

Comparison and Convergence Recommendations for Traditional and New Media Under the “5W” Framework: Postprint

Authors: Yu Chunzhi, Ding Fuxing

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

Abstract

The vigorous development of modern new media has posed challenges to print media, and a trend of integration and mutual promotion between traditional and new media is emerging. This paper conducts a comparative analysis of the development status of traditional print media and modern new media based on the “5W” communication model. The investigation indicates that both traditional and new media possess unique advantages and irreplaceability in specific domains, yet they still face developmental predicaments regarding content form, innovation consciousness, and institutional mechanisms. Breakthroughs for their coupling mechanism and strategies for mutual promotion may be sought through technological innovation, ideological reshaping, and convergence among multiple media.

Full Text

Preamble

Title: “A Comparative Study and Coupling Recommendations for Traditional and New Media from the “5W” Perspective”

Authors: Yu Chunzhi, Ding Fuxing

Affiliation: School of Social Development and Public Management, Suzhou University of Science and Technology, Suzhou, Jiangsu 215009, China

Abstract: The vigorous development of modern new media has posed significant challenges to print media, while the trend of mutual integration and collaborative development between traditional and new media has become increasingly apparent. Based on the “5W” communication model, this paper conducts a comparative analysis of the current development status of traditional print media and modern new media. The investigation reveals that both traditional and new

media possess unique advantages and irreplaceable value in specific domains, yet they face developmental dilemmas in aspects such as content form, innovation consciousness, and institutional mechanisms. Strategies for establishing their coupling mechanism and achieving mutual promotion can be sought through technological innovation, ideological reshaping, and integration across multiple media platforms.

Keywords: “5W” ; traditional media; new media; media convergence; 5G era

CLC Number: G206

Document Code: A

Article ID: 1671-0134(2021)05-052-03

DOI: 10.19483/j.cnki.11-4653/n.2021.05.015

Citation Format: Yu Chunzhi, Ding Fuxing. A Comparative Study and Coupling Recommendations for Traditional and New Media from the “5W” Perspective [J]. *China Media Technology*, 2021(05):

Compared with the increasingly dominant new media, traditional media faces unprecedented challenges due to strong constraints of layout space, significant limitations on the time and space of information dissemination, and the lack of two-way interactive feedback mechanisms with readers. However, it maintains an irreplaceable role in the ideological domain. Modern new media, with its unique and distinctive style, offers diverse media types and modes of expression. The “Internet of Everything” brought by 5G technology, rapidly changing media content, and increasingly broad audience groups endow modern new media with new productive forces and promising development potential, making it an emerging force in social news dissemination and a rising representative of mass media serving the public.

To achieve long-term sustainable development, traditional media must utilize the coupling mechanism with new media to realize mutual promotion. Therefore, comparative analysis of the development status and dilemmas of traditional and new media holds significant importance for exploring their integration.

1. A Comparative Analysis of the Development Status of Traditional Print Media and Modern New Media

1.1 Media Forms and Communication Content

Traditional print media features relatively fixed length and layout, with focused reporting content that is well-balanced between detail and brevity, clear layout design, and reading habits that align with established conventions. Traditional newspaper organizations typically comprise strong, professional editorial teams that maintain an integrated industrial chain from interviewing and news writing to revision and layout, demonstrating irreplaceable professional expertise and content quality. This underscores the social value and cultural depth of print

media, allowing it to remain a refreshing force in the era of rapid information dissemination while providing readers with a quality reading experience.

Modern new media information dissemination, characterized by diversified communication channels and open access, offers timeliness and comprehensiveness that aligns with contemporary 5G-era readers' fast-paced information consumption patterns. New media content often serves as primary source material for print media counterparts and has become the main battlefield for readers to access news. Its concise and succinct format caters to people's desire for "shallow reading" and "fast-food style reading," while multi-angle reporting on single news elements provides readers with unprecedented breadth and depth in understanding news events.

1.2 Social Status and Development Prospects

Traditional print media, equipped with stable and comprehensive social resources, is favored by academic professionals. Its content expression carries greater discursive power and initiative, closely aligning with core socialist values while providing readers with aesthetic experiences and high-quality news content. Simultaneously, it plays an indispensable role in public opinion guidance within the ideological domain.

