

---

AI translation · View original & related papers at  
[chinaxiv.org/items/chinaxiv-202310.01009](https://chinaxiv.org/items/chinaxiv-202310.01009)

---

## Some Reflections on Chinese Media Enterprises' Overseas Newspaper Operations (Postprint)

**Authors:** Zhao Jingnan

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

### Abstract

Economic globalization will inevitably bring about the globalization of information dissemination, thereby exerting certain influences on China's newspaper industry market. As China's comprehensive national strength continues to strengthen, numerous media enterprises have actively expanded into overseas markets, achieving certain accomplishments in cross-border and cross-continental development. However, alongside the proactive exploration of overseas markets in the media sector, certain issues in overseas development have also emerged. This paper analyzes the new opportunities for Chinese media enterprises to operate newspapers overseas in the new media era, and proposes several feasible recommendations, with the aim of providing beneficial impetus for Chinese media enterprises to better achieve development in overseas markets.

### Full Text

## Some Reflections on Chinese Media Enterprises' Overseas Newspaper Operations

**Abstract:** Economic globalization inevitably brings about the globalization of information dissemination, which will exert certain impacts on China's newspaper industry. As China's comprehensive national strength continues to grow, many media enterprises have expanded into overseas markets, achieving certain accomplishments in transnational and transcontinental development. However, while actively exploring overseas markets, the media sector has also encountered various problems in its overseas development. This paper analyzes the new opportunities for Chinese media enterprises to operate newspapers overseas in the new media era and proposes several feasible recommendations, aiming to provide beneficial impetus for Chinese media enterprises to better achieve development in overseas markets.

**Keywords:** economic globalization; information dissemination globalization; Chinese media enterprises; overseas newspaper operations; win-win cooperation

**Classification Code:** G613

**Document Code:** A

**Article ID:** 1671-0134(2021)06-040-03

**DOI:** 10.19483/j.cnki.11-4653/n.2021.06.009

**Citation Format:** Zhao Jingnan. Some Reflections on Chinese Media Enterprises' Overseas Newspaper Operations[J]. China Media Technology, 2021(06): 40-42.

To better seek survival and development in the new era, many Chinese media enterprises have ventured into overseas markets. However, observing the actual effects of these overseas newspaper operations, many enterprises demonstrate deficiencies in seizing opportunities, and their overseas market expansion faces various problems. To overcome these challenges and respond to intense international media competition, China must explore new paths suitable for its newspaper industry's overseas expansion, combining current international realities.

### 1.1 New Media Era Provides Opportunities for Chinese Media Enterprises' Overseas Newspaper Operations

Driven by global integration of economic and cultural exchange worldwide, coupled with rapid scientific and technological development since the 21st century, modern technologies dominated by information and network technologies have permeated all areas of social production and life, rapidly propelling society into a new media era that supports global multicultural exchange and interaction. This new situation presents both challenges and opportunities for China's media enterprises. On one hand, enterprises have larger development spaces, as they can utilize modern network information technology to expand information dissemination channels and achieve cross-regional, cross-border information transmission. On the other hand, to adapt to international development, media enterprises must change the traditional one-way communication model from media producers to audiences and adopt two-way interactive and multi-exchange communication methods. By adjusting information dissemination strategies, they can gain advantages in new markets. Media enterprises that fail to adapt to this new media environment will inevitably face outdated information dissemination forms, be unable to align with new media market development, and face the predicament of being squeezed out and eliminated.

Therefore, the new media era not only provides strong technical power and information dissemination pathways for media enterprises' cross-regional and cross-border development but also brings great pressure for their further development. If media enterprises do not deeply consider how to respond to diversified competition in the new media era and actively explore international markets, they will inevitably fall into a very passive position in future development.[1]

### 1.2.1 Audiences Become “Masters” in the Information Dissemination Process

The arrival of the new media era has blurred the boundaries between media information dissemination subjects and production subjects. The general public, by mastering some simple media production tools, can produce media information at home and disseminate it on network or mobile platforms. Meanwhile, much media content widely circulated on the internet is continuously forwarded, commented on, and reprocessed by disseminators during transmission, further blurring the boundaries between information disseminators and producers. Information dissemination behavior is no longer just top-down one-way transmission but has transformed into a diversified form that integrates two-way interaction, forwarding and commenting, feedback, and reprocessing. In such new media information dissemination activities, audiences are no longer passive but have become producers and leaders of information dissemination, essentially becoming masters of information transmission. Therefore, traditional media in the new media environment must conform to this new form of media information dissemination by transforming their identity to better adapt to multi-interaction and two-way communication trends, enabling enterprises to better adapt to the new media environment and face new challenges.[2]

