

# A Preliminary Analysis of the Convergence and Positioning of Newspaper Journalists' Roles in the New Media Era (Postprint)

**Authors:** Zhang Ling

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

## Abstract

In the new media era, the working environment of newspaper journalists has undergone tremendous changes, imposing brand-new and higher requirements upon them. This also signifies that necessary role integration and repositioning must be undertaken in journalistic practice, alongside actively exploring innovative development pathways to achieve sustainable development. This paper primarily conducts an analysis on the theme of role integration and positioning of newspaper journalists in the new media era, commencing with an examination of the transformation of their roles. Building upon a discussion of development strategies for role integration, it delves into an in-depth analysis of role positioning, aiming to provide valuable theoretical references for the future sustainable development of newspaper journalists.

## Full Text

### An Analysis of the Integration and Positioning of Newspaper Journalists' Roles in the New Media Era

**Abstract:** The new media era has brought tremendous changes to the working environment of newspaper journalists, presenting entirely new and higher demands. This necessitates essential role integration and repositioning in their professional practice, as well as actively exploring innovative development paths to achieve sustainable growth. This paper focuses on the integration and positioning of newspaper journalists' roles in the new media era, beginning with an examination of the transformation of their roles. Based on a discussion of development strategies for role integration, it provides an in-depth analysis of role positioning, aiming to offer valuable theoretical references for the future sustainable development of newspaper journalists.

**Keywords:** new media era; newspaper journalist; role integration; positioning

**CLC Number:** G214.2

**Document Code:** A

**Article ID:** 1671-0134(2019)12-087-03

**DOI:** 10.19483/j.cnki.11-4653/n.2019.12.025

**Citation Format:** Zhang Ling. An Analysis of the Integration and Positioning of Newspaper Journalists' Roles in the New Media Era[J]. China Media Technology, 2019(12): 87-89.

**Author:** Zhang Ling

Since the beginning of the 21st century, China's socio-economic and scientific development has been rapid, particularly with the promotion and application of information technology, which has provided support for development across various social sectors. Against this backdrop of widespread IT application, "new media" has become a widely discussed concept, while traditional media industries such as newspapers have faced obstacles to sustainable development. Therefore, as newspaper journalists carry out their work in the new media era, they should actively pursue integration and accurately position their roles to maintain strong core competitiveness in the intense media market environment. This not only contributes to their personal career development but also helps lay a talent foundation for the innovative development of traditional media industries such as newspapers. The newspaper industry's creation of WeChat official accounts for real-time news dissemination represents an exploration of the integrated development path between old and new media, which is necessary to gain competitive advantage in the self-media era. In this context, only by actively exploring the path of role integration can newspaper journalists fully leverage their existing advantages, continuously tap into the strengths of new media, carry out their work effectively, gain audience recognition, [3] and seize development opportunities in the new media era to continuously strengthen their capabilities and realize their media value.

## 2. Analysis of Integrated Development Strategies for Newspaper Journalists in the New Media Era

With the arrival of the new media era and supported by technology, mobile terminal devices such as smartphones have rapidly proliferated, enabling people to access information anytime and anywhere with significantly improved efficiency. Simultaneously, the news dissemination model has fundamentally changed—anyone with a smartphone or similar device can become both a disseminator and receiver of information. Consequently, the way audiences receive and process news information has undergone significant changes, posing a tremendous impact on the media industry.[1] Evidently, in the new media era, people increasingly prefer smartphones and other mobile devices for information acquisition, while the audience using newspapers to understand news continues to shrink, delivering a substantial blow to the sustainable development of traditional media industries such as newspapers. As an essential component of the newspaper industry,

newspaper journalists' professional role positioning has inevitably been significantly impacted. Particularly with the emergence of countless self-media platforms, journalists' traditional functions as collectors and disseminators of news information resources have gradually weakened, generating a series of negative effects on the stable and sustainable development of China's traditional newspaper industry.[2] Therefore, how to ensure that traditional media industries like newspapers adapt to the demands of the new era and achieve sustainable development goals has become a key consideration for relevant stakeholders.

### **2.1 Integrating News Gathering and Fact Verification to Ensure Information Authenticity**

In the traditional media era, newspaper journalists primarily served as news information collectors, responsible for gathering news, categorizing and organizing it, and delivering it to audiences through conventional channels. However, in the new media era, journalists' work content and methods have undergone tremendous changes. With the support of smartphones and other mobile devices, traditional fixed patterns and organizational structures have been disrupted. All aspects—from information gathering and editing to review and publication—require rigorous scrutiny to enhance the authenticity of newspaper news and ensure it maintains an information advantage in the new media era, thereby earning greater public recognition.[5] In essence, journalists in the new media era must appropriately adjust their work to integrate news gathering and fact verification, ensuring information authenticity and strengthening the authority of newspaper news.[6] Only in this way can newspaper media fulfill their communication functions, seize good development opportunities in the new media era, and ultimately achieve transformative and sustainable development.

