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On the Directions and Approaches of Traditional Media Transformation (Post-print)

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Abstract

In the internet age, people have begun to reflect on the traditional concepts of print media. On August 18 this year, the Central Leading Group for Comprehensively Deepening Reforms established a new working philosophy for the integrated development of traditional and new media, unifying the path, objectives, and overall requirements into consistent actions. In today's internet era, new media has developed at a fission-like pace in recent years, permeating everyone's daily life. From Weibo in earlier years to WeChat in recent years, both can be said to be leading entities in new media, each dominating its own sphere. However, the new media era is not about piecing together content, technology, and speed. Although traditional media has lagged somewhat in recent years, through the evolution of times, both traditional print media and new media must explore new development paths. They can no longer be confined to their respective advantages, disadvantages, and past development methods, but must adopt entirely new transformation approaches and pathways, integrating modern enterprise management with content and information transmission, thereby enabling traditional print media to once again reach new heights.

Full Text

On the Direction and Path of Traditional Media Transformation

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Abstract: In the internet era, people have begun to reflect on the traditional concepts of print media. On August 18 this year, the Central Deep Reform Leading Group established a new working philosophy for the integrated development of traditional and new media, unifying path, objectives, and overall requirements into a consistent course of action. In today's internet age, new media has developed at a fission-like pace in recent years, entering everyone's

life. From Weibo in earlier years to WeChat in recent years, both can be said to have led the pack in new media, each dominating its own era. However, the new media era is not one of simply piecing together content, technology, and speed. Although traditional media has lagged somewhat in recent years, through the changing times, both traditional print media and new media must explore new development paths. They can no longer be confined to their respective advantages, disadvantages, and past development methods, but must adopt entirely new transformation approaches. By integrating modern enterprise management with information dissemination, traditional print media will surely reach new heights.

Keywords: traditional media; transformation; media convergence

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1. The Survival Value and Advantages of Traditional Print Media

The rise of new media represents a fundamental transformation for traditional news media. However, for the journalism industry, news will not disappear but will instead flourish more vigorously in the new media era. In contrast to new media's vastness and shareability, traditional media holds higher value, though it lacks the casual convenience of fixed readership. New media is personalized and group-oriented, allowing users to simply click a single button to share content with desired friends. As defined by *Wired* magazine, new media is communication from everyone to everyone—every individual is new media. In other words, interviewers, editors, and readers belong to the same category of people who can simultaneously assume three different identities. It is precisely for this reason that traditional media has been declining under the impact of new media.

In response to new media's various hidden dangers in recent years, people are increasingly calling for print-based reading. To advocate for print reading, a "World Book Day" was established, with numerous celebrities appealing for book reading. The question "How long has it been since you seriously read a book?" has prompted people to rediscover and return to print reading. Traditional print media possesses high original value and incomparable intellectual value. Print media offers substantial information volume, with high degrees of article originality and credibility that new media cannot match. Simultaneously, it effectively compensates for new media's shortcomings such as "shallow reading" and "fragmentation." In today's noisy urban environments that leave people restless, print reading provides the only means to quiet down and communicate with one's inner self.

The authority and influence of traditional print media are unmatched by online new media. Print media's sense of social responsibility is something new media cannot compare with. New media starts from self-interest and can abandon everything for its own benefit, whereas print media starts from societal and national interests, helping readers establish correct worldviews and values. It is precisely because of print media's truthful reporting and dissemination that it remains firmly established in people's minds even in the fast-information era, despite the aggressive onslaught of new media. More often than not, people still prefer to pick up print products for authoritative reports. Furthermore, unlike new media's publishing and editorial departments whose terminals are controlled not by individuals but by the three telecommunications giants—China Mobile, China Telecom, and China Unicom—these companies do not maintain specialized editorial teams to produce authoritative media content. Print media, however, has mature reporting teams that skillfully gather and edit substantial news content, with publications grounded in reality and society.

2. Development Directions and Approaches for Traditional Print Media

The current era is no longer suitable for traditional print media development. How to evolve into media adapted to modern development is the top strategic priority. Converged media represents an entirely new creation and the future direction and path for media development. It serves not only as the processing base for new media content but also as the technical support enabling new media writing capabilities in print media, responsible for product design and market integration. We offer eight aspects of development paths for media reference.

