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Convergence and Innovation of Print Media in the Mobile New Media Era: Postprint

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Abstract

The rapid development of the Internet era has exerted tremendous impact on traditional media. In the new media era, actively promoting the integrated development of traditional print media with innovations in science and technology is of great significance. At present, strengthening the convergence and innovative development of print media in the mobile new media era plays a crucial role in enabling print media to overcome temporal constraints and achieve breakthrough development.

Full Text

The Integration and Innovation of Print Media in the Mobile New Media Era

Abstract

The rapid development of the Internet era has brought tremendous impact to traditional media. In the new media era, actively promoting the integration and innovative development of traditional print media with modern science and technology holds significant importance. Currently, strengthening the integration and innovative development of print media in the mobile new media era plays a crucial role in helping print media break through temporal limitations and achieve breakthrough development.

Keywords: mobile era; new media era; print media innovation; integrated development

1.2 Practicality and Diversity

In the long-term development of society, what matters to the people, regardless of media format, is fundamentally the practicality of information and its ability to satisfy their multi-level, diverse psychological, spiritual, and recreational

cultural needs. As an important form of mass communication, print media must innovate based on the fundamental preferences of consumers, drawing experience from the popular trends of the new media era to gain momentum for development. The current information age, characterized by explosive growth in information volume, requires readers to selectively consume content. New media can push information selectively based on readers' interests and preferences, catering to their information consumption needs. Therefore, in its innovative development, traditional print media must break free from rigid, traditional content dissemination scopes and promptly address readers' demands for practicality and diversity. It should expand the reading atmosphere according to reader needs and strengthen multi-faceted information collection and screening analysis to deliver highly practical information in a timely manner. Overall, in the integration process, print media must enhance both the quality and quantity of information acquisition and application, and through strengthened demand analysis, enable itself to compete effectively with mobile new media.

1.3 Interactivity

In the process of integration and innovation between print media and the mobile new media era, changing the direction of print media dissemination represents the key to integration and innovation. Specifically, traditional print media has basically followed a one-way communication model, which neglects readers' needs and psychological feelings, fails to achieve good interaction with readers, and consequently results in slow dissemination speed and considerable operational difficulties. In contrast, the new media era enables excellent interaction with readers through online platforms, obtaining real-time feedback that can be incorporated into new media innovation and development. In this regard, print media must actively utilize network platforms in its integration and innovation process to enhance the real-time interactivity of communication, efficiently organize and analyze feedback information, identify the topics of greatest interest to readers, and optimally filter reader-preferred content. Overall, print media must recognize the necessity of big data technology application in its innovation and integration process, integrate big data applications with print media, push relevant events and information to news readers in a timely manner, and simultaneously provide direction for in-depth reporting by journalists.

2.1 Following New Thinking for Integration and Innovation

In the new media era, the integration and innovation of print media must closely follow the requirements of the times, strengthen the application of various new technologies, and emphasize digital, information-based, network-based, and intelligent development. During long-term development, the Party and government have actively introduced corresponding policies to promote the innovative development of print media, emphasizing the integration of traditional print media with mobile new media. This integration must follow the laws of media industry development, actively promote innovative thinking, apply the Internet

creatively, and carry out multi-faceted innovations in content, communication channels, platforms, operations, and management to fully integrate traditional media with mobile new media and enhance the breadth and depth of media innovation development.

2.2 Clarifying the Vision for Print Media and Mobile New Media Integration

In promoting the integration of print media and mobile new media, it is essential to clarify the integration vision. First, adhere to the principle of “demand first.” User demand is the key determinant of print media integration development and whether its service quality improves. Therefore, in the integration process, analysis must proceed from the user’s perspective. By ensuring convenient information access and comprehensive news reporting in print media applications, user loyalty can be enhanced. Second, innovate work methods. This requires changing traditional work methods, strengthening the cultivation and introduction of modern, professional journalism talent, and hiring high-quality professionals to participate in print media innovation. Additionally, it is necessary to strengthen journalists’ application of Internet technology and increase the novelty of news content through innovative news operation methods to attract a broad user base. Finally, innovate business models. In the mobile new media era, integrating print media with new media requires innovating print media business models. By creating a commercial atmosphere to attract and expand the reader base and enhance user attention to print media, this plays a significant role in promoting the healthy and sustainable development of print media.

2.3 Key Analysis of Print Media Integration and Innovation in the Mobile New Media Era

First, optimize reporting methods. In the process of integrating print media with the mobile new media era, optimizing reporting methods can attract widespread consumer interest, truly focusing on content and information that users find interesting. This includes strengthening coverage of current political news, improving news reporting quality, paying constant attention to government trends, and using WeChat public accounts, Weibo platforms, and QQ communication groups to disseminate information and enhance the depth of communication content.

Second, fully combine the advantages of print media and mobile new media. In the integration and innovation process, actively leveraging the development advantages of mobile new media and combining them fully with print media’s strengths can achieve harmonious win-win outcomes, particularly in the complementary application of technologies, laying a technical foundation for print media integration and innovation.

Third, optimize the development model. In the print media integration and

innovation process, optimizing the development model requires evolving development concepts. This involves establishing an all-media development concept, using network operation methods and communication patterns that conform to operational laws, and leveraging websites or mobile client platforms to promote print media innovation. Additionally, actively introducing high-tech professional talent and strengthening the employment of high-quality personnel can promote user resource integration and provide effective guidance for print media innovation.

Finally, develop comprehensively and diversely. In the mobile new media era, print media has been impacted by the inability of mobile Internet platforms to meet diverse customer needs. Therefore, to improve service quality and attract widespread user participation in the print media innovation process, it is necessary not to rely excessively on increasing print space to enhance promotional effects. Instead, print media should strengthen the sharing and application of excellent resources accumulated by new media, achieving comprehensive and diversified integration and innovation through both increased layout and improved service quality, thereby broadly attracting users to participate in print media communication and overall increasing user numbers.

Conclusion

In summary, the integration and innovation of print media in the mobile new media era requires recognizing that innovation must address timeliness, practicality, diversity, and comprehensiveness. Print media must closely follow the thinking and trends of the times, clarify basic integration approaches, optimize reporting methods and development models, actively learn from the excellent resources of mobile new media innovation, apply them to print media, improve service quality, attract widespread users, enhance user loyalty, and provide important impetus for the healthy and sustainable development of print media.

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