

An Analysis of the Convergent Development of New Media and Traditional Newspaper Editorial Processes: Postprint

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Abstract

Since the beginning of the 21st century, the proliferation of Internet technology has catalyzed the rapid development of new media, delivering a substantial impact to traditional print media. At present, as information acquisition channels have become increasingly diversified, traditional print media no longer maintain exclusive dominance and are confronted with a highly competitive market environment. The rise of new media platforms such as mobile devices and online networks has resulted in continuously declining readership and circulation, progressively diminishing social influence, outdated operational models, weak core competitiveness, and reduced capacity to attract readers. The question of how traditional print media can achieve further development within the new media landscape constitutes a critical issue requiring attention from all industry practitioners. This paper will analyze the predicaments confronting the development of China's traditional print media and propose editorial integration strategies for the convergence of new media and traditional print media.

Full Text

An Analysis of the Integrated Development of New Media and Traditional Newspaper Media Editing

Abstract: Since the 21st century, the proliferation of internet technology has catalyzed the rapid development of new media, posing significant challenges to traditional newspaper media. As information acquisition channels multiply, traditional newspapers no longer dominate the market and face intense competitive pressure. The rise of new media platforms such as mobile phones and online networks has led to declining readership and circulation, weakening social influence. Moreover, outdated operational models and weak core competitiveness have diminished their appeal to readers. This paper analyzes the dilemmas confronting

traditional newspaper media in China and proposes integration strategies for the convergent development of new media and traditional newspaper editing.

Keywords: New Media; Traditional Newspaper Media; Integrated Development

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Newspapers first emerged in China during the Tang Dynasty, boasting a long history and rich cultural heritage. They have provided comprehensive information to the public, offering significant social value by guiding public opinion and contributing to national economic development. However, with the rapid development of new media today, traditional newspaper media no longer hold a dominant position, and their survival environment faces substantial threats. This necessitates urgent improvements in business strategies and active integration with new media. Only through such convergence can traditional newspaper media establish an advantageous position in the new media landscape, leverage their distinctive characteristics, and expand their audience base.

1.1 Poor Timeliness

In the age of information fast food, newspaper publishing often delivers news to audiences who have already accessed the information long before, eliminating the need for repeated reading. Online news, supported by internet technology, enables round-the-clock information dissemination. Additionally, traditional newspaper media suffer from significant limitations, as they can only transmit information through text and images, unable to describe events vividly and concretely or provide comprehensive coverage like online videos. These constraints have plunged traditional newspaper media into a developmental predicament, particularly as their print medium appears increasingly obsolete in meeting the needs of younger generations who find newspapers inconvenient to read and carry. Compared to mobile phones and computers as network terminals, paper-based media show no obvious advantages in cost or convenience.

1.2 Gradual Loss of Audience

Under the new media backdrop, traditional newspaper media face a continuous decline in readership, with their audience now primarily aged 35 and above, indicating that younger generations no longer demand newspapers. While middle-aged and elderly individuals with limited acceptance of internet-based new media must still rely on traditional newspapers for information, today's youth mainly obtain information through the internet. As reading habits evolve, audiences demand faster, more convenient, and comprehensive information—characteristics that align perfectly with new media features. New media offers diverse

formats that strongly attract audiences, including not only text and images but also videos, hyperlinks, and user live-streaming. These advanced communication technologies capture the attention of younger demographics who demonstrate strong adaptability, making information more influential and credible.

1.3 Fixed Communication Direction and Lack of Interaction

New media platforms possess functions for instant commenting and sharing, whereas traditional newspaper media suffer from weak interactivity. After publishing an event and related commentary in newspapers, they typically cannot promptly understand user perspectives or immediately guide public opinion back on track. Furthermore, reader letters pale in comparison to online comments in terms of convenience and speed. Timely reader feedback and enhanced information communication facilitate comprehensive information mastery and align with audience needs. In the internet era, traditional newspaper media must transform from print to online electronic versions, though this transition remains largely passive, preventing them from truly demonstrating competitive advantages and creating numerous negative impacts.

1.4 Profit Segmentation

Since China's market-oriented reforms, advertising investment has gradually become the primary profit source for traditional newspaper media. However, as readership and influence continue to decline, they struggle to attract advertisers who increasingly shift their focus to new media platforms, such as real estate and automotive sectors that previously constituted major advertising clients for traditional newspapers. In recent years, their investment share has decreased substantially. With growing internet penetration, advertisers are gradually increasing investment in emerging media, including mobile phones, bus stop billboards, and vehicle-mounted displays. Mobile phones, in particular, offer convenience, universality, diversity, and low cost, prompting more businesses to compete for mobile advertising space. For traditional newspaper media, reduced advertising investment leads to declining circulation and sales, drastically shrinking readership and posing severe survival and development challenges that make integration with new media imperative.

