
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.01060

Postprint: Current Status and Response Strategies for News Dissemination in Traditional Media

Authors: Wang Xiaohui

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

Abstract

The popularization and application of information technology have profoundly transformed traditional patterns of social production and lifestyle, spawning numerous novel data transmission channels. New media have mushroomed in the market, delivering a significant impact to traditional media journalism. In this context, this paper takes the development of traditional media news communication as its entry point to examine the challenges that new media development poses to the forms of traditional media news communication, expound upon the current development status of traditional media news communication, and explore countermeasures and methods, hoping to provide some assistance and inspiration to relevant practitioners while serving merely as a modest spur to induce more valuable contributions.

Full Text

Preamble

Title: The Development Status and Response Strategies of Traditional Media News Communication

Author: Wang Xiaohui, Henan Radio and Television Station, Zhengzhou, Henan 450003

Abstract: The widespread adoption of information technology has fundamentally transformed traditional social production and lifestyles, spawning numerous new data dissemination channels. New media platforms have mushroomed in the market, delivering a significant blow to traditional news media. This paper examines the development of traditional media news communication as its starting point, explores the challenges that new media development poses to traditional news communication formats, elaborates on the current state of traditional media news communication, and discusses countermeasures and methods.

It is hoped that this will provide useful insights for practitioners and serve as a catalyst for further discussion.

Keywords: Information technology; Traditional media; News communication; Digital technology; Information production and processing

CLC Number: G234

Document Code: A

Article ID: 1671-0134(2021)05-032-03

DOI: 10.19483/j.cnki.11-4653/n.2021.05.008

Citation Format: Wang Xiaohui. The Development Status and Response Strategies of Traditional Media News Communication[J]. China Media Technology, 2021(05): 32-34.

Introduction

Since the 21st century, digital technology has garnered increasing attention and recognition for its distinct advantages and characteristics, particularly its high efficiency and effectiveness, which have opened new possibilities for information production and processing. Consequently, news media communication has been infused with renewed vitality. This trend has also transformed audience expectations for information collection and reception channels. No longer satisfied with simple broadcast, television, and newspaper media, audiences increasingly emphasize the utilization of modern platforms, posing fresh challenges to the market position of traditional media. To keep pace with the times, news communication must break free from conventional thinking and achieve comprehensive, multi-dimensional renewal and breakthrough.

1. Comparison of News Communication Between New and Traditional Media

First, compared to new media, traditional media news communication lacks interactivity, and its communication subjects are relatively singular. Audiences can only be passive recipients of information rather than disseminators of news. Additionally, traditional media news communication is constrained by institutional mechanisms and systems, making effective resource sharing and communication difficult. Under the influence of new media, however, audiences have gained greater agency and voice, recognizing the possibility of independently obtaining information and demanding more interactive platform operations. This has enabled news communication channels to break through temporal and spatial limitations. Moreover, an increasing number of people have become accustomed to obtaining information through mobile phones, significantly reducing their dependence on traditional media.

Second, new media news communication enjoys broader resource collection with more flexible content and forms. In contrast, although traditional media news communication has adopted modern technology and integrated digital means

to achieve convergence with new media, its reporting content and forms still require further expansion and extension. Traditional media news communication—whether at different levels of radio and television stations or newspaper offices—suffers from outdated column and layout designs, lack of innovation, insufficient interactivity, rigid news presentation formats, single expression methods, and serious content homogenization, all of which fail to truly capture audience attention.

2. Challenges Facing Traditional Media

2.1 Conflict Between New Consumption Habits and Traditional News Concepts

In recent years, China's information communication methods have achieved remarkable progress, inevitably revolutionizing information reception patterns. Under past communication models, audiences primarily obtained information through newspaper reading, television viewing, and radio listening. If news information is considered a product provided by media, then newspapers, television, and radio served as the main distribution channels. However, in the Internet age, online news has gained massive consumer favor due to its high interactivity. Increasingly, people prefer obtaining information from modern platforms such as Weibo, WeChat official accounts, Douyin, Toutiao, or QQ. Audiences tend to focus their news consumption on figures or events they personally follow, often filtering news through others' perspectives regardless of the event's magnitude or importance. Simultaneously, audiences can publish news themselves, transmitting information and data on platforms. In other words, under new media platform operations, audiences can become both news publishers and receivers—a stark contrast to professional media news products that significantly impacts traditional media news broadcasting formats.