### 1.2.2 Selective Characteristics of Audiences in Information Dissemination

According to communication theory, when audiences receive information, they do not accept or reject it wholesale but rather make certain selections. Audiences will choose, based on their preferences and values, the information that interests them most and is most valuable to them for reception, feedback, and forwarding, thereby completing the information dissemination process. In such an environment, media enterprises’ grasp of audience selective characteristics determines the effectiveness and efficiency of their information dissemination. If media enterprises can accurately detect and grasp the information selection characteristics of target audiences and provide information content that meets their selection needs, they can gain strong support and positive feedback from audiences, thereby obtaining more and greater development opportunities. However, if media enterprises work behind closed doors, disregarding audience selection and arbitrarily producing and disseminating media information, they will inevitably face the predicament of providing unsuitable information that is abandoned and alienated by audiences, causing media enterprises to fall into difficulties in information dissemination and fail to gain audience support. In overseas media markets, many audiences differ from us in culture and values. Therefore, for media enterprises to explore overseas markets, they must consider the differences in audience information selectivity in target market environments, conduct in-depth investigations, perform good market analysis, and fully grasp the selective characteristics of audiences in new markets, thereby laying the groundwork for media enterprises to better explore overseas markets.

### 1.2.3 Audience Curiosity and Expression Psychology

Previously, many Chinese media enterprises focused their information production on positive public opinion guidance, paying little attention to catering to audiences' information consumption needs. In the new media era, audiences' dominance and initiative in information dissemination activities are becoming increasingly strong. Therefore, media enterprises should consider audiences' information consumption psychology. Only in this way can media enterprises' information dissemination work better adapt to market environments in the new media era and achieve broader information dissemination by meeting audiences' information consumption needs.

### 2.1 Expanding Overseas Influence Through Joint Operations with Foreign Media

The “Guiding Opinions on Accelerating the Reform and Development of Publishing and Media Groups” (hereinafter referred to as the “Guiding Opinions”) issued by the General Administration of Press and Publication clearly states that it supports publishing and media groups to “go global” through various methods. Under the current new media environment, Chinese media enterprises should further integrate with international standards, scientifically adjust their structures, optimize operational processes, and rationally arrange talent layouts based on their actual development conditions, firmly grasping the opportunities for overseas newspaper operations and actively expanding overseas cooperation channels to leverage their resource advantages in overseas markets.

In specific implementation, first, the state should, based on the actual needs of media enterprises' overseas newspaper operations, implement relevant policies to strongly support media groups in expanding copyright exports to other countries and regions, increase capital investment, encourage media enterprises to merge with and acquire high-quality overseas publishing enterprises, and operate newspapers and periodicals, open factories and stores overseas through sole proprietorship, joint ventures, and other methods to expand their influence.

Second, for Chinese media enterprises to truly go global, they must strengthen all areas of the media industry to integrate with international society. By jointly operating newspapers with foreign media, they can understand the operational conditions of overseas newspapers, such as interviewing, editing, publishing, and distribution techniques, accumulating rich overseas newspaper operation experience to lay the foundation for future overseas newspaper operations. Finally, in the process of cooperating with overseas media enterprises, Chinese media enterprises should emphasize academic exchanges, actively contact overseas newspapers, establish a batch of high-quality and high-level international editorial teams, and provide intellectual support for Chinese media enterprises' overseas newspaper operations. Domestic media enterprises can utilize advantages in capital and systems to attract more interdisciplinary talents, strengthen specialized training for on-duty staff, enhance professional knowledge and skills,

learn from the strengths of their partners while maintaining their own newspaper operation characteristics, learn new management concepts and professional techniques through cooperation with foreign media enterprises, and use advanced technology to promote the smooth progress of Chinese media enterprises' overseas newspaper operations.[3]