### **2.2 Integrating Information Resources and Consolidation Work to Maintain Competitive Advantage**

In the new media era, the foundation for the integrated development of newspaper journalists' roles lies in media convergence and resource integration. Only through this can journalists fully leverage their strengths and adapt newspaper news editing to the demands of new media development, thereby maintaining competitive advantage and achieving sustainable growth. The so-called "high-caliber interdisciplinary professionals" refers to individuals who combine traditional newspaper journalism with network information technology from the new media era and disseminate news through online channels. Against the backdrop of rapid internet development and widespread application, newspaper information dissemination methods have gradually merged with internet-based dissemination—for instance, publications like *People's Daily* have developed APP clients to enable mobile device users to browse news information anytime and anywhere with network access. In this new media context, newspaper journalists must integrate traditional tasks such as news gathering and editing with internet information technology in their daily practice, continuously cultivating

diverse professional skills to become high-caliber interdisciplinary news professionals. Only then can they fully utilize their capabilities to help traditional media industries like newspapers break through development constraints, re-establish their advantages in the new media era, and gain audience recognition. For example, journalists can employ big data technology to mine, organize, and analyze online data to effectively determine the news information value orientation of local audiences, thereby delivering targeted news content that aligns with audience interests. This allows newspaper news reports to integrate into various aspects of audience life and provides an important channel for their information acquisition. Meanwhile, traditional newspaper media in the new media era lacks attractiveness compared to new media, which affects the industry's long-term development. Therefore, in addition to mastering traditional newspaper news resource gathering and organization, journalists must also acquire design capabilities for images, text, video, and audio. Only with these skills can they skillfully combine multiple new media in news compilation and dissemination, innovate newspaper layouts, enhance the appeal of newspaper news, and win greater audience recognition for traditional newspaper media.

### **2.3 Integrating Information Dissemination and Public Opinion Guidance to Enhance Orientation and Interactivity**

For traditional media such as newspapers, news content constitutes the authenticity of news and maximizes the presentation of audience viewpoints and ideas. However, this model of news dissemination and expression has certain limitations. Any action is initiated by individuals or specific organizations, and these entities are not omniscient, which leads to weakened public discourse power. Nevertheless, in the new media era, the issue of public discourse power has been completely resolved, primarily because network information technology enables everyone to become both disseminators and receivers of news information using smartphones and other devices. The public can express personal opinions on online news or disseminate information of personal interest, thereby strengthening the role of audience discourse power.[9] Therefore, in the process of role integration development, newspaper journalists must fully recognize these specific changes in the new media era and strictly adhere to new media development requirements by committing to the integration of news dissemination and public opinion guidance. They should fully leverage their role in news commentary to guide audiences in correctly interpreting news information, thereby forming correct public opinion orientation in society and advancing the further development of news dissemination work.[10]

## **3. Analysis of Role Positioning for Newspaper Journalists in the New Media Era**

In the new media era, the role positioning of newspaper journalists has changed under the influence of new media development. Only by fully considering the specific demands of the new media era on newspaper journalists' work can they

accurately position their roles, thereby adjusting their work more rationally and scientifically, highlighting the unique strengths of newspaper journalism, and achieving transformative and sustainable development of traditional media industries such as newspapers.

### **3.2 Based on Regional Characteristics, Highlighting Local Newspaper Features**

Against the backdrop of media convergence, newspaper journalists can utilize various channels such as the internet to access massive amounts of news information. Effectively screening online information has become an urgent issue for media outlets. Only by mastering the ability to discern news information can journalists excavate valuable news from the vast sea of information and achieve sound development. This requires adhering to traditional professional spirits, conducting in-depth grassroots reporting, and ensuring that delivered news information provokes profound public reflection. Simultaneously, when mining extensive online news resources, journalists must uphold the principle of authenticity, using standards of being close to public life and reflecting people's livelihood issues to filter online information. Only in this way can newspaper news content demonstrate unique advantages, secure a competitive edge in the fierce media market, and ultimately drive the modernization of the newspaper industry. Furthermore, to ensure that newspaper news in the new media era possesses distinct local characteristics, journalists must master unique perspectives for excavating news information during role repositioning. By digging beneath the surface of events to uncover the essence of news materials and appropriately controlling the depth and breadth of information, they can avoid merely retransmitting content lacking substance, enabling audiences to engage in deep reflection after browsing news. Therefore, when reporting news, journalists must adopt unique perspectives, penetrate surface phenomena, incorporate their own insights based on excavating the essence of news materials, and highlight the bright spots of newspaper news information. Only thus can newspaper journalists accentuate local characteristics within newspaper media, further enhance the accuracy of role positioning in the new media era, and promote the modernization of newspaper media on the foundation of continuously improving journalists' comprehensive qualities.

### **3.3 Improving Professional Ethics and Responsibility**

When repositioning their professional roles, newspaper journalists must fully consider the impact of the new media era and objectively recognize the influence of diverse and complex information in the internet environment. Throughout the integrated development process of traditional newspaper media and new media, they should consistently stay true to their original aspirations, remember the sacred mission entrusted by the Party and the state, uphold a highly responsible attitude, actively participate in news reporting, and complete news dissemination and public opinion guidance work with high quality and efficiency.

Through their capabilities, they should produce fair and truthful reports to fundamentally enhance media credibility, strengthen ideological and ethical education for news journalists, reinforce social responsibility, intensify publicity of laws and regulations, and elevate legal awareness. They should delve into communities to discover news materials, report objectively and rigorously, pursue truth, fairness, and justice, innovate and forge ahead, and play the leading role of news journalists.

Through the analysis presented in this paper, it is evident that against the backdrop of the new media era, newspaper journalists must keep pace with the times, follow the development of the new era, correctly grasp the direction of development, and make unremitting efforts to realize personal value and contribute to the further development of China's newspaper media industry.

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(Author's affiliation: Jinan Daily Press Group)

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

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