

Defining New Media Digital Publishing and Its Development Strategies in the Internet Context: Postprint

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

Abstract

To achieve a more profound comprehension of new media digital publishing, it is imperative to fundamentally examine the intrinsic meaning of new media, which constitutes a novel marketing paradigm that has emerged concomitantly with modern internet technologies. New media digital publishing integrates multifarious information acquired from diverse commercial channels and possesses distinctive and highly efficient dissemination modalities. This form of publishing can facilitate the public presentation of numerous high-quality print periodicals, augment national reading engagement, and realize the organic integration of internet-based reading with print journals. Nevertheless, with respect to the current state of internet publishing in China, new media digital publishing is beset by a multitude of issues. This paper primarily investigates the conceptual delimitation of new media digital publishing and formulates concrete strategic plans for its future developmental prospects, thereby advancing the future evolution of new media toward diversification.

Full Text

Preamble

Research on the Definition and Development Strategy of New Media Digital Publishing in the Internet Era

ChinaXiv Cooperative Journal

Abstract: To gain a deeper understanding of new media digital publishing, it is essential to fundamentally examine its nature as a novel marketing model derived from modern internet technology. New media digital publishing integrates diverse information from various commercial channels and possesses unique, highly efficient dissemination methods. It enables high-quality print

journals to reach broad public audiences, increases national reading rates, and achieves organic integration between online reading and print publications. However, China's current internet publishing landscape reveals numerous problems within new media digital publishing. This paper investigates the definition of new media digital publishing and proposes specific strategies for its future development, aiming to advance new media toward diversified growth.

Keywords: Information Age; New Media Digital Publishing; Marketing

Classification Code: G230.7

Document Code: A

Article ID: 1671-0134(2018)06-109-02

DOI: 10.19483/j.cnki.11-4653/n.2018.06.041

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The rapid development of the internet has transformed the world incessantly, fundamentally changing interpersonal communication patterns and enabling global connectivity that transcends geographical boundaries. Consequently, how to adapt new media digital publishing to this evolving era has become a major societal concern. The evolution of new media—from mass communication to individual expression, from traditional programs like *Xinwen Lianbo* to today's ubiquitous “internet celebrities”—demonstrates its increasingly diversified development trajectory in China.

2. Problems and Hidden Dangers in New Media Development

As previously mentioned, new media is a product derived from the internet. Due to the internet's broad dissemination capabilities, unrestricted commentary on any matter inevitably leads to cyber violence. Some individuals, facing setbacks in real life, seek solace and stimulation in the virtual world, giving rise to “keyboard warriors.” Others distort, exaggerate, or even fabricate real events in pursuit of internet fame. Consequently, netizen quality has become a significant safety concern in the virtual new media environment.

Privacy and security of information transmission also rank among the primary worries for internet users in the digital realm of new media. The rapid development of electronic technology in China has popularized hacking as a profession, resulting in digital information leaks and compromised personal privacy. False information proliferates across new media platforms, and the mixed quality of users leads to the circulation of vulgar videos and images, hindering the establishment of mental health systems for Chinese youth and highlighting educational challenges for the next generation.

As new media extends from urban to rural areas, network coverage continues expanding, and public opinion formation takes on new patterns following events. Relevant Chinese organizations and departments should guide public opinion

toward healthy and correct directions across all dimensions, thereby enhancing social benefits and enriching the diversity of the online world.

1. Characteristics, Components, and Advantages of New Media

First, new media technology is built upon internet and IT foundations. Due to the internet's cross-temporal and cross-spatial dissemination capabilities, new media offers superior interactivity compared to traditional media. Users can access events from every corner of the globe through electronic devices, making new media innovative in commercial service models. This characteristic strengthens international connections and enables real-time attention to global affairs.

In contemporary society, internet communication speed has long surpassed traditional media such as *Xinwen Lianbo* and newspapers. A single post on social media can instantly reach a global audience. Moreover, new media possesses inherent interactivity—within network coverage areas, publishers can provide continuous updates while citizens exchange views and insights, achieving equal communication and democratizing information dissemination.