## **2.2 Innovating External Publicity Forms to Extend Publicity Effectiveness**

To accelerate the advancement of Chinese media enterprises into overseas markets, in addition to requiring domestic newspapers to guarantee their product quality, media enterprises must also strengthen external exchanges and actively innovate external publicity forms to improve the effectiveness of overseas newspaper publicity. On one hand, Chinese media enterprises can directly launch their brand newspapers in overseas newspaper markets, creating brand newspapers for overseas expansion. To achieve the best publicity effects, Chinese media enterprises must have their own brand characteristics in external publicity. While seeking common characteristics between domestic and overseas newspapers, they should also pay attention to differences in content and style, treating national culture as the starting point and foothold for media enterprises' overseas newspaper operations. On the basis of drawing upon and integrating foreign media newspaper operation experience and techniques such as editing and manuscript integration, they should strengthen the publicity and promotion of local culture. At the same time, when operating their brand newspapers overseas, Chinese media enterprises should also consider the influence of cultural differences, capital, and geographical advantages. In the initial operation stage, they should primarily publish in Chinese to continuously internationalize and enhance publicity effects. On the other hand, by publishing foreign language editions, they can bring better reading experiences to Chinese and foreign readers and enhance audience satisfaction. Chinese media enterprises' overseas newspaper operations must respect cultural differences among different countries and regions, combine the information needs of international friends, and prepare to publish foreign language editions such as English and Korean versions, using international languages to publicize Chinese culture and further promote the development of Chinese media enterprises and overseas countries in economic trade and cultural exchange.

## **2.3 Strengthening Information Resource Integration and Sharing to Achieve Win-Win Cooperation**

The development of internet technology has brought new opportunities for Chinese media enterprises' overseas newspaper operations. Media enterprises can break through the drawbacks of traditional newspaper publicity models in overseas newspaper founding and operation by reasonably utilizing internet technology to integrate information resources and improve the efficiency of Chinese media enterprises' overseas newspaper operations. First, enterprises should persist

in implementing digital strategies for media enterprises, support new publishing business forms represented by network publishing, mobile publishing, and cloud publishing, accelerate the development of e-books, audiobooks, and digital newspapers, enrich the forms of overseas newspaper operations, and meet the personalized consumption needs of Chinese and foreign audiences. Second, utilize internet technology to build overseas publicity platforms, release and promote information about Chinese media enterprises' overseas newspaper operations and brand newspapers through these platforms, and enhance overseas audiences' understanding and awareness of Chinese press and publication periodicals. Third, they can construct and improve a modern publishing logistics and distribution system that combines online and offline circulation, expand international mainstream marketing channels, broaden marketing scope, and enhance the influence of overseas publicity. Finally, the state should strongly support Chinese media enterprises' overseas newspaper operations, encourage media enterprises to strengthen cooperation with global and regional large chain bookstores, broaden overseas marketing channels, and enhance external publicity effects.

#### **2.4 Allowing Investment in Non-Public Enterprises to Optimize Group Structure**

Under the background of cultural system reform, the state has also conducted in-depth reforms on media enterprise operations and development. The “Guiding Opinions” clearly state that it encourages media enterprises to merge and reorganize other state-owned enterprises outside the press and publication field to achieve cross-industry development. While supporting media enterprises to promote multimedia and whole-industry-chain development by integrating resources such as periodicals, books, newspapers, and electronic publications, it also allows media enterprises to establish branch institutions, chain operations, and capital cooperation. On one hand, the state allows holding and participating in non-public enterprises, guiding state-owned media enterprises to strengthen project cooperation with non-public cultural enterprises and jointly participate in overseas newspaper operations and publishing activities. On the other hand, it strongly supports media enterprises to cooperate with large e-commerce platforms, actively seek cooperation and exchanges with overseas media enterprises and e-commerce, strengthen product and project cooperation with similar enterprises, fully leverage the resource advantages of media enterprises in operational development, and seek broader development space for media enterprises' overseas newspaper operations.

#### **2.5 Adopting a Demand-Oriented Approach to Fully Tap Audience Initiative**

Influenced by global economic integration and China's “Belt and Road” initiative, many Chinese newspaper and media enterprises have expanded into overseas markets, established branch institutions overseas, issued overseas editions, and

achieved certain accomplishments in overseas markets. To better realize the expansion of Chinese newspaper enterprises in overseas markets and promote the international development of China's media sector, it is essential to implement the "people-oriented" concept, adopt a demand-oriented approach, and bring better consumption experiences to Chinese and foreign audiences.

