

Research on the Integrated Development of Traditional Print Media and New Media in the New Era (Postprint)

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Abstract

With the rapid development and widespread application of Internet technology, human society has gradually entered the era of new media. The rapid development of new media presents both development opportunities and enormous challenges for traditional print media. In the context of the new media era, this study investigates the integration and development of traditional print media and new media. It first introduces the current status of the integration and development of traditional print media and new media in the new period, analyzes the existing problems, and on this basis, clarifies the development objectives and proposes optimization strategies for the integration and development of traditional print media and new media in the new period.

Full Text

Abstract

With the rapid development and widespread application of Internet technology, human society has gradually entered the era of new media. The swift growth of new media presents both opportunities and significant challenges for traditional print media. Against this backdrop, this paper investigates the integration and development of traditional print media and new media in the new era. It begins by examining the current state of their integration, analyzes existing problems, clarifies development objectives, and proposes optimization strategies for their convergent development.

Keywords: new media; print media; integration; optimization strategies

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Introduction

The trend of integration between old and new media is not only an inevitable outcome of technological transformation but also a reflection of diverse public demands. Faced with the tremendous impact of emerging media, the survival and transformation of traditional media has become a hot topic in both industry and academia. Throughout centuries of media evolution, traditional print media has remained resilient through its intersections with other media forms, demonstrating its unique advantages and inherent tenacity. With its professional audience orientation and authoritative news positioning, traditional print media can complement new media's characteristics and compensate for mutual shortcomings, fostering a competitive yet collaborative integration.

1. Current Status of Integration Between Traditional Print Media and New Media

The integration of traditional print media and new media represents a widely recognized trend in the media sector. The relationship has evolved from simple “integration” through copy-pasting to a stage where both sides consciously leverage each other's strengths for mutual development, revealing a clear trajectory of seeking harmony amidst competition. However, the overall situation remains severe. Under the influence of existing media management mechanisms, societal understanding—particularly in academic and media circles—lags behind the fundamental reality of media convergence, hindering effective progress in both integration mechanisms and processes.

For a long time, the public's oversimplified and superficial understanding of information dissemination has led to the conceptual generalization of news communication. This lack of specialized and systematic knowledge has trapped the integration of traditional print and new media in a developmental “vicious circle.” Specifically, new media journalism cannot receive effective talent support from traditional print media, while print media professionals have yet to expand their knowledge, technical skills, and capabilities into the new media domain. This “polarization” fundamentally affects the scientific positioning of media integration concepts and the formulation of practical development strategies.

2. Problems in the Integration of Traditional Print Media and New Media

The integration process faces numerous challenges. From the print media perspective, the intensity and magnitude of impact from new media are unprecedented. Traditional print media's lack of audience interactivity, relatively slow news dissemination, and—despite in-depth reporting—poor user experience represent primary reasons for its current passive position. From the new media perspective, although traditional print media faces new media's impact, it continues to dominate the integration process, reducing new media to merely a

tool for enhancing brand effect and capturing market share. Moreover, during integration, new media has not been developed or managed as an independent medium, reflecting both the overwhelming strength of traditional media and the long-term lack of scientific development within new media itself.

Most established traditional print organizations now operate their own news apps. However, compared to new media apps, their operational philosophies fail to reflect the personalized, contextualized, and liberal characteristics of the mobile Internet era. Simultaneously, their inability to accurately grasp user experience feedback through appropriate technologies and management models poses a key constraint on the development of print media apps.

3. Development Objectives for Integration Between Traditional Print Media and New Media

In recent years, traditional print media has experienced severe revenue decline. For both economic and social reasons, the state has vigorously promoted integration between traditional and new media. Differences in social roles and content production models between traditional and new media constitute the primary political factor shaping current developments. Traditional media typically dominate official public opinion, aligning with political requirements for seriousness, professionalism, and image-building—strengths rooted in their professional editorial capabilities and sophisticated understanding of news dissemination. New media, meanwhile, mainly shapes civilian public opinion, with its limitations in news comprehension and capacity correlating strongly with the public's generalized understanding of information.

In handling mass incidents, governments rely heavily on traditional media (accounting for 57.6% of cases), using online new media for interactive resolution in only 5.1% of instances. Based on understanding of China's future social development and government role positioning, changing this status quo—where traditional media remain the mainstream communication channel—will require considerable time. This determines that despite severe economic challenges, traditional mainstream media's goal of reshaping its influence and discourse power through Internet platforms will not easily waver, thereby helping eliminate social instability factors in the new era.

Thus, we recognize that effective media integration is not merely a media sector issue but also concerns state and government discourse power. The fundamental objectives can be summarized as: seeking consensus to promote more rational government positioning while building new common ground between old and new media, bridging their divides, and maximizing and optimizing the innovative value of new media.

4. Optimization Strategies

4.1 Building Stable User Communities

The terms “user” and “audience” differ significantly. In the integration process, “user” emphasizes stickiness and engagement, whereas “audience” refers to one-time consumers of news information. As living standards improve, people increasingly demand diverse and personalized information. New media experience demonstrates that only by forming a “user pool” can stable user rights be established to support business model development. Drawing from this concept, traditional print media must strengthen interaction and communication with users to cultivate stable user communities during integration, transforming weak audience relationships into engaged user relationships that encourage sustained attention.

4.2 Leveraging “Content is King” Advantages

“Content is King” emphasizes both vertical depth in news reporting and, upon attracting an audience, horizontal expansion through comprehensive, multi-dimensional coverage of events. Since online new media often provides shallow, disorganized short news bursts, the “Content is King” advantage becomes apparent, attracting audiences seeking deeper understanding of news events. Using in-depth interpretation and rational analysis of news as a “weapon” can expand readership markets for print media while leveraging information technology to compensate for reporting timeliness disadvantages. In today’s environment, people demand timely and convenient news, making timeliness essential.

4.3 Aligning Content with Reader Habits

New media’s fragmented information characteristics cater to some audience reading habits, but the lack of oversight in online environments often results in low-quality news. Therefore, beyond emphasizing depth and breadth, traditional print media must adopt editorial approaches that align with reader thinking habits to expand influence. Additionally, while focusing on comprehensive and in-depth coverage, traditional media can specialize in regional news reporting, targeting practical, local stories about people’s daily lives as an effective way to attract regional readers.

4.4 Harnessing New Media Advantages

Undeniably, in today’s diversified media landscape, new media functions like “commenting,” “sharing,” and “topic interaction” have become integral to daily life, demonstrating new media’s powerful advantage in timely audience engagement. Traditional print media must adopt these methods during integration. For instance, newspapers can utilize their official Weibo and WeChat platforms to create engaging topics on issues people care about and establish in-depth commentary sections, catering to readers’ desire for anytime, anywhere sharing. Wisely leveraging new media advantages rather than merely showcasing

isolated stylistic features will enable traditional print media to progress further and more steadily.

In the new era, amid continuous new media waves, following historical development patterns and enriching print media's technological transformation carries important contemporary significance and represents an inevitable choice for self-development. Integration is a trend, and competition is also a trend. Properly managing the relationship between traditional print and new media—neither becoming complacent nor rejecting new media, technology, and concepts—while adhering to people-centered principles and emphasizing innovative talent cultivation constitutes the proper attitude for traditional print media during integration. Regardless of era changes, print media's historical position in the communication field remains unshakable, and its absolute advantages in credibility and influence will undoubtedly become a powerful “weapon” in the integrated development of old and new media.

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