

# Analysis of Development Strategies for Local Newspaper Media in the Era of Media Convergence: Postprint

**Authors:** Cai Yusheng

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

## Abstract

In the era of media convergence, local newspaper media faces severe challenges, as traditional development models have become increasingly inadequate for meeting the diverse requirements of this new environment. Local newspaper media urgently needs to transform and upgrade, explore effective strategies to achieve sound integrated development, innovatively reconstruct the communication chain, enhance its own value and comprehensive strength, strengthen its social influence and comprehensive benefits, and realize effective guidance of public opinion. This paper briefly describes the impact of media convergence on the development of local newspaper media, analyzes the transformation channels for local newspaper media in the media convergence era, and explores development strategies for local newspaper media in this era, with the aim of providing reference for the integrated development of local newspaper media.

## Full Text

### Abstract

In the era of converged media, local newspapers face severe challenges. Traditional development models can no longer meet the demands of this new landscape, making it imperative for local newspapers to transform, upgrade, and explore effective strategies for integrated development. This involves innovating the communication chain, enhancing their value and comprehensive strength, strengthening social influence and overall benefits, and achieving effective public opinion guidance. This article briefly outlines the impact of converged media on local newspaper development, analyzes transformation channels available to local newspapers, and explores development strategies in the converged media era, aiming to provide reference for their integrated development.

**Keywords:** Converged Media; Local Newspapers; Development Strategies

**Classification:** G216.2

**Document Code:** A

**Article ID:** 1671-0134(2018)10-032-02

**DOI:** 10.19483/j.cnki.11-4653/n.2018.10.007

Converged media refers to various media outlets, based on the reality of media convergence, engaging in concrete exploratory attempts to enhance effective interaction and coordination among media, achieve integrated operations, and utilize diverse symbolic forms to broaden information dissemination channels and scope. This facilitates diversified information transmission, strengthens social influence, and effectively meets the varied needs of different users. In the converged media era, local newspapers must ground themselves in practice, actively explore effective countermeasures, and accelerate media convergence to achieve sound development.

## 1. The Impact of Converged Media on Local Newspaper Development

In the converged media era, local newspapers face formidable challenges. Most suffer from declining subscriptions, weak market competitiveness, and readership trends toward aging and elite demographics. Converged media significantly influences local newspaper development across multiple domains, including news philosophy, media forms, news values, and industrial structure. From a technical perspective, traditional local newspapers lack strong information dissemination capabilities, and their revenue models and survival space are relatively narrow, resulting in weak market competitiveness. The converged media era will drive local newspapers to innovate and integrate their industrial chains. While local newspapers have historically wielded profound influence as authoritative media within their regions, they previously engaged with various social sectors primarily through advertising. After achieving integrated development, they will enhance their information service capabilities, promote optimal resource integration, and realize industrial structure transformation and upgrading. In this new era, integrated development requires not only merging news content and related products but also integrating industrial chains, fully leveraging their inherent value to provide readers with rich information content and personalized services while effectively expanding their industrial structure. Therefore, by leveraging advanced technology and strengthening integration with new media, local newspapers can significantly reduce costs, optimize product forms, broaden news dissemination channels, and innovate revenue models and survival space, thereby facilitating transformation, upgrading, and integrated development.

## 2. Transformation Channels for Local Newspapers

### 2.1 Mobile Newspapers

Mobile newspapers feature diverse business types, primarily including SMS, MMS, and WAP versions. They offer strong timeliness and interactivity with varied dissemination forms, making them popular among users in the 3G era. However, in the 4G era, mobile newspapers have revealed numerous drawbacks, including lack of diverse news content, severe layout constraints, limited editing capacity, and poor reading convenience. Currently, mobile newspapers are trending toward decline.

### 2.2 Portal Websites

Portal websites represent an important transformation channel for local newspapers. Most have established corresponding portals, generating revenue primarily through user subscriptions and advertising income. However, these portals lack substantial income scale and suffer from outdated business thinking, facing intense impact from commercial portals such as Baidu, Sina, and Tencent. Additionally, local newspaper portals struggle to attract user and investor attention, and their development prospects are not optimistic.

### 2.3 APP Clients

Local newspapers have developed and promoted APP clients that operate on users' mobile terminals. These clients effectively integrate text, images, audio, and video news content, offering rich forms, distinct personalization, strong timeliness, and high interactivity. However, compared to news APP clients developed by internet enterprises, local newspaper APPs lack strong market competitiveness and brand influence, commanding relatively small market share and user bases.

### 2.4 Cloud Reading

Cloud reading refers to using image recognition and other computer technologies via mobile terminals to effectively connect print newspapers with the internet. Based on cloud services, it enables access to newspaper content, provides extended services, and features three-dimensional and dynamic reading functions.

### 2.5 Weibo and WeChat Official Accounts

Local newspapers utilize social platforms like WeChat and Weibo to create official accounts that attract user attention and regularly push various news contents. Simultaneously, users can forward and comment on news content, demonstrating strong interactivity. This communication approach reflects robust user participation, establishes two-way news transmission, and effectively meets users' personalized needs.