Online commentary can shape personal values and reduce communication barriers between people worldwide, fundamentally overcoming language obstacles and other difficulties. Thus, new media not only integrates into our daily lives but also transforms our conventional thinking patterns, emphasizing personalized content and interactive engagement.

3. Future Development Path for New Media Digital Publishing Definition

To further advance China's new media industry, mutual assistance and interaction among multiple media organizations should be actively promoted. "Multi-screen" functionality represents a primary future direction for new media—encompassing multiple electronic interfaces such as smartphones, computers, and televisions that allow single-account access across devices. This integration of various new media software platforms ensures competitive resource advantages. The multi-screen model also drives the evolution of traditional electronic products in China, pushing new media digital definition toward full automation, which will intensify competition among new media platforms and consequently increase industry revenues.

Currently, many new media platforms have adopted membership systems, thereby diversifying their revenue channels. In the dissemination process of new media, users should maintain clear-headed thinking, resist being swayed by others' opinions, avoid blind conformity, and develop independent perspectives on events. For users who employ vulgar language, unhealthy thoughts, or anti-social behavior, platforms governing new media digital definition should

implement appropriate policies—either removing them from the platform or establishing reasonable disciplinary measures. This will foster a thriving development trend for new media digital definition, cultivate user loyalty toward new media applications, and enable continuous self-improvement.

In developing new media digital definition, establishing online resource sharing and big databases becomes inevitable. Platform development allows for the organization of data and resource information while also enabling the positioning of users' social values. New media platform development also serves as a means for authorities to guide public opinion in positive directions. Therefore, all sectors of society should guide public opinion toward healthy and correct orientations across all dimensions, thereby increasing social benefits and enriching the diversity of the online world.

4. Developing New Media Digital Publishing Definition Based on Traditional Culture

Using traditional culture as a medium can enhance content creation in new media digital publishing, elevating it to higher levels, as exemplified by programs like *Lecture Room* and *Chinese Poetry Competition*. Through the dissemination of new media digital publishing, Chinese citizens' awareness of poetry and traditional culture is gradually being restored—a trend that has received widespread acclaim. New media digital definition also enables organic integration between Chinese traditional culture and foreign ideologies.

In this process of cultural restoration, we should adhere to the principle of discarding the dross and selecting the essence, avoiding rigid imitation. Active ideological exchange with foreign new media enterprises is essential, while isolationist policies are unacceptable. Regarding the fusion of traditional culture and new media digital definition, 3D printing technology can be employed to create animated historical figures. By recreating historical scenes and bringing these characters to life, we can deepen public understanding of history while facilitating the smooth development of new media digital definition. This dual approach not only ensures the continuity of traditional culture but also propels new media digital definition forward, breaking down barriers between tradition and modernity.

New media digital definition provides opportunities for ancient culture enthusiasts in modern society to express themselves and will increase the number of traditional Chinese culture aficionados. Transforming traditional cultural thinking patterns and intervening in ideological viewpoints and behavioral modes represents an essential path for new media digital definition to maintain long-term development in our rapidly evolving world.

5. Platform Management for New Media Digital Publishing Definition

The operation of new media digital definition encompasses communication software such as WeChat, QQ, and Weibo, all of which may encounter legal issues during operation and thus require management by specialized teams. Platform management of new media digital definition software can rationalize information dissemination and enhance coordinated communication among various new media applications. Establishing comprehensive platform management for new media can address multiple long-term development issues and enable forward-thinking consideration of future trends and directions.

In developing new media digital definition, establishing online resource sharing and big databases becomes inevitable. Platform development allows for the organization of data and resource information while also enabling the positioning of users' social values. New media platform development also serves as a means for authorities to guide public opinion in positive directions. Therefore, all sectors of society should guide public opinion toward healthy and correct orientations across all dimensions, thereby increasing social benefits and enriching the diversity of the online world.

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