, Lincang, Yunnan 677000)

Abstract: The rapid advancement of internet technology in China has ushered in the era of new media, where everyone can edit and present information content. This development undoubtedly poses certain shocks and challenges

to newspaper journalism, with audiences increasingly paying less attention to traditional newspaper news. Faced with this reality, how should newspaper journalism seize opportunities to enhance its competitiveness and better meet these challenges? Improving the quality of in-depth reporting can enhance the readability, extensibility, and narrative quality of newspaper news, thereby promoting sustainable development in the field of newspaper journalism. Based on this premise, this paper analyzes the advantages and main development directions of in-depth newspaper reporting, explores the challenges faced by in-depth newspaper reporting in the new media era, and proposes corresponding recommendations for addressing these challenges.

Keywords: new media; internet technology; newspaper news; in-depth reporting; recommendations

CLC Number: G633

Document Code: A

Article ID: 1671-0134(2022)06-047-03

DOI: 10.19483/j.cnki.11-4653/n.2022.06.013

Citation Format: Li Qinyuan. Challenges and Recommendations for In-Depth Newspaper Reporting in the New Media Era[J]. China Media Technology, 2022(06): 47-48, 70.

In the new media era, it is essential to integrate newspaper journalism with new media platforms and strengthen the utilization of various media forms, including print and internet-based channels, to ensure better development. Therefore, by examining current trends in the media industry, we must continuously explore and analyze to find the optimal path for media convergence and build an all-media platform that enhances the quality of newspaper journalism. For instance, much of the content on Weibo consists of entertainment news, which only satisfies audiences' entertainment needs but fails to address other issues of public concern. In contrast, newspaper journalism typically covers events closely related to the actual interests of the public. Consequently, newspapers place greater emphasis on social livelihood issues, representing a significant advantage over new media' s focus. This distinction highlights a crucial competitive edge for newspaper journalism, which must be fully leveraged to report important news content relevant to audience interests.

1. Advantages and Main Development Directions of In-Depth Newspaper Reporting

Despite the considerable strengths of new media development in the current era and its significant impact on newspaper journalism, newspapers possess irreplaceable advantages. To secure a position in today' s competitive market environment, newspaper media must deeply explore their unique strengths and

continuously develop and improve upon them to avoid being eliminated by ongoing societal progress.

Specifically, these advantages and future development directions manifest in several key areas. First, newspaper journalism offers greater authenticity guarantees. While information quality in the online environment is difficult to ensure and most audiences lack strong information discrimination abilities, newspaper journalism maintains extremely high requirements for content authenticity throughout the reporting and publishing process, implementing thorough verification procedures. This rigorous approach has endowed newspapers with substantial influence over public opinion, making them a trusted source. For major events, although audiences may initially learn about them through new media platforms, they still maintain strong desire to read newspaper coverage and expect authoritative voices from traditional news media. Therefore, newspaper journalism must capitalize on this unique advantage by strengthening authenticity safeguards to maintain high authority and earn deep public trust [1].

Second, newspaper journalism provides high-value content characterized by continuity. When reporting news stories, newspapers typically adopt a continuous approach, enabling audiences to understand the complete context and development of events. By emphasizing depth and breadth in news coverage, newspapers can highlight the distinctive advantages of their professional reporting teams and enhance the news reading experience for audiences [2].

2. Challenges Faced by In-Depth Newspaper Reporting in the New Media Era

The new media era presents four primary challenges to in-depth newspaper reporting. The first challenge concerns timeliness. For news reporting, timeliness directly affects both the dissemination scope and audience recognition. In recent years, with the continuous development of new media in China, audiences can quickly access relevant news information online. By the time newspaper reports are published, audiences have often already learned all the details through online platforms. This development has significantly impacted the timeliness of newspaper reporting.

The second challenge involves space limitations that restrict the amount of information available to audiences. Newspaper reporting operates under clear constraints, with journalists typically selecting only the most valuable news items. This results in audiences learning about relatively few news stories when reading newspapers. In contrast, new media platforms using mobile phones and computers as primary tools face no such space limitations. Audiences can access news information anytime through these devices and select content based on their interests and preferences [3]. Additionally, intelligent systems can recommend content based on users' search history—a capability that newspapers lack.