2.2 Contradiction Between Increased Communication Speed and Traditional News Operation Models

Compared to traditional media, new media can publish news anytime and anywhere, directly presenting information from individual perspectives without requiring hierarchical approval. Citizens need only capture photos or videos with their phones or write a short text to publish on platforms. Traditional media mechanisms, however, involve far more complex and cumbersome operations, requiring strict manuscript review and approval systems while facing diverse technical requirements. For instance, newspaper publication is constrained by layout and time limitations, while radio and television must broadcast specific information within designated time slots. Even live broadcasts require advance preparation of materials and data. This means traditional media cannot normalize live coverage of real events efficiently, as large-scale live activities consume substantial human and material resources.

News that is not from the scene often fails to attract audience attention. For

audiences seeking the latest news and updates, traditional media clearly cannot meet their demands. Furthermore, many news management departments have not fully adapted to the diverse public opinion environment, resulting in delayed management updates and adjustments. When facing local emergencies, traditional media often wait for departmental directives rather than promptly utilizing new media platforms like Weibo or WeChat, leading to absent or misplaced voices. Meanwhile, because information randomly posted by citizens originates from personal perspectives and viewpoints, it often lacks objectivity and comprehensiveness, with specific content deviating through continuous forwarding and retelling. Although this dissemination speed and scope satisfy audience information needs, it can easily steer social public opinion off course. By the time traditional media steps forward to clarify facts, it cannot fully regain audience trust and goodwill, and its credibility suffers continuous damage, ultimately threatening media viability.

2.3 Conflict Between Individual Opinions and Objective, Impartial Stance

News commentary has always represented the voice and position of media, demonstrating its banner and soul, serving as an important indicator for judging media political orientation, measuring media strength and perspective, and highlighting core market competitiveness. Consequently, different media have conducted extensive practices and explorations in news commentary, promoting its prosperous development and expanding its influence. Overall, the extension of news commentary and the development of democratic society are mutually reinforcing—modern society needs to listen to diverse voices and opinions to truly guarantee public discourse and expression rights.

In the Internet era, online platforms feature commentary from both self-media influencers and traditional media, requiring traditional media to deliver positive content for guidance and explanation. The rise of news commentary largely satisfies audience information needs because the explosion of new media platforms in the network era subjects audiences to massive information and data, inevitably causing aesthetic fatigue, selection burdens, and pressure for in-depth thinking. Audiences need media's help to effectively process different types of information, filter out needed components, and thereby improve information utilization and decision-making efficiency.

Notably, some traditional media, in attempting to attract larger audiences, deliberately imitate self-media influencers by emphasizing personalized or unique news commentary, pursuing distinctiveness at the risk of veering to extremes that contradict journalism's objective and impartial stance. Taking online platforms as an example, after major public opinion events occur, some media commentary receives extensive forwarding. While widely circulated commentary may attract eyeballs, it often features extreme characteristics or even demonstrates quote mining. Some news commentary even fabricates non-existent facts to express personal emotions or positions. While free expression may gain tem-

porary attention, such one-sided commentary deviates from media' s objective and impartial stance, lacks a solid foundation of truthful and comprehensive facts, and cannot sustain media viability. The current opportunistic mentality among some journalists requires change. Traditional media should correctly guide public opinion and transmit proper values.

2.4 Contradiction Between Fragmented Information and Social Significance

In recent years, information fragmentation has become a prominent feature of online new media operations. This fragmentation primarily corresponds to audience demands for brief, rapid, and straightforward information, closely integrated with new media' s transmission characteristics and advantages. Regardless of media type, audience attention spans during information gathering are limited, demonstrating randomness and blindness that encompasses both content selection and timing. Only when encountering interesting content will people invest more time for attention. Under these demands, media information transmission has moved toward greater fragmentation. For example, radio programs have become increasingly fragmented, with many programs dividing independent sections into different segments while ensuring relative completeness of each segment and embedding eye-catching excitement points to stimulate listener interest and enthusiasm. Whether radio or television, fragmented information transmission has facilitated secondary presentation by new media, aligning with network characteristics. However, fragmentation has also led to a lack of in-depth reporting, fewer thematic programs, and news “fast food” that cannot deeply reflect society.

3. Response Strategies for Traditional Media

3.1 Updating Communication Methods and Channels

To maintain market position, preserve credibility, and increase audience engagement in modern market competition, traditional media must identify existing shortcomings, earnestly learn from new media industry experiences, change passive development approaches, and increase focus on audience interaction to achieve more humanized and flexible communication methods. For instance, traditional media can utilize network platforms to establish official websites, Weibo accounts, WeChat official accounts, Toutiao accounts, Douyin accounts, or mobile apps, forming a communication matrix to expand news dissemination scope and coverage. Simultaneously, traditional media can organize various offline activities based on their audience and fan groups to cultivate their media brand and secure loyal audiences, promptly establishing communication and connections with the market to monetize these resources and highlight core competitive advantages of authoritative media. Overall, traditional media should leverage strengths while addressing weaknesses, provide more considerate products and services to audiences, enhance online and offline interaction, and achieve digital transformation.

