

Exploration of Trends in the Convergence of Traditional Newspapers and New Media: Postprint

Authors: Jiang Tongtian

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

Abstract

In the new media era, traditional newspaper media remains among the primary forms of media, influencing all aspects of people's lives and productive activities. However, the development of new media has severely impacted the growth of traditional newspaper media. At this point, if traditional newspaper media continues to rely predominantly on conventional models, it becomes difficult to adequately meet practical work requirements. The rapid rise of new media in this new era presents traditional newspapers with not only substantial challenges but also significant opportunities. Therefore, newspaper media should transform challenges into opportunities by exploring the integration trend between traditional newspapers and new media, thereby ensuring that the actual needs of the broad readership are fully satisfied. Only through such an approach can the stable development of newspapers as a traditional medium in the new media environment be promoted.

Full Text

Preamble

Journal: ChinaXiv Cooperative Journal

Title: Exploring the Integration Trends Between Traditional Newspapers and New Media

Author: China Intellectual Property News, Beijing 102206

Abstract: In the era of new media, traditional newspaper media remains a major form of media that influences all aspects of people's lives and production. However, the development of new media has severely impacted traditional newspapers. If traditional newspapers continue to rely on conventional models, they will struggle to meet practical work requirements. The rapid rise of new media in the new era presents both significant challenges and substantial opportunities for traditional newspapers. Therefore, newspaper media should

transform challenges into opportunities by exploring integration trends between traditional newspapers and new media, ensuring that readers' needs are fully met. Only in this way can this traditional medium achieve steady development in the new media environment.

Keywords: traditional newspapers; new media; traditional media; integration trends; information dissemination

Classification Code: G214

Document Code: A

Article ID: 1671-0134(2021)06-074-03

DOI: 10.19483/j.cnki.11-4653/n.2021.06.022

Citation Format: Jiang Tongtian. Exploring the Integration Trends Between Traditional Newspapers and New Media [J]. China Media Technology, 2021(06): 74-75, 107.

Benefiting from technological advancement, diverse new media forms have gradually emerged in contemporary society. As their coverage continues to expand, traditional media appears to be fading from prominence and losing its advantages. Over time, this will inevitably reduce traditional media to an appendage of new media. Although the rapid development of new media has broadened channels for the public to access information and news, its drawbacks cannot be ignored. To ensure that the respective advantages of traditional newspaper media and new media are fully highlighted and to promote media convergence, we should actively explore integration pathways. This paper first introduces traditional and new media, then analyzes their respective advantages and disadvantages, examines the current state of traditional newspapers against the new media backdrop, and finally proposes feasible integration pathways to promote innovative development of traditional newspapers.

1. Overview of Traditional and New Media

Before the emergence of online media, the term "traditional media" did not exist. Specifically, traditional media has long been known as a form of mass communication, encompassing newspapers, radio, television, and other outlets. However, traditional media faces significant limitations in information dissemination. For instance, in impoverished regions, spatial and technological constraints often hinder timely and effective information transmission.

New media, built upon digital and internet technologies and relying on mobile terminals such as smartphones and computers, provides interactive information dissemination services to the public. An increasing number of groups in society have genuinely benefited from the convenience brought by new media, which has achieved open, interactive, and timely communication effects. In the new media environment, the public can precisely locate information according to their needs and personal preferences. These characteristics of new media have impacted traditional newspaper media to a certain extent. Traditional newspaper media must consider a critical question: in a new media context characterized by

accelerating information transmission speeds and increasing volumes, how can they adapt to trends and develop progressively? How can they combine the advantages of both traditional and new media to gain greater reader recognition? [1]

2. Analysis of Advantages and Disadvantages

Traditional media possesses several notable advantages, with professionalism being paramount. Having undergone countless trials and refinements throughout its development, traditional media that has gained public recognition inevitably commands a broad audience. Furthermore, traditional media demonstrates significant competitive advantages in information gathering, characterized by authenticity, objectivity, and accuracy, thereby ensuring the quality of news dissemination. Newspapers within traditional media not only present information but also provide in-depth analysis. Additionally, the professional philosophy and operational mechanisms of traditional media are incomparable to self-media. However, traditional media's disadvantages manifest in the limitations of its communication carriers. Traditional newspaper media cannot disseminate massive amounts of information, and factors such as space and geography constrain news transmission, preventing comprehensive guarantees of information quality and speed. Combined with issues such as monotonous traditional formats and low utilization rates, traditional media has gradually lost substantial audiences and been progressively replaced by new media.

New media, primarily relying on high-tech development, represents a novel media form encompassing networks, mobile terminals, digital television, and various other formats. New media offers rich content, highly creative dissemination forms, and rapid transmission speeds, enabling people to receive the latest information while overcoming temporal and spatial constraints. New media can effectively utilize fragmented time, aligning with public needs for leisure and entertainment. Moreover, new media satisfies public demands for interaction; through social media and various applications, people can browse global news and freely comment on information. [2] Nevertheless, the rapid development of new media has also given rise to several problems. For instance, the massive volume of information available can create a sense of being overwhelmed or “kidnapped” by information. When individuals cannot arrange and plan their lives scientifically, they may feel their living space diminishing, leading to heightened anxiety. Additionally, since new media primarily disseminates information through networks and lacks robust regulatory mechanisms, false information can easily emerge. The widespread dissemination of unverified information and other negative phenomena can adversely affect society, making the creation of a healthy environment an urgent issue requiring resolution in new media development.