The third challenge is severe talent drain. In the new media era, audiences themselves can become information disseminators and creators. Many short-video platforms have emerged, providing better creative opportunities for content producers. If they can ensure authenticity and quality, news dissemination through new media can generate significantly higher economic returns compared to traditional newspaper contributions. This has led to substantial talent drain from newspaper journalism, undoubtedly constraining its further development.

The fourth challenge is the lack of interaction with audiences. Contemporary audiences prefer to express their ideas and opinions through real-time interactive platforms. Newspaper journalism shows clear deficiencies in this regard. Moreover, due to limitations imposed by single-direction communication models, the lack of interaction between newspapers and audiences negatively impacts the development of newspaper journalism.

3. Recommendations for In-Depth Newspaper Reporting in the New Media Era

3.1 Precise Market Positioning

Although newspaper media have shortcomings, they also possess unique advantages that new media cannot replace, making their continued development necessary [4]. To ensure quality in-depth reporting and positive development in the new media era, newspapers must achieve precise market positioning. This involves highlighting their authority during operations to earn audience trust, expanding their readership, and significantly increasing readership numbers.

3.2 Strengthening Network Technology Application

Newspaper journalism should enhance its application of network technology to further improve service levels [5]. While maintaining news quality, newspaper media can place relevant news content on their own news clients and websites, thereby expanding channels for audience access to news information and enabling audiences to gain more complete understanding of entire news events. For example, some daily newspapers have recognized the importance of network technology by establishing their own mobile newspapers and websites. This not only allows audiences to access authoritatively reported news more quickly but also enables them to browse content of interest on these platforms. Applying these news reporting methods undoubtedly satisfies audiences' reading needs.

3.3 Cooperation with New Media

As society rapidly progresses and networks develop swiftly, audiences have grown accustomed to obtaining news information online. Newspaper news organizations also have their own converged media editorial departments. Under these circumstances, it is essential to strengthen cooperation with new media platforms to enrich and optimize news dissemination channels and formats. On

one hand, newspaper media can enhance vigorous exchange and cooperation with new media platforms, leveraging their substantial influence to release official news content and ensure effective dissemination. On the other hand, newspaper media can also engage in broad cooperation with new media platforms [6].

3.4 Highlighting the Advantages of In-Depth Reporting

Currently, audiences can obtain much fragmented news information through new media, but this content cannot guarantee accuracy or reliability. Exposure to poor-quality information can mislead audiences and even cause them to view news events with bias, which negatively impacts social harmony and stability. Therefore, in conducting in-depth newspaper reporting, it is imperative to ensure the reliability and correctness of news content, never reporting false or erroneous information that could have adverse effects, thereby safeguarding the value of in-depth newspaper reporting [7]. Additionally, any false reports must be promptly corrected to ensure correct guidance of public opinion.

3.5 Public Participation and Interaction

The process of in-depth newspaper reporting should emphasize broad public participation and full interaction to create stronger audience appeal, transforming audiences into important participants in news reporting. This approach not only deepens the connotation of newspaper reporting but also enhances audience attention and regard for newspaper journalism, enabling access to information feedback previously unavailable through traditional in-depth reporting. By leveraging internet-related tools, newspapers can build important platforms for public participation and interaction, timely understanding audience perspectives, opinions, and attitudes toward news events, thereby strengthening interactive engagement in news reporting and continuously enhancing the effectiveness and quality of in-depth newspaper reporting [8].

3.6 Emphasizing Column Planning and Implementing Series Reporting

Newspaper journalism emphasizes series-based, in-depth reporting. While new media applications have rapidly satisfied audience demand for news information, they also contain superficial content. In comparison, newspaper journalism holds more significant advantages in this regard, possessing professional reporting teams, superior column planning capabilities, and extensive experience in tracking news events. These strengths make newspapers particularly effective at conducting in-depth, series-based reporting [9]. Therefore, in the new media era, to better address challenges facing in-depth newspaper reporting, newspapers must focus on column planning and implement series reporting to enhance audience preference for in-depth newspaper reporting and ultimately increase newspaper readership.

In summary, although newspaper journalism possesses clear advantages in its development process, it must strengthen its use of new media to enhance its social influence and avoid being eliminated by the era' s continuous progress.

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv –Machine translation. Verify with original.