

Research on the Convergence and Positioning of Newspaper Journalists' Roles in the New Media Era: Postprint

Authors: Yang Guang

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Abstract

Against the backdrop of the new media era, the internal and external work environments faced by newspaper journalists have undergone tremendous changes, requiring them to explore role integration and repositioning in their work and seek new development paths. Therefore, to provide correct guidance for the future development of newspaper journalists, systematic research must be conducted on the integration and development of their roles in the new media era, their future roles must be accurately positioned, and the theoretical foundation for their career development in the new media era must be consolidated. This paper focuses on providing an appropriate analysis of the integration and development of newspaper journalists' roles in the new media era and examines role positioning, striving to offer valuable theoretical references for the future career positioning and professional development of newspaper journalists.

Full Text

Preamble

Research on the Integration and Positioning of Newspaper Journalists' Roles in the New Media Era

Abstract: In the context of the new media era, newspaper journalists face profound changes in both their internal and external work environments. These environmental shifts demand that they explore the integration and repositioning of their professional roles while seeking new development paths. Therefore, to provide proper guidance for the future development of newspaper journalists, it is essential to conduct systematic research on the integration of their roles under the new media landscape and to accurately position their future roles, thereby establishing a theoretical foundation for their career development in this new era. This paper analyzes the integration and development of newspaper journalists'

roles in the new media era and examines their role positioning, aiming to provide valuable theoretical references for their future career orientation and professional development.

Keywords: New media era; newspaper journalist; integrated development; role positioning

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Author: Yang Guang

With the vigorous development and widespread application of information technology across all sectors of society, new media has become a familiar term to the public, supported by technological advances and causing tremendous impact on social development and the media industry. In this new media era, the operational models of traditional media such as newspapers have begun to transform, presenting novel requirements for the industry's development. Consequently, newspaper journalists must actively explore measures for role integration and development, accurately position their professional roles, and clarify their career direction in accordance with the influences and demands of the new media era. By doing so, they can gain competitive advantages in the fierce market competition, achieve personal development, and simultaneously provide high-quality talent support for the development of traditional media industries like newspapers in China.

1. Changes in Newspaper Journalists' Roles in the New Media Era

As China enters the Web 2.0 era, smartphones have achieved widespread adoption, significantly accelerating the speed at which the public accesses information and transforming news dissemination models. In this environment, everyone can become both a disseminator and receiver of information, fundamentally altering audience habits in receiving and processing news content and triggering monumental changes throughout the media industry [1]. As essential components of the media field, journalists' professional role positioning has inevitably been affected. Particularly with the proliferation of self-media, journalists' traditional roles as news information collectors and disseminators have gradually weakened, imposing certain constraints on both their career development and the modernization of China's traditional media.

In response, traditional media industries such as newspapers have begun exploring integration with new media to seek better development opportunities and adapt to the wave of industry transformation. For instance, domestic newspaper clients like *Yangyan* and *Youzai* have introduced virtual reality technology

to present news content through smartphone cameras, while CNN has begun employing drones to obtain news footage. These examples demonstrate that newspaper journalists' professional roles have undergone significant changes due to external environmental pressures. To gain competitive advantages in both internal and external markets, newspaper journalists must break free from the constraints of traditional media, explore paths toward integrated development, and strive to accurately identify their positions and conduct their work reasonably, thereby earning audience recognition and approval. Only through such efforts can newspaper journalists avoid facing elimination in the new media era, rise to challenges, seize new development opportunities, and support the modernization of traditional newspaper media through integration with new media, ultimately contributing to the modern construction of the media industry.

2. Paths for Role Integration and Development of Newspaper Journalists in the New Media Era

The new media era demands numerous high-quality media professionals, with significantly heightened requirements for newspaper journalists in news information dissemination. They are expected not only to be familiar with traditional newspaper journalism but also to master new media communication techniques. Therefore, in exploring the practical integration and development of journalists' roles in this new era, the most critical aspect is cultivating "all-media journalists" through innovative training models. By formulating "media convergence talent cultivation" strategies, we can break through professional barriers between traditional and new media, establish a solid foundation for the integrated development of journalists' roles, and create ideal conditions for newspaper journalists to better adapt to professional work in the new media era [2]. A systematic analysis reveals that the new media era's impact on journalists' role transformation manifests from multiple perspectives. In seeking new development directions, newspaper journalists must explore the integration of traditional professional positioning with new media era positioning, forming unique professional advantages through integrated development. This approach enables them to realize personal value while simultaneously driving the modernization of the newspaper media industry. The following sections examine specific issues concerning the integration and development of newspaper journalists' roles in the new media era for reference.