Modern new media has emerged as a new force in social communication, demonstrating unique advantages while also exposing issues such as uneven content quality and diminished communication effectiveness due to fragmented reading patterns.

1.3 Audience Groups and Communication Effects

Traditional print media maintains a relatively fixed audience group with a substantial reader base and strong user stickiness compared to new media. The information conveyed through print media typically presents powerful, homogeneous, and in-depth content, uniformly adopting a "top-down" agenda-setting approach that enables readers to clearly grasp key points during reading.

Modern new media boasts a broad audience range with clear target demographics, establishing its unique advantages and distinctive characteristics. It has escaped the quagmire of "one-way communication" by implementing functions such as comment sections to achieve two-way interaction between media and readers. This approach fosters user-centric and service-oriented thinking in platform development, encouraging active reader participation in comments and interactions, and realizing a new platform model of "news + government affairs + services." This strategy enhances both platform traffic and readership while improving the overall user experience.

2. Analysis of Development Dilemmas for Traditional Print Media and New Media from the “5W” Perspective

2.1 Analytical Framework

The “5W Model” was proposed by American scholar Harold Lasswell in 1948 in his work *The Structure and Function of Communication in Society*, where he clarified the components of communication and the basic process of communication activities: Who (communicator) –What (content) –Which Channel (medium) –To Whom (audience) –With What Effect (effect), which has become known as the “5W” communication model in the field [2]. Currently, domestic research analyzing the respective dilemmas of traditional print media and modern new media based on the “5W” model, as well as exploring their coupling mechanisms, remains insufficient, with inadequate integration between theory and practice. This paper conducts a systematic and in-depth comparative analysis of the development bottlenecks facing traditional print media and modern new media from the “5W” perspective, and proposes solutions.

2.2.1 Communicator (Who)

Journalists in traditional print media generally possess high professional ethics and solid communication expertise. However, as the print media industry cannot directly benefit from emerging technological innovations in the new media sector in the short term, these journalists face unemployment crises and identity crises. The modern media market continues the trend of fast-paced information dissemination, yet traditional print media workers still adhere to team execution and “top-down” work operation models. Newspapers and publishing houses are gradually becoming “sunset industries,” where labor time and compensation are disproportionate. The strong attraction of human resources to the new media talent market has caused traditional print media practitioners to face career crises and consider career changes, resulting in a serious talent gap in the traditional print media industry.

Although the modern new media industry enjoys support from 5G technology and 追捧 from numerous composite talents, it is worth noting that the low entry barrier for new media has led to uneven professional ethics and competency levels among practitioners and self-media operators. Their professional knowledge and team awareness are often incomplete, resulting in partiality and subjective coloring in news reporting and information dissemination.

2.2.2 Content (What)

News reporting in traditional print media relies on fixed and credible news sources, consistently adhering to the principle of “content is king.” However, this inertial thinking often prevents traditional media from effectively serving audiences, and the single, modularized writing mode of print media creates aesthetic fatigue for readers.

Although modern new media provides users with massive amounts of information and enables direct information retrieval for readers, the low threshold for publishing news content, lack of professional gatekeeping, and weak official review mechanisms compromise the authenticity and reliability of articles. While new media has created an environment for real-time, efficient, and precise information delivery with three-dimensional expression forms of “text, audio, and video,” it has also become a breeding ground for advertising proliferation and hype marketing, polluting the pure media environment to some extent, affecting audience subscription experiences, and reducing reader stickiness.

2.2.3 Channel (Which Channel)

Print media communication is limited to two-dimensional space, existing in the form of paper newspapers and periodicals, with product presentation confined to a single plane. Meanwhile, due to single information sources and weak interactive mechanisms with multi-platform parallel operations, the trend of media marginalization has emerged.

New media encompasses all manifestation forms of print communication media, offering flexible communication forms and diverse product presentation modes, including audio, video, animation, language, and big data services. However, the proliferation of communication channels and lack of gatekeeping create operational risks, causing audience selection difficulties and ideological misguidance.

