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New Ecology and New Business Forms in China's News Media Industry in the Post-Print Era

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Abstract

In the era of informatization and technologization, the development of the media industry has garnered extensive attention from various sectors of society. To genuinely overcome the limitations inherent in traditional media development, China has continuously advanced media technology in accordance with the essential demands of the era, concurrently promulgating numerous new regulations and establishing new requirements. Under such circumstances, various large-scale emerging capital has begun to forge close ties with China's news media. Accordingly, this study adopts a macroscopic perspective to investigate the new ecosystem and new business forms of China's news media industry, with the aim of offering insights for the stable development of the nation's media sector.

Full Text

Preamble

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New Ecology and New Business Forms in China's News Media Industry

Abstract: In the era of informatization and technological advancement, the development of the media industry has attracted widespread attention from all sectors of society. To fundamentally overcome the limitations inherent in traditional media development, China has continuously promoted the further advancement of media technologies in accordance with the substantive demands of the times, while simultaneously introducing numerous new regulations and requirements. Under these conditions, various large-scale emerging capital entities have begun to forge close connections with China's news media. This

paper examines the new ecology and new business forms of China' s news media industry from a macro perspective, aiming to provide insights for achieving stable development in the nation' s media sector.

Keywords: Chinese news; media industry; new ecology; new business forms

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As a vital component of China' s national economy, the news media industry plays a crucial role in promoting national stability and enhancing comprehensive national strength. Currently, mixed-ownership media dominate the existing media landscape, while traditional news media face severe development challenges and significant risks of obsolescence. The emergence of new business forms and a new ecology in news media signifies that China' s journalism industry has entered a new stage of development. Although traditional media still play a certain role, both traditional and new media must adhere to truth and facts, and achieve further development under the guidance of news regulations and professional principles.

1. Manifestations of the New Ecology and New Business Forms in the News Media Industry

At present, China' s news media industry has achieved considerable development. However, due to the relatively complex external environment, the sector faces numerous influencing factors, including government planning, technological progress, capital intervention, and integrated development, which have substantially transformed its development model.

In the current news media industry, mixed ownership occupies a dominant position. Traditional news media primarily consisted of newspapers and television, most of which operated in a utilitarian manner under direct government and state control. However, as China' s socialist market economy has evolved and international exchanges have become increasingly frequent, private and foreign capital have developed close ties with the media industry system. The involvement of various capital giants has made public-private partnerships common, while individual and private business models have continuously emerged. Consequently, state capital is no longer the monopolistic form in news media development, with mixed ownership achieving rapid growth.

Furthermore, news media have actively utilized different internet platforms to construct a new communication landscape. Although traditional news media forms continue to develop, they can only serve auxiliary roles, while new media have assumed dominant positions as primary actors. Among different new media

forms, state-owned new media struggle to fulfill their intended functions, with private media occupying the leading role.

Additionally, the news media industry has achieved an effective separation between news production and distribution, a new operational model that aligns with contemporary developmental demands. Compared with other countries, China's news media industry has developed at a relatively slower pace. As early as the late 20th century, the United States established the world's largest information platform based on new trends in news media development, with continuously rising information traffic. As the world's largest information platform, Facebook functions as an "information supermarket" where everyone can access various types of information, with each individual simultaneously serving as both disseminator and receiver. In building news platforms, China has primarily focused on platforms like Toutiao, where everyone can express their opinions according to their actual needs, fully realizing freedom of speech. Such platforms exhibit obvious information supermarket functions and have established a relatively complete market for freely expressing viewpoints. As an important component of news production, these platforms primarily use algorithmic distribution models for precise information push, while private customization has also achieved rapid development.

Finally, new communication methods and forms have rapidly developed and been implemented in the news media industry. News production is no longer primarily based on centralized operational models, with regional boundary dissolution and decentralized communication development patterns becoming evident. Most news production can now center on users' individual production needs, actively achieving close integration between user-generated content and news dissemination. This new development trend has directly transformed the original news production model, and the emergence of the "central kitchen" concept has made important contributions to optimizing the allocation of news production resources. As media boundaries continue to weaken, users can actively utilize different entry points to express their personal opinions and views. In the research field, the emergence of decentralized news forms has also attracted widespread public attention, and the visual era has become the future development trend of the news media industry. The close integration of news and images can better improve the speed and quality of news communication, continuously overcoming the limitations of media development.

2. Capital Giants Entering Traditional Media

During the 1980s and 1990s, economic construction was the focus of all countries, and news reporting occupied a relatively low proportion in the internet domain. However, as human civilization has accelerated, countries have greatly improved their information technology levels, and the internet has begun to play an important role in people's lives, becoming an indispensable part of social production and operation. Against this backdrop, capital giants have actively moved into traditional media, and their close integration has continuously

promoted the development and enhancement of news media.