2.1 Establishing a “Newspaper-Network” Integration Concept

Traditional newspaper media employ singular communication methods that struggle to keep pace with new media development. Despite rich content, their real-time capability remains a fundamental weakness, highlighting the necessity of integration. The integration objective must be clearly defined: leveraging new media's role in traditional newspaper operations as a complementary rather than substitutive relationship, enabling traditional newspapers to manifest their functions through new forms. In the new media environment, traditional newspaper media should address audience personalization needs by developing appropriate

new media communication formats based on actual conditions, delivering information in diverse forms rather than forcing passive acceptance, and enabling timely feedback. Additionally, they should employ big data technology to collect, organize, and investigate topics of audience interest, producing specialized feature reports and providing platforms for discussion through new media clients, thereby granting audiences rights to discourse, criticism, and suggestions that encourage active participation.

2.2 Emphasizing New Technology Introduction and Application

Mobile terminals have gradually become a crucial information dissemination channel, requiring traditional newspaper media to respond swiftly and seize opportunities online to enhance influence. Although transformation proves difficult, demanding changes in editorial processes, management procedures, and responsibility allocation, traditional newspapers must leverage advantages in resources, brand, and talent while actively adapting to new technologies and public opinion fields. They should innovate information dissemination methods by utilizing platforms such as mobile newspapers, Weibo, and mobile clients, continuously innovating communication approaches to demonstrate mainstream media functions. Through comprehensive, three-dimensional coverage of major events, they can substantially enhance social influence. Information push via mobile clients significantly increases dissemination speed and scope, while various advanced software applications—such as real-time bus inquiries and weather queries—make life more convenient for the public. By pursuing integrated development, original newspaper teams, online editorial staff, and operations teams can achieve full integration, encompassing both print and network resources to publish news not only in newspapers but also through websites and mobile terminals, allowing users to choose their preferred reading method and truly satisfying their needs.

2.3 Enhancing Content Depth and Richness

We have entered the micro-era, where WeChat, Weibo, and micro-films have become integral to our lives, enabling us to access information during fragmented time. However, such information primarily consists of simple events and gossip, making it difficult for users to maintain concentration over time and diminishing their capacity for complex thinking. Traditional newspaper media should leverage their strengths by comprehensively and deeply analyzing the causes and consequences of events and offering unique insights that stimulate logical thinking and deep cognition among readers. With excellent teams representing a competitive advantage, some traditional newspapers have unfortunately resorted to gossip and sensational content to attract attention in recent years, resulting in vulgar and shallow content that undermines their influence and credibility. Therefore, traditional newspaper media should engage in self-reflection, emphasize in-depth reporting, and maintain their brand image. As people increasingly recognize the hazards of fragmented information and call for distancing from in-

appropriate content in WeChat Moments, traditional newspapers face favorable development opportunities.

2.4 Implementing Diversified Operations for Coordinated Win-Win with New Media

For most newspapers, the price is lower than the costs of interviewing, typesetting, and printing, meaning extensive news coverage in newspapers cannot generate profit, with advertising revenue serving as the primary income source. However, traditional newspaper media currently face declining advertising investment, urgently requiring them to transform their development model by adopting diversified operations, improving resource utilization efficiency, expanding business scope, gradually entering other fields, and accelerating the development of ancillary industries, including printing markets, logistics, transportation, and e-commerce, to achieve complementary resource advantages and mutual benefit. The arrival of the new media era presents both opportunities and challenges for traditional newspaper media. To better achieve integrated development, they should build newspaper websites that organically combine original content from both new and traditional media, enabling traditional newspapers to embrace a more diversified online lifestyle. By strengthening cooperation with social networks and increasing readership through Weibo, they can comprehensively and accurately report hot social issues while gaining audience supervision, thereby enhancing credibility and influence while strengthening user stickiness. Integrating with mobile client platforms to deliver information via mobile newspapers and making timely updates can ensure a sound development model.

In conclusion, traditional newspaper media face severe challenges in the new media environment and must fully leverage their strengths to achieve integrated development with new media, thereby attracting more readers and enhancing competitiveness. To this end, traditional newspaper media must fully comprehend the current environment, understand their own advantages and disadvantages, actively adapt to the new media landscape, continuously introduce new technologies and business models, and improve quality while enriching communication content and formats. Only then can traditional newspaper media demonstrate their value, better fulfill their function of serving social development, and achieve sustainable development in the new media environment.

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

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