2.2.4 Audience (To Whom)

Traditional media audiences are mainly limited to specific groups with small audience bases. Traditional media communication follows a one-way linear characteristic, yet the public’s pursuit of information self-satisfaction has become increasingly personalized, exacerbating the reduction of traditional media audiences to some extent.

New media audiences are extensive, but the diversified information sources of new media can cause readers to lose relative stickiness and dependence on specific media. Audience numbers also fluctuate with news events and reporting popularity.

2.2.5 Effect (With What Effect)

Traditional print media has a significant gap in information transmission efficiency, with declining appeal to readers and difficulty in providing timely interactive feedback.

Supported by modern big data platforms, new media’s personalized recommendation mechanism pushes information based on audience interests and needs while filtering out unwanted content, causing audiences to lose opportunities for exploration, preventing them from broadening their horizons, and trapping them in information cocoons. Modern new media communication primarily

features fragmented information, inevitably leading to shallow reading that results in cognitive deficiency and reading emptiness. Meanwhile, phenomena of journalistic norm violations emerge endlessly, continuously eroding media credibility.

3. Coupling Mechanisms and Recommendations for Mutual Promotion Between Traditional and New Media

Whether traditional print media or modern new media, both contain undeniable advantages and developmental bottlenecks. Exploring their coupling mechanisms and mutual promotion strategies constitutes the “second half” of media development. In the era where everything is media, traditional newspapers and new media must possess strong awareness of integration and mutual development, using the 5G media environment as the integration background, advanced technology as the innovative means, and media expansion as the coupling foundation to construct integration pathways that adapt to era development and socialist ideology. This will form a multi-dimensional, three-dimensional communication pattern, transforming the current developmental stalemate and generating new vitality.

3.1 Necessity and Feasibility of Coupling

Traditional media possesses rich historical heritage and professional experience. Reflecting on the development of new media, although it excels in communication content and timeliness, it often lacks in news content quality and big data management. The gradually lowered threshold for new media has also enabled the spread of false information, confusing audiences and leading to deviations in media functional positioning and mass media responsibilities. Regarding the integration of traditional and new media, the two can actively complement each other to achieve overall improvement in work quality, reduce erroneous public opinion guidance, and simultaneously realize the positive dissemination of uplifting energy.

3.2 The Intrinsic Nature of Coupling Mechanisms

For the integration of traditional and new media, the essence of their convergence lies in the integration of technology, ideology, and multiple media platforms [3]. Technological integration refers to the genuine application of modern communication technologies and methods to the production system of traditional print media, achieving a leap from content to form. Ideological integration means that while facing complex information and ideological pressures, print media must correctly grasp the direction of public opinion. The integration of multiple media platforms refers to the fusion of communication media and channels between print and new media, demonstrating the superiority of ubiquitous communication. Given the maturity of 5G technology and the converged media environment, media will truly integrate into people’s lives.

3.3 Recommendations for Integration

3.3.1 Integration of News Content and Multi-Dimensional Experience Traditional print media practitioners possess professional competence and team collaboration capabilities, achieving a leap in news products from breadth to depth through multi-source information collection, organization, layout, and publication. However, their communication methods are singular with poor flexibility and dimensionality. New media practitioners are predominantly young people with more dynamic perception of article content and structure, adapting to youthful thinking patterns and presenting diversified forms of news reporting.

Against the new media backdrop, traditional print media must report news events comprehensively and from multiple perspectives, opening various communication channels. Beyond traditional “text-based communication,” emerging channels such as audio, video, interviews, and blogger livestreams also serve as outlets for information dissemination and content output. Based on fixed-time official information releases, platforms can utilize efficient network resources such as official WeChat public accounts, Weibo, and Douyin livestreaming to spread information, using hot news events to raise social issues and subtly influence readers through ideological education and cultural cultivation.

Taking Xinhua News Agency as an example, it retains its original senior team for traditional current affairs reporting, while core members of its Weibo team are young and middle-aged professionals familiar with the internet and equipped with new media literacy. The agency strengthens new media training and professional competency development, leveraging complementary strengths to maximize communication effectiveness. The strategic allocation of technical personnel across different fields enhances information release and discourse strategies, allowing readers and audiences to experience communication power and influence from traditional media that differs from the past, transforming the stereotypical impression of traditional media as rigid and serious [4].