First, it is necessary to transform the orientation of information dissemination and fully tap into the subjective initiative of audiences. Previously, many Chinese newspaper enterprises mainly conducted top-down public opinion guidance in information dissemination, providing information services to audiences unidirectionally as their newspaper operation principle. This led many newspapers to disregard the interactivity of information dissemination in content production and neglect audience feedback. Such a newspaper operation principle inevitably faces the predicament of not meeting audience information dissemination needs in the new media market environment, being unable to adapt to the new media information dissemination environment, and falling into a situation of not being recognized by audiences, with newspaper information unable to achieve large-scale dissemination and promotion. To better enhance media enterprises' expansion efforts in overseas markets and strengthen audience support and feedback for newspaper enterprises' information dissemination, it is necessary for newspaper enterprises to transform their previous information dissemination methods. They should shift from treating themselves as the main body for top-down information dissemination and production to treating both enterprises and audiences as equal subjects of information dissemination, fully considering information interaction, feedback, forwarding, and commenting needs in scientific design of content production and form planning. By fully tapping into audiences' subjective initiative, audiences can participate more in newspaper information dissemination activities, becoming promoters of newspaper information forwarding and re-dissemination, thereby expanding the breadth of newspaper information dissemination. Simultaneously, through active interaction and communication with audiences, they can better grasp audience feedback, understand audience needs in information consumption, and provide strong guidance and basis for newspapers to improve content and strengthen production.

Second, precisely position audience selective psychology and increase publicity efforts. In a diversified media environment, for newspaper enterprises to better attract audiences' attention to their media information and have audiences choose and consume their media information, they must be market-oriented, fully research audiences' media information consumption needs, treat audience needs as the core of media information production and dissemination, and through in-depth research, fully grasp audience selective psychology to find the right direction. This allows them to produce disseminated content that can attract audience attention and interest, gain audience affection, and meet audience information consumption needs. This requires newspaper and media enterprises to guide newspaper and media work with modern marketing concepts, establish a market-oriented media production mechanism, better grasp overseas market consumption-end needs, conduct market segmentation based on target

audience group characteristics, fully leverage their own enterprises' differentiated advantages in certain segmented markets, and by producing information programs that meet segmented market consumer needs, enable newspaper enterprises to stably occupy segmented markets. Through concentrating publicity direction and resources to strengthen publicity work for segmented markets, they can further expand newspapers' position and influence in segmented markets, enabling newspaper enterprises to firmly grasp segmented markets, thereby using points to cover areas, gradually expanding from local areas to occupy more and larger overseas market spaces.

Finally, grasp audience psychology. Since overseas media markets mainly adopt a free competition market model, different newspaper enterprises or media companies often cater more to consumers' consumption psychology in information dissemination, using information with curiosity effects and eye-catching appeal to satisfy users. Such information often has relatively lower production rigor and objectivity, but because it can cater to the market, it becomes a popular choice for the public. Chinese newspaper and media enterprises must also fully recognize this characteristic of overseas markets in information consumption. They should fully grasp audience psychology in content production, serve broad audiences with attractive content, and satisfy audience information consumption needs with novel, unique, and special information. Only in this way can more audiences accept, love, and read newspaper information more frequently, thereby enabling newspaper enterprises to grasp a stable audience group for their development in overseas markets.[4]

During the process of Chinese media enterprises' overseas newspaper operations, Chinese newspapers should timely adjust their mindset, grasp development trends with a global strategic vision, persist in viewing problems with a developmental perspective, and actively participate in international media competition. Through joint newspaper operations, financing cooperation, and other methods, they can expand overseas influence, increase external publicity efforts, extend the effectiveness of newspaper publicity, and on the basis of catering to overseas market audience information consumption needs, strive to disseminate Chinese culture, actively conduct cultural exchange and interaction, and find a development path suitable for themselves.

**References:** [1] Wang Peinan, Shi Anbin. The Development Path and Risk Response of Chinese Internet Enterprises' Global Communication—Taking TikTok as an Example[J]. Chinese Editors, 2020, 131(11): 27-32.

[2] Cao Yun. New Ideas for the Overseas Dissemination of Chinese Culture in the New Media Era[J]. Academic Exchange, 2019(11): 180-187.

[3] Zhang Lihua. Approaches to Improving News Communication Capability[J]. China Media Technology, 2014(10): 36.

[4] Xu Yanzhu, Zhang Zhian. Viewing Chinese Enterprises' Overseas Communication from the Perspective of Platform Affordance[J]. International Communications, 2020(7): 10-12.

**Author Bio:** Zhao Jingnan (1983-), female, from Kunming, Yunnan, PhD

candidate, research direction: social development management.  
**(Responsible Editor: Zhang Xiaojing)**

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

*Source: ChinaXiv –Machine translation. Verify with original.*