3.1 Impact on Information Speed

A crucial characteristic of new media is its utilization of online networks, which enable rapid dissemination and updates. Through online media, people can quickly obtain desired information, independently filter content types according to their preferences, and participate in information discussions. In the process of using online media, every individual can serve as both an information disseminator and a commentator. Influenced by this feature of new media, the information release speed of traditional newspaper media pales in comparison. This is primarily because traditional newspaper publication requires multiple stages, including collection and editing, lacking the speed advantage of new media and thereby hindering the development of traditional media to some extent. Consequently, people increasingly prefer various new media channels when acquiring information. [3]

3.2 Changes in Communication Forms

When disseminating information, traditional newspaper media primarily relies on planar presentation, making text and images the main elements. Against the backdrop of rapidly developing internet technology in modern society, the emergence of new media has enabled news transmission through video, audio, and other dynamic formats. Compared with new media, traditional newspapers lack dynamism, making them less convenient for reading. Moreover, with the gradual popularization of electronic information products and comprehensive internet coverage, people have increasingly more channels for reading news. New media's strong interactivity allows users to publish their comments, leading to growing public recognition of this novel news dissemination format—an objective difficult to achieve through traditional newspapers. Traditional newspaper communication is characterized by significant one-way transmission. Consequently, the diversified content and forms of new media have substantially impacted traditional newspaper media.

3.3 Changes in Audience Engagement

Compared with traditional newspaper media, new media better aligns with audience needs. New media titles and content can effectively capture audience attention, enabling rapid and widespread dissemination. In contrast, traditional newspaper media, constrained by norms and conventional thinking, tends to feature plain and simple news reporting, along with professional and standardized expressions that struggle to attract audience attention. [4] Although the rigor of traditional newspapers has earned them some high-quality readers, the loss of more general readers and the difficulty in attracting new ones make it challenging for traditional newspapers to break through development barriers in the new media context. Consequently, impacted and influenced by new media, traditional newspaper media finds itself in a dilemma.

4.1 Using New Media as a New Form for Newspapers

In today' s society, information technology has developed rapidly, and people' s accelerated pace of life has increased demands for information accessibility. Therefore, in the integrated development of traditional newspapers and new media, new media formats should be fully utilized to effectively address the disadvantage of slow dissemination speed in traditional newspapers. Simultaneously, communication channels should be actively optimized and improved to satisfy audience demands for quick and convenient access to the latest information, thereby enhancing the reading experience for traditional newspaper media audiences. [5] For instance, different types of traditional newspapers should establish dedicated platforms for various media channels, such as creating WeChat official accounts, setting up Weibo accounts, and building website platforms. By leveraging diverse new media formats, traditional newspapers can attract more online followers and gradually enhance their influence and promotion reach. It is important to note that when establishing these new media platforms, emphasis should be placed on professionalism and proper categorization to facilitate targeted selection by readers while injecting vitality into traditional newspaper media development through fan effects.

4.2 Actively Converting Newspaper Audiences

Currently, with the near-universal 普及 of the internet, an increasing number of people prefer online media when reading information, leading to the loss of traditional media readers. Facing this situation, traditional newspaper media must effectively convert readers during the integration and development process with new media in the new era and market environment. First, emphasis should be placed on optimizing, improving, and innovating news content to retain and attract more readers through diverse and novel content, thereby effectively reducing reader attrition rates. Second, greater attention should be paid to promotional efforts to attract more readers through effective marketing. [6] For example, traditional newspapers can print platform QR codes to guide more readers to follow traditional newspaper online platforms via scanning, gradually increasing reader numbers. In the current context, the future trend of the media market is the replacement of print reading media by new media. Therefore, for traditional newspaper media undergoing transformation, it is essential to accumulate readers effectively, providing sufficient guarantee and laying a solid foundation for better development of traditional newspaper media in the new era.

4.3 Innovating and Improving Internet Platform Information

The primary means of integrating traditional newspapers with new media is the construction of online platforms. In today' s era of highly developed new media, the emergence of diverse online platforms has not only satisfied the public' s varied selection needs but also elevated their expectations. To provide continuous momentum for the integration of traditional newspapers and new

media, attention should be paid to actively building online platforms. During this process, it is essential not only to preserve the advantages and excellent qualities of traditional newspapers but also to innovate based on these foundations, thereby enhancing the relevance of traditional newspapers to attract more readers. This approach can effectively stimulate readers' interest in reading newspapers and following newspaper online platforms, significantly boosting the influence of traditional newspapers. [7] To ensure successful innovation of online platform information, three key measures should be implemented: First, identify audience concerns and interests, integrating them with various trending topics to attract more readers. Second, guarantee content that is engaging, practical, and innovative to enhance readability. Third, the professional competence of editors is a crucial factor in merging traditional newspapers with new media. Therefore, for traditional media online platform construction, relevant personnel should be actively trained to gradually improve editors' professional standards, encouraging them to enhance content interest and readability while ensuring objectivity and authenticity. Editors must maintain good interactive relationships with readers, fully understanding and grasping their needs to promote better development of traditional newspapers.

4.4 Enhancing Brand Competitiveness of Traditional Newspapers

In the development of traditional media in the new media era, attention should be paid to enhancing brand competitiveness to effectively elevate their value. Traditional newspaper media possesses a solid communication foundation. Therefore, in its own development or integration with new media, it should actively transform outdated communication concepts and incorporate emerging technologies to continuously improve its brand competitiveness. To facilitate the integration development of traditional newspapers and new media, it is necessary to pay attention to information dissemination patterns in various aspects, including content.

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

Source: ChinaXiv – Machine translation. Verify with original.