3.3.2 Collaboration Between Social Resources and Emerging Technologies Traditional print media and new media should leverage their advantages in capital, information, and social influence to establish an integrated media industry chain and multi-industry-supported enterprise groups, achieving maximized cooperation and mutual promotion of social resources. The emergence of new media products such as mobile livestreaming, VR technology, H5, and short videos not only enriches users’ sensory and reading experiences but also enables high-quality news content to be presented comprehensively and three-dimensionally through advanced technologies and expressive forms.

The “human-machine combination” creative approach perfectly integrates the content quality of traditional media with the spatial-temporal breakthrough of communication speed. In the converged media era, traditional and modern new media should build upon their respective advantages and adopt the “human +

AI + 5G + VR” technical system as the foundation for future integration. Shandong Radio and Television Station signed a business cooperation agreement with China Unicom Group to actively deploy in the internet field, leveraging 5G information technology integration advantages. Through comprehensive information value-added functions of AI + VR + 4K, they jointly built a “5G +” media convergence ecosystem, creating a new future for 5G media industry [5]. Nanjing Radio and Television Station signed a strategic cooperation agreement with Nanjing Telecom to jointly construct a “network + mobile, mobile terminal + mobile office” model, promoting the e-commerce platform “Tao Nanjing” to create a smart city interactive platform integrating lifestyle services, intelligent community services, and e-commerce [6].

3.3.3 Integration of Ideological Concepts and Marketing Methods

Compared with the vivid and expressive forms of new media video, text appears inferior. Single media sources and public reading habits easily create thinking inertia and “information cocoons.” Different news media across various fields should integrate with each other, establishing thematic sections with different content under the official media umbrella to provide diversified information that meets readers’ personalized needs. While pushing current affairs and hot news events, simultaneously pushing entertainment news, sports information, etc., can help readers step out of their comfort zone of autonomous information intake and break free from the shackles of “information cocoons” [7].

By expanding media influence among the masses through launching media client apps, official WeChat public accounts, setting up online message interactions, and opening video bullet comment functions, media can achieve two-way interaction with audiences, fully realize platform value, concentrate all efforts to achieve brand effect, and build a high-end media platform. Traditional media must break free from traditional thinking constraints and focus on innovating management mechanisms, drawing upon and exploring new media business models and online marketing techniques to construct diversified integration aligned with social markets, develop management mechanisms, and seek diversified business models combining traditional and new media operations, integrated marketing, and joint communication.

References

- [1] Zhangjiajie Radio and Television Station. Zhangjiajie Radio and Television Station 2020 Social Responsibility Report [N]. Zhangjiajie Daily, 2021-01-28 (007).
- [2] [US] Harold Lasswell. The Structure and Function of Communication in Society [M]. Translated by He Daokuan. Beijing: Communication University of China Press, 2017.
- [3] Tang Yingnan. Research on the Current Situation and Future of Traditional Media and New Media Integration [J]. Media Forum, 2021, 4(02): 1-2.

- [4] Chen Jiajian. From “All Media” to “Converged Media” : An Analysis of the Transformation Path of City Television Station Journalists [J]. Radio & TV Journal, 2021(01): 194-195.
- [5] Liao Xiangzhong. From Media Convergence to Converged Media: Choices and Paths for Television Professionals [J]. Modern Communication (Journal of Communication University of China), 2020, 42(01):
- [6] Shi Jinghong. Converged Media Era: Worried about Sticking to Old Ways, Happy to Integrate [J]. China Radio & TV Academic Journal, 2014(06): 92-93.
- [7] Li Jiawei, Xu Qingqing. Challenges and Countermeasures for Journalism in the AI Era from the Perspective of the 5W Model [J]. Research on Transmission Competence, 2020, 4(24): 26-27.

Author Biographies

Yu Chunzhi (2001-), female, from Anshan, Liaoning, undergraduate student, research direction: journalism and communication studies.

Ding Fuxing (1972-), male, from Jingmen, Hubei, associate professor, Ph.D. in management, research direction: public management and policy.

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

Source: ChinaXiv –Machine translation. Verify with original.