2.1 Integration of News Gathering and Fact-Verification

In the traditional media era, newspaper journalists primarily served as news gatherers, focusing on collecting news information, organizing it, and delivering it to audiences [3]. However, in the new media context, their work content has transformed. As news dissemination becomes increasingly interactive and the general public becomes a primary source of news information collection, newspaper journalists must adjust their professional practices. They should shift from traditional news gathering and editing toward an integrated approach that com-

biner news collection with fact-verification, making the verification of publicly released news information a core component of their work. By simultaneously fulfilling the roles of news gatherer and fact-verifier, journalists can enhance the authenticity and authority of newspaper news, ensuring that it stands out among the complex information landscape of the new media era and wins broad audience recognition and approval. In short, only by adapting their work to the influences of the new media era and tightly integrating news gathering with fact-verification can newspaper journalists align their media organizations with the demands of contemporary news dissemination, thereby securing promising development prospects and achieving modernization in the new media age.

2.2 Integration of News Resource Collection and Integration

In the new media era, promoting the integrated development of news resource collection and integration constitutes a crucial prerequisite for newspaper journalists to transform their professional roles. Only by correctly grasping the impacts of the new media era, scientifically managing the relationship between resource collection and integration, and formulating reasonable integration strategies can journalists leverage advantages in news resource utilization. By enriching newspaper news content through new media influences, they can ensure that news compilation aligns with industry development trends and fosters a favorable growth trajectory [4]. Specifically, newspaper journalists must develop a new understanding of their work in the new media era, focusing not only on collecting news dissemination resources but also on rationally applying online information to conduct integration work. By capitalizing on the compatibility and openness of internet-based information dissemination, they can gather and organize diverse information resources, transforming collected materials into concise and valuable news resources through integration. In this way, by advancing the integrated development of resource collection and integration, newspaper journalists can establish competitive advantages in their professional work. For example, they can supplement real-world news resources obtained through interviews with online news materials, making traditional newspaper news more open and amplifying its strengths while mitigating weaknesses through resource integration. Thus, by exploring new directions for integrated professional role development under new media influences, journalists can provide correct guidance for constructing novel development paths for newspaper news, enabling the newspaper media industry to seize fresh development opportunities in the new era and creating favorable conditions for the sound development of China's traditional media.

2.3 Integration of Information Dissemination and Public Opinion Guidance

For traditional newspaper media, news work has generally emphasized seeking truth from facts and striving to express audience viewpoints and ideas [5]. However, this approach to news dissemination and expression has inherent lim-

itations, as traditional media tends to reflect elite class perspectives, thereby weakening the public's discourse power and causing audiences to merely follow elite viewpoints rather than having their own voices valued. In the new media era, this limitation has been effectively addressed. Empowered by network information technology, everyone can become a disseminator and interactive participant of news information, enabling the public to express their views and share interesting news via the internet, thus guaranteeing audience discourse power to a certain extent. Therefore, in promoting their own professional role integration and development, newspaper journalists must clearly recognize this issue and explore new role positioning in light of new media influences. They should dedicate themselves to the organic integration of news information dissemination and public opinion guidance work, leveraging journalists' unique value in news commentary to guide audiences in interpreting information from correct perspectives, providing direction for audiences and gradually promoting sound development of news dissemination in the new media era [6]. In this way, based on the foundation of journalists achieving role integration and development, the development prospects of newspaper media in the new media era can be substantially improved, and the degree of information sharing within the media industry will significantly increase. By winning the initiative in information control through integrated development, newspaper journalists can lay a solid foundation for the modernization of the newspaper industry.

3. Role Positioning of Newspaper Journalists in the New Media Era

Influenced by the new media era, newspaper journalists' role positioning has undergone tremendous changes. In researching reforms to journalists' work in this new period, we must reposition their roles, clarify the higher demands placed upon them by the new media era, and accordingly make reasonable arrangements and adjustments to their work. Only then can we improve the current state of newspaper journalists' work in the new media era and demonstrate their unique professional value [7]. The following sections examine the role positioning of newspaper journalists in the new media era and propose corresponding recommendations for their development in this new age.