### 3. Development Strategies for Local Newspapers in the Converged Media Era

#### 3.1 Optimizing and Integrating Media Resources

Integrated development for local newspapers does not simply involve digitizing information content carried by traditional print media. Compared to print media, new media demonstrates significant advantages with diverse information publishing methods and extremely rapid dissemination. Traditional local newspaper news gathering and writing requires multiple steps: reporters writing articles, editors reviewing manuscripts, and layout printing. Due to this time lag, articles typically appear in the newspaper the following day. Simply processing manuscripts for online publication would inevitably compromise their timeliness. Therefore, such misconceptions about integrated development not only fail to promote effective convergence but also worsen the survival environment for local newspapers. To address this, local newspapers must thoroughly examine the specific characteristics of various new media, fully leverage their advantages, and achieve optimal integration and flexible application of media resources. For example, one local newspaper, while conducting a reporting campaign on “core values,” collected netizen opinions and suggestions through online channels. At the reporting site, they recorded videos and communicated with netizens in real-time via official websites and social platforms such as WeChat and Weibo official accounts, conducting diverse behind-the-scenes reporting. After on-site reporting concluded, the newspaper continued with in-depth coverage through print, television, and radio, while publicly releasing report transcripts on its official website. Through these methods, the newspaper comprehensively innovated its reporting model, enhanced media integration, and strengthened comprehensive benefits and social opinion influence.

#### 3.2 Rational Deployment of Staff

Local newspapers’ editorial teams and other staff must thoroughly examine the specific characteristics and requirements of new media, explore their communication patterns, and enhance information dissemination effectiveness. They should promote staff communication and learning of internet thinking and new media equipment operation skills to strengthen professional competence. Rational staff deployment should facilitate enhanced communication and collaboration among various editors, while fair and reasonable performance evaluations improve news manuscript quality and strengthen the newspaper’ s credibility and social opinion influence.

#### 3.3 Broadening Information Dissemination Channels

Local newspapers must utilize advanced technology to broaden information dissemination channels and enhance reader user experience. They should thoroughly examine how various users receive information, develop diverse platforms for information reception using advanced technology, and continuously research

and promote new products to maximize dissemination coverage and social influence. Based on the actual circumstances of news events and interview subjects, local newspapers should select appropriate reporting methods, provide relevant materials to various dissemination platforms in a targeted manner, while the converged media center provides corresponding technical support to optimize and integrate news content. Raw materials should be processed into multiple forms to enhance adaptability to various platforms. By broadening information dissemination channels, local newspapers can seize market share, innovate profit models, effectively mobilize capital, and establish a strong material foundation for integrated development.

### **3.4 Optimizing and Integrating News Content**

Local newspapers must strictly control news content quality, optimize and integrate diverse information content, and comprehensively apply various media forms such as images, video, and audio to produce high-quality news products. They should adhere to publishing truthful news content to enhance credibility, expand marketing channels, leverage internet technology advantages to overturn traditional outdated workflows, and shape a positive social image.

### **3.5 Cultivating Converged Publishing Professionals**

Local newspapers' transformation, upgrading, and integrated development require effective cultivation of converged publishing professionals. Traditional newspaper journalists often lack deep understanding and proficient mastery of professional new media technologies. Local newspapers must cultivate professionals and high-end talent who master new media technology, strengthen education and training for existing media personnel, guide them to deeply learn and proficiently master various capabilities required for internet operations, and effectively promote deep integration of traditional local newspapers with new media in news content, dissemination channels, and operational management.

### **3.6 Enhancing Personalized Service Quality**

To deliver news information to readers, local newspapers must attract their attention and favor. They should thoroughly examine reader habits, adopt appropriate news communication methods on this basis, stimulate reader resonance, and effectively cultivate reader customer groups. Local newspapers must clarify their positioning, utilize advanced technologies such as internet and big data to examine readers' specific needs, and provide targeted personalized news services to enhance personalized service quality.

In summary, local newspapers face severe challenges in the converged media era. Their transformation channels primarily include mobile newspapers, portal websites, APP clients, cloud reading, and Weibo/WeChat official accounts. To promote transformation, upgrading, and integrated development, local newspapers should adopt strategies including optimizing media resource integration,

rationally deploying staff, broadening information dissemination channels, optimizing news content, cultivating converged publishing professionals, and enhancing personalized service quality.

## References

- [1] Cao Jidong. Analysis on the Transformation and Development Path of Traditional Newspaper Industry in the Converged Media Era[J]. Publishing Wide Angle, 2017(09): 22-24.
- [2] Zhang Di. Development Strategies for Traditional Media in the Converged Media Era—Taking the Practice of Guangming Daily and Guangming Network as Examples[J]. Youth Journalist, 2015(08): 58-59.
- [3] Zhou Jianheng. Reflections on the Development of Traditional Newspaper Industry in the Converged Media Era[J]. Publishing Wide Angle, 2017(06): 15-18.
- [4] Deng Hongsen. Breaking Through in Promoting Major Converged Media Development—The Practice of “Central Kitchen” Construction at Zhanjiang Daily[J]. China City Newspaper People, 2017(03): 13-
- [5] Ren Lihua, Zeng Jin, Ding Yinyuan. Analysis on the Integrated Development Strategy of Local Newspaper Media—Taking the Converged Media Central Control Room of “Benxi Daily” as an Example[J]. News Research Guide, 2015(16): 32.
- [6] Zha Benen. What Can Newspapers Rely on to Retain Readers in the Converged Media Era—Reflections Triggered by News Concurrent Release Phenomenon[J]. China Newspaper Industry, 2016(05): 58-59.
- [7] Hu Xuefei, Hu Lan. How Can Newspapers Survive and Break Through Under Converged Media[J]. Publishing Wide Angle, 2017(12): 41-43.

(Author Affiliation: Mindong Daily, Fujian)

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

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