3.2 Highlighting Inherent Advantages

Although new media boasts broad material sources, fast transmission speeds, and convenient reception channels, this does not mean traditional media's advantages should be buried. Specifically, traditional media enjoys rich and authoritative information sources, solid foundational skills among editors and reporters, strong professional capabilities, and strong new media transformation capacity—advantages that new media cannot match in the short term. After long-term development, traditional media has accumulated significant social credibility and authority, retaining competitive advantages in the market competition with new media through refined quality and exquisite content. In this new era, traditional media should once again demonstrate its authority to lead industry public opinion. Journalists should maintain rigorous and serious attitudes, emphasizing not only truthfulness and timeliness but also interpreting people's livelihood content from authoritative information, flexibly collecting different types of factual materials, innovating expression methods through new media technology, and enabling audiences to obtain more authoritative, reliable, and interesting news information on mobile terminals, thereby converting ordinary audiences into loyal followers. Only in this way can traditional media continue to control the dominant discourse in the news industry.

3.3 Making Audiences Participants in News Reporting

The widespread adoption and application of new media have become an undeniable reality, intensifying the impact on traditional media and further fragmenting original audiences. One method to retain audiences is to make them participants in news reporting. Traditional media information sources previously came from party committees, governments, and propaganda departments, as well as through email hotlines and telephone tips from the public. Traditional media integrated into new media communication matrices can access broader and more timely information sources with stronger interactivity, as public tip formats become more diverse—from text, phone calls, and recordings to images, videos, and voice messages—greatly enriching news reporting forms. More down-to-earth content and reporting formats will inevitably attract and cultivate more loyal audiences. For example, when footage captured by audiences on mobile phones or cameras becomes an important component of news material, these materials reflecting folk perspectives and viewpoints narrow the distance with audiences. As audiences gain a sense of participation, they also develop recognition and support for traditional media.

3.4 Promoting the Normalization of News Live Broadcasting

Traditional media news live broadcasting requires live trucks and studios, consuming substantial human and material resources. The emergence of new social media enables live broadcasting to become normalized with simple equipment, providing technical convenience for traditional media to innovate live broadcasting methods. Live broadcasting makes news reporting more timely, authentic,

and engaging for audiences. Traditional media can leverage different types of network platforms and 5G technology to build real-time live news reporting mechanisms, promoting the normalization of news live broadcasting. On this foundation, they can further develop the depth and breadth of news reporting. For example, many traditional media now develop 5G slow live broadcasts on their apps to satisfy audience psychology of continuous attention to certain news events. Live broadcasting traffic police drunk driving checks via Weibo allows audiences to watch law enforcement on-site, providing both warnings and satisfying curiosity. Live broadcasting also increases media account traffic and follower numbers.

Conclusion

In summary, continuously promoting the adjustment and reform of traditional media news communication in the new era is a reasonable and necessary action. This paper has discussed reform methods and measures for traditional media from the perspectives of communication method expansion, inherent advantage highlighting, audience participation in news reporting, and normalized live broadcasting construction, fully integrating new media development characteristics while respecting original advantages. This approach possesses both theoretical rationality and practical feasibility, and it is hoped that it can serve as a reference basis for journalists.

References

- [1] Yan Tianying. Research on Traditional Media Development Strategies in the New Media Environment[J]. *Science and Technology Communication*, 2019(05): 21-22.
- [2] Cui Xiaojuan. Characteristics and Development Strategies of News Communication Under the New Media Background[J]. *West China Broadcasting TV*, 2018(04): 8-9.
- [3] Xiu Lin. Development Strategies of Radio and Television News in the Converged Media Era[J]. *Research on Transmission Competence*, 2017(06): 80.
- [4] Tang Zhengyu. Connection Capability—The Core Competitiveness of Traditional Media Platform Transformation[J]. *Media*, 2020(22): 62-63.
- [5] Han Xiaoning, He Chang. Media Industry: Innovation-Driven and Cross-Industry Cooperation[J]. *Youth Journalist*, 2020(36): 17-18.
- [6] You Tingting. Problems and Strategic Thinking on the Converged Transformation of Mainstream Media[J]. *Youth Journalist*, 2020(33): 53-54.

Author Information

Biography: Wang Xiaohui (1968-), female, from Zhengzhou, Henan, holds a bachelor's degree and is a senior editor. Research interests: radio and television editing.

Corresponding Editor: Zhang Xiaojing

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

Source: ChinaXiv – Machine translation. Verify with original.