3.1 Compound News Talent

With the popularization of the internet and domestic newspaper media exploring converged development paths, the forms of newspaper information dissemination have begun to merge with internet-based news communication. For example, major newspapers such as *People's Daily* and *Guangming Daily* have developed APP clients to facilitate mobile users' access to news information via networks. Therefore, under current new media social conditions, newspaper journalists must integrate traditional work with internet information technology in their professional practice, strengthen their cultivation of diverse professional and technical abilities, and strive to develop into compound news talent.

This transformation enables traditional newspapers to gradually emerge from development predicaments and win audience recognition and approval [8]. For instance, in the new media era, local newspaper journalists can analyze online big data to identify information consumption preferences among regional audiences, thereby editing news reports that truly resonate with readers and audiences. This approach integrates newspaper journalism into all aspects of audiences' lives, establishing it as an important channel for the public to obtain information. Simultaneously, newspaper journalists must master not only traditional news gathering, editing, and resource organization but also skillfully utilize images, text, video, and audio to design news reports and innovate newspaper layout design, thereby substantially enhancing the appeal of newspaper news to audiences. By transforming journalists' role positioning in this manner, traditional newspaper media can obtain a solid foundation for achieving modernization development goals.

3.2 Grounded in Newspapers with Local Characteristics

In the context of media convergence, the ability to acquire news resources and effectively discriminate among vast amounts of information has become another essential competency for newspaper journalists. Therefore, journalists should approach their professional role positioning from this perspective to ensure they can identify their proper place in the new media era of flourishing internet information technology and secure promising career development prospects [9]. In concrete practice, newspaper journalists must uphold traditional professional spirits. To produce vivid news that provokes public reflection, they must conduct reporting from the grassroots level. When screening online information, they must also maintain commitment to content authenticity, using proximity to public life and reflection of people's livelihoods as important criteria for information selection, striving to ensure that all reported news demonstrates unique value. On this foundation, to highlight the distinctive characteristics of newspaper news in the new media era, journalists must, in their practical exploration of role positioning, master unique excavation perspectives, scientifically and rationally grasp the depth and breadth of news information, and discern the essence of news materials beyond surface phenomena. They should avoid simply retelling news stories and instead integrate their own unique thinking about news content, showcasing the highlights of newspaper journalism and ensuring that edited reports gain audience affirmation and popularity. By using the emphasis on local characteristics as an important reference for role positioning, we can further enhance the objectivity and accuracy of newspaper journalists' role positioning in the new media era. This approach gradually improves journalists' individual professional competence while leveraging talent's important role, driving newspaper media to seize new development opportunities in the new age and creating favorable conditions for the sound development of China's traditional media.

3.3 Emphasis on Professional Responsibility and Ethics

In the new media era, newspaper journalists engaged in news editing and dissemination inevitably face influences from complex information. In some cases, with reduced constraints on news authenticity in the virtual online society, certain journalists have abandoned their professional principles, committing acts that violate their sense of responsibility and professional ethics. Such behavior not only limits their personal long-term development but also severely impacts the sustainable development of China's traditional newspaper media. Addressing this situation, newspaper journalists in the process of re-exploring their professional positioning must objectively recognize the impact of diverse and complex information on open internet platforms. While advancing integrated development, they must consistently uphold the responsibilities and obligations of journalism, clearly understanding the distinctive nature of newspaper journalists in news dissemination and avoiding blind conformity. They must participate in their work with a strong sense of social responsibility and historical mission, upholding an attitude of accountability to the Party and the people, and meticulously complete news dissemination and public opinion guidance tasks [10]. In short, as newspaper journalists adjust their professional role positioning in response to new media influences, they must implement the Party's advanced ideologies, consistently stand on the position of the Party and the people when editing and disseminating news, and take promoting mainstream values and positive social energy as their mission. They must ensure absolute news authenticity, refrain from false reporting for personal gain, and maintain a clear mind to distinguish truth from falsehood in news information. Only in this way can newspaper journalists in the new media era identify their proper professional positioning, make corresponding contributions to the journalism cause through their work while striving to realize personal value, continuously enhance the credibility and influence of newspaper media in the new media era, and steadily propel China's media industry toward modernization construction goals.

In summary, traditional newspaper journalists find themselves in an awkward developmental state within the new media era context. To seek new development directions and achieve better growth by following the trends of the times, journalists must grasp the influences of the broader environment, develop profound understanding of their own role positioning, and thereby correctly recognize themselves and position their professional roles while grasping the general direction of role integration and development. By formulating corresponding development plans, newspaper journalists can identify their proper professional positions in the new era context, realize their personal social value, and contribute their strength to the development of China's media industry.

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Author Affiliation: Luohe Daily

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

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