2.1 Conceptual Integration

Guangming Daily, the most authoritative central media outlet facing intellectual and cultural circles, is regarded by Chinese intellectuals as the home of knowledge. *Guangming Daily* and the *Guangming* website are highly concentrated and unified in their core news philosophy and brand values. Traditional print media development should learn from *Guangming Daily*'s strengths, striving to develop its own authority and unity.

2.2 Process Integration

Previously, the workflow consisted of two separate curves without any intersection. Now, content gathering, editing, and publishing must be unified on a single technical platform. Collection methods should be deployed according to the characteristics and processes of news events, enabling both to collaborate and complete tasks synergistically.

2.3 Technical Integration

The development of the times is inseparable from new technology. Throughout world development, the efficiency gains brought by each technological revolution are undoubtedly explosive, and media development is no exception. Therefore, only by integrating the latest technologies with media infrastructure can converged media have development momentum and potential. Combining new media with traditional print media to work together can lead traditional print media into the computer domain, amplifying its currently insufficient dissemination power.

2.4 Product Integration

The key to media convergence development is innovating business forms and products, with products at the core and resources reorganized. Realizing product integration creates new profit models for media. In recent years, Guangming website has successively launched new media products such as Guangming Cloud Media. These products not only share the same philosophical lineage with Guangming's values in terms of news worthiness but also feature distinct user segmentation.

2.5 Talent Integration

Media development ultimately comes down to the cultivation and integration of talent. It requires building a news team with high professional standards and rapid response capabilities that can report exclusive news in the first instance, bringing reliable and effective news to the newspaper—this is the foundation of media industry development. Only by properly cultivating and integrating talent can media maximize their effectiveness.

2.6 Channel Integration

Currently, media development has reached a stage where content and talent are equally important. The key is to solve how to maintain attention on and application of new channels under the new media and new technology landscape, while possessing the capability to plan entirely new channels. In October, our statistics showed that visits from mobile terminals have exceeded those from PC terminals, meaning that the new mobile channel has surpassed the traditional PC channel. Only through renewal can there be surpassing. We are striving to develop and research entirely new user attention channels, hoping to achieve breakthroughs across more channels.

2.7 Market Integration

In the past, Guangming website mainly relied on traditional newspapers. However, in recent years, traditional print media has been heavily impacted by online new media, with newspaper sales dropping dramatically. If new profit models

could not be found, *Guangming Daily* would face enormous challenges due to revenue issues. Later, *Guangming Daily* introduced advertising revenue, which has shown a positive trend.

2.8 Capital Integration

Relying solely on the newspaper's own accumulation is clearly unrealistic, as the newspaper's economic capacity has not reached a certain level. Therefore, capital integration is necessary. Through capital operations, industrial layout can be achieved, enhancing market capability and influence. The increased revenue and influence brought by enhanced market influence will form a virtuous cycle with capital integration—this is a method and path for increasingly better development.

3. New Media and Traditional Print Media Each Have Their Advantages

For traditional media, specific future development directions and approaches mainly include the following points.

3.1 Cross-boundary Development and Building a Diversified Industry Chain

Print media's persistence to this day under enormous impact is no longer competition on print media alone but has escalated to a diversified market era. The creation and reshaping of newspaper groups need to drive print media toward cross-boundary advancement in multi-form and multi-faceted fields, forming a series of industry chains centered on newspapers with authority and credibility. Cross-boundary development is an important fulcrum for future print media revenue and development. The print media industry must fully integrate its own resources and stably and orderly develop toward diversified industries, successfully building a print media system with multiple revenue streams.

3.2 Achieving Reasonable New Media Industry Resource Sharing

The convergence of newspaper groups is essentially the integration of capital and resources, compensating for weaknesses and maximizing strengths. In fact, the organizational structure of newspaper groups and their shared resources are mutually dependent. To achieve industry resource sharing, newspaper groups should first establish relevant departments: New Media Industry Information Center—New Media Industry Chief Commander—New Media Industry Information Resources. Each department performs its own duties and works together to form a sharing model centered on industry information. The New Media Industry Information Center is responsible for gathering industry information resources, screening out media-needed information, uploading it to the platform. After processing by the New Media Industry Chief Commander, it is ultimately

delivered to the New Media Information Resources that connect media needs with industry needs. Through this model, all resources with industry support can be shared through the platform, ultimately achieving industry resource sharing.

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