

Postprint: A Study on the Survival and Development of Regional Traditional Print Media in the New Media Environment

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Abstract

The development of society and the continuous advancement of science and technology have led to the widespread application of internet and network information technology in people's daily lives. The popularization of the internet and smartphones has transformed the traditional media environment and landscape, and particularly the rise of new media has posed enormous challenges to the development of traditional print media. Although traditional print media possesses advantages that cannot be replaced by new media, compared to new media, its most obvious shortcomings are manifested in the scope and speed of dissemination. New media demonstrates greater timeliness in the delivery of news and information, features a broader dissemination range, and offers greater convenience for readers, all of which constitute the impact that new media has brought to traditional media. This paper analyzes the advantages of both new media and print media, investigates the survival status of regional traditional print media within the new media environment, and explores relevant strategies for the survival and development of regional traditional print media in this context.

Full Text

Preamble

Title: Research on the Survival and Development of Regional Traditional Print Media in the New Media Environment

Abstract: The advancement of society and science and technology has led to the widespread application of Internet and information technology in daily life. The popularization of the Internet and smartphones has transformed the traditional media environment and landscape, and the rise of new media in particular has posed significant challenges to the development of traditional print

media. Although traditional print media possesses irreplaceable advantages over new media, its most obvious shortcomings compared to new media lie in the scope and speed of dissemination. New media offers greater timeliness in news transmission, broader reach, and more convenient reading experiences—all of which impact traditional media. This paper analyzes the advantages of both new media and print media, examines the current survival status of regional traditional print media in the new media environment, and explores strategies for the survival and development of regional traditional print media under these conditions.

Keywords: new media; regional media; traditional print media; information dissemination; converged media

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The rapid development of computer communication technology has effectively driven the transformation of China's media industry. Through the application of Internet information technology, information spreads more quickly with stronger timeliness and increasingly broader reach. As Internet technology and smartphones become popularized in daily life, various emerging media platforms have sprung up and attracted growing audiences. Compared with traditional print media's information dissemination speed, new media can deliver information to users almost instantly, and users can search for information according to their preferences, posing tremendous challenges to traditional print media. Amidst the vigorous development of new media, regional traditional print media must undertake corresponding reforms to maintain momentum, discarding their shortcomings and deficiencies to achieve effective integration with new media, thereby opening a new path for development.

1.1.3 Traditional Print Media's Strong Visual Impact and Authority

Traditional print media typically invests careful attention in layout design when publishing information. Through different layout designs, audiences can distinguish the importance of news stories, allowing print media to visually convey information value and enabling readers to quickly identify varying levels of significance. Traditional print media can also provide comprehensive coverage of information, ensuring news quality, which is why China's government and other authoritative institutions continue to use print media for information reporting and dissemination.

1.2 Advantages of New Media

1.2.1 Interactivity of New Media Platforms Compared with traditional print media, new media possesses stronger information interaction capabilities.

Traditional print media generally disseminates information unidirectionally—audiences read what the media publishes, giving print media decisive control over information flow. In the new media environment, however, audiences and media can engage in two-way communication, with audiences becoming active participants in the information dissemination process.

1.2.2 Diversified Forms of Information Dissemination in New Media

Traditional print media primarily uses text and images for information release, employing relatively single communication symbols. New media environments, by contrast, can utilize multiple dissemination methods including video, audio, and images, offering greater interest and richness for audiences.

2.1 Declining Audience Numbers for Traditional Print Media

Against the backdrop of new media's continuous development, traditional print media has experienced severe audience loss, as people increasingly favor new media's information dissemination methods. Integrating advanced Internet information technology, new media has become more closely connected with people's lives and emerged as the primary channel for information acquisition. Regional traditional print media, in particular, faces increasing disadvantage under new media's impact, with limited development prospects for relevant newspaper industries and noticeably declining economic benefits.

2.2 Changing Audience Demands for Information in the New Media Environment

The impact of new media development has made traditional print media's information dissemination methods increasingly limited. Influenced by the new media environment, people now demand faster, more efficient access to valuable information. Information reception methods have fundamentally changed, as smartphones enable timely access to desired information—representing a major reason for the shift toward new media. How regional traditional print media can integrate new media technologies to promote its own development has become a significant concern for the industry.

2.3 Severe Brain Drain in Traditional Print Media

In today's Internet era, new media development has diversified information access methods. Under new media's impact, traditional print media faces difficulties in talent development, with brain drain becoming a critical issue. As new media continuously compresses print media's audience base, print media suffers from increasing talent shortages. Traditional print media professionals cannot support the industry's development in this new environment, and internal construction and development have failed to adapt to contemporary characteristics, resulting in inadequate talent team building.

3.1 Traditional Print Media' s Active Transformation Toward Converged Media

In this new era, traditional print media development must fully leverage new media advantages by establishing its own online media platforms based on new media technology to innovate development pathways. By building proprietary new media platforms, the print media industry can achieve positive interaction between traditional and new media, fully utilizing distinctive strengths for “dual-track” development. Through official websites, Weibo, and other new media platforms, traditional print media can release information promptly, enabling more convenient and efficient dissemination, attracting previous audiences, overcoming regional limitations in information dissemination, and effectively improving economic benefits.

3.2 Innovating Information Dissemination Methods and Content

Compared with new media' s diversified information dissemination methods, traditional print media' s approaches remain relatively monotonous, lacking interest for audiences receiving information. New media' s varied dissemination methods merit emulation by traditional print media, which should keep pace with the times and maintain continuous innovation to maximize audience reading experiences. Regional traditional print media can screen and categorize local hot topics to meet regional audience needs—a strength that can be presented through new media formats. By designing diverse columns and attractive layouts with distinctive features and creating multi-perspective content, regional print media can satisfy local readership demands.

3.3 Leveraging New Media Operations to Enhance Communication Interactivity

Traditional print media should leverage new media advantages for self-innovation to drive development. Conventional print media typically releases news information unidirectionally in newspapers, failing to achieve good communication with audiences and affecting reading experiences—particularly problematic in the new media environment as it accelerates audience loss. By utilizing Internet information platform technologies, traditional print media can achieve two-way communication between media and audiences during information dissemination, accelerating transmission speed. Through establishing relevant websites and platforms, traditional print media can also implement efficient operational models, expand dissemination scope, change audience reception methods, and increase interest.

3.4 Emphasizing High-Quality Information Dissemination

During information dissemination, traditional print media must focus on improving information quality, as only high-quality, valuable content can attract audiences. Print media should continuously enhance information gathering and

editing staff skills through training activities to improve information classification and synthesis capabilities, ultimately releasing higher-quality content. Print media should fully utilize its traditional advantages to select and arrange content distinctively and report information from multiple perspectives to attract more audiences.

In the continuously evolving new media environment, regional traditional print media must innovate and reform to seek better development amid fierce competition. By fully integrating new media advantages and improving traditional information dissemination methods to enable two-way communication between print media and audiences, traditional print media can promote its transformation and development while retaining its distinctive strengths and advantages.

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