Relevant management departments have also fully exercised their macro-control functions from a macro perspective, actively introducing various preferential policies and guidelines, which has provided a favorable external environment for the integration of new and old media. As participating media, capital giant-controlled media possess rich communication resources and channels, and actively utilize various news market entry points to achieve stable operations. For example, Amazon directly acquired *The Washington Post*, while the world-renowned Facebook achieved resource integration and capital accumulation through packaging media. Through two-way interaction and win-win cooperation, the role of traditional media has changed, becoming suppliers in news communication. New media utilize their existing resource advantages and media channels to build entirely new media platforms, conducting information production and dissemination according to public information needs and social development directions, ensuring their information products meet the substantive demands of the times and the market, and demonstrating the relevance and reliability of news communication.

In the information age, the public increasingly tends to receive and disseminate information through the internet, and various social platforms have become important components of people's lives, learning, and social interactions. Traditional media's living space has been greatly compressed, and they are no longer the dominant players in the news communication field, with their social status and role being continuously marginalized. Although the current development trend is extremely unfavorable to traditional media, capital giants still maintain close cooperation with them because this cooperation model can continuously enhance the comprehensive strength of capital giants. Traditional media can provide them with diversified capital output channels, expand capital influence, improve capital expansion and influence, and ensure optimal utilization and allocation of capital.

3. New Orientations in Middle-Class Public Opinion

Based on relevant statistical data analysis, it is not difficult to find that 20% of China's total population belongs to the middle class, with those born in the 1970s, 1980s, and 1990s serving as the main force of this stratum. This group constitutes an important guarantee and driving force for the stable development of society as a whole. They have relatively high income levels and good educational backgrounds. However, as globalization trends intensify and market competition becomes increasingly fierce, China's middle class faces unprecedented pressure and is very prone to anxiety.

With the continuous improvement of internet penetration rates, China's middle class actively interacts with the internet, expresses personal views and thoughts, and directly guides the direction of public opinion. Compared with other social groups, the middle class is more willing to share and forward their viewpoints,

pays more attention to social hot events and public opinion trends, and actively participates in various social public activities in the process of life, learning, and work. Furthermore, personal dignity, property safety, and rights protection for vulnerable groups dominate information dissemination, and network topics have undergone tremendous changes.

4. Main Characteristics of the New Ecology and New Business Forms in the News Media Industry

In addition to the important manifestations mentioned above, academic and theoretical circles have proposed many important characteristics when analyzing the new ecology and new business forms of the news media industry.

First, most capital giants have formed quite close connections with news products, with internet capital playing an important role in the development of the news media industry. In the existing news media industry, most capital giants primarily adopt acquisition and merger forms, directly acquiring traditional capital media. The effective combination of traditional and new media aligns with the requirements of the times and can better promote the rational allocation of news communication resources.

Second, the effective rise of the middle class has provided many conveniences for the further development of the news media industry. Twenty percent of China's total population belongs to the middle class, and this social stratum is relatively stable, having made tremendous contributions to promoting the further development of China's advanced productive forces. Economic and social development cannot be separated from the contributions of the middle class. High-income, highly educated, and high-consumption talents are important components of the middle class. This group experiences relatively high life pressure and is very prone to anxiety, thus playing an important role and serving as key activists in the development of news media.

Third, the new generation plays a key role in the development of China's news media industry. The new generation is primarily composed of those born in the 2000s and 1990s, who are important representatives of new-generation netizens. The normal conduct of various online activities cannot be separated from the important contributions of this social group. Most new-generation groups begin to use their existing life experience and new thinking, adopting entertaining forms to make their due contributions to the further development of online activities. Meanwhile, the viewpoints and behaviors proposed by these new-generation groups directly affect the future development trends of news media.

Finally, news media have entered the post-truth era, which mainly refers to news media actively strengthening interaction and connection with netizens based on emotional expression forms during practical operations to better gain their favor. For news media and news enterprises, the first step is to improve service quality and standards based on enhanced technical levels. In this regard, news

media must take this actual situation as a foundation, regard truth as a just principle, actively assume corresponding social responsibilities, and ensure the authenticity and reliability of information. It should be noted that most news media have begun to use the direction of self-media as a basis to achieve effective transformation of development direction. Various specialized media continuously establish their own camps within self-media, adopting commercialized development models to achieve stable operations.

China's news media industry has actively achieved effective innovation in both content and models, based itself on the substantive requirements of the times, actively broken through the constraints of traditional media industry development, promoted the optimal allocation and utilization of news and information resources, better achieved rational information sharing, and made its due contributions to the construction of a harmonious society.

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