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Print Media's Exploration of Media Convergence in the New Media Wave: Postprint

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Abstract

The rapid development of modern computer technology, when combined with network technology, has given rise to new Internet-based new media. This media form is characterized by its ability to leverage advantages such as massive information capacity, high-speed dissemination, and robust interactivity to rapidly seize the dominant position in media information. This new media model, with its distinct advantages, has profoundly impacted China's traditional print media, prompting numerous print media organizations to undergo transformation in succession, hoping to find breakthroughs in print media development through the integration of tradition and technology. This paper examines the current state of China's print media development and, in conjunction with the development patterns of new media, explores important pathways to guide the future development of print media.

Full Text

Abstract

The rapid development of modern computer technology, combined with network technology, has given rise to new Internet-based media forms. Characterized by massive information, high-speed transmission, and powerful interactivity, these new media have quickly seized the commanding heights of information dissemination. This distinctly advantageous new media model has strongly impacted traditional Chinese print media, prompting many outlets to transform in hopes of finding breakthroughs through the integration of tradition and technology. Based on the current state of China's print media development and combined with new media development patterns, this paper explores important pathways that can guide the future development of print media.

Keywords: network technology; print media; new media; strategy

1.3 New Media's Greater Appeal to Audiences

Different new media platforms share a common characteristic: they are more effective at capturing audience attention, an advantage worthy of further exploration by print media. In terms of immediacy, traditional print media's information dissemination speed cannot compare with new media. The latter spreads faster and more timely, continuously releasing new information as events unfold, allowing people to obtain more authentic information. Print media suffers from obvious lag, with news occurring on a given day only appearing in the next day's newspaper after overnight printing. Regarding richness, traditional print media expresses information using only basic text and images, while new media can incorporate audio and video to better convey the authenticity of events, achieving expressive richness. For interactivity, new media information publishing can trigger discussions among readers on the platform, enabling continuous exchange and debate, allowing more people to express their ideas and enabling those in need to obtain evaluative content in a timely manner.

1.1 Declining Audience Dependence on Print Media

The development of modern network information technology has enabled more people to obtain information through media channels. The proliferation of new media has brought vast amounts of free information into people's lives. This information bombardment both attracts people's attention and creates new economic benefits. Readers, while gaining more information, naturally become more willing to accept this free source of information. Young reader groups can obtain the information and news they want through Weibo, WeChat, and other websites. The existence of this self-media form has not only absorbed a large number of original print media readers but also significantly reduced print media's market share.

1.2 Audience Diversion from Print Media

When government agencies disseminate information, their primary choice remains print media, such as party newspapers and journals, which serve as important mouthpieces to convey the latest and most authentic information to party committees and governments at all levels. However, as print media has been affected by new media, the original reader base has been substantially diverted, especially young readers, who basically no longer use traditional print media to obtain information. Particularly after the mass emergence of smart devices and the price reduction of mobile phones, tablets, and electronic technology, more audience members can obtain highly interactive information transmission. This low-cost new media benefit space continues to expand, prompting print media to consider how to achieve new spatial expansion.

2. Analysis of Modern Print Media Industry Advantages

The impact of modern new media on the media industry has long attracted academic attention, with an increasing number of media researchers conducting multi-level studies on how print media can transform under the new media model, combined with actual market changes. The specific competitive advantages of print media are as follows:

2.1 Obvious Value of Text Reading

Print media itself represents in-depth news reporting. Readers can appreciate the aesthetic quality of language during reading and experience the beauty of textual reading, giving this form of news reporting strong vitality. Although new media can use different audio and video, this intuitive reporting cannot provide audiences with the appeal of news reading or enhance the deep value of news events' connotations.

2.2 High Local Value

Many print media outlets are regionally based, with different cities, prefectures, and counties having their own newspapers and journals that mainly report local news events and can provide more detailed explanations and follow-up tracking. New media focuses more on timely hot news and has limited capacity for local news reporting.

2.3 Visual Layout Effects

Traditional print media pays great attention to layout design, which has a certain artistic quality that can strengthen people's visual experience and allow audiences to feel the connotation of news at first glance while reading the reporting.

2.4 Extremely High Information Authority

Print media has a long development history and rich experience in information dissemination. As the important media mouthpiece for party and government organs at all levels, the news information content published carries the authority of party and government organs, with very high authenticity and reliability.

3.1 Establish Official Websites and Weibo Accounts

Aiming to achieve the integration of print and new media, print media must first develop itself by using official websites, Weibo, WeChat, etc., for proactive publicity of basic information. This is one of the important transformation methods for print media to release news and information. This approach can not only improve the efficiency of audience access to news but also promote the modernized, proactive transformation of print media. Information reported

on official websites has higher authenticity, can avoid misinformation and rumor dissemination, and narrows the distance between print media and audience groups. Moreover, it can break through time and space limitations, allowing audiences in need to directly select news content and more conveniently search for and read specific news.

3.2 Implement New Media Marketing Methods

Driven by Internet information technology, new media marketing can greatly satisfy audience groups' needs for news information. Therefore, this highly expandable dissemination method can ensure that print media gains more public attention. The promotion and development of new media can not only drive print media toward modernization but also achieve mutual transformation between the two marketing methods. For example, providing official website portals for print media allows audiences to directly click on clients, which can attract new advertisers and enable audiences to obtain print media information in a timely manner.

3.3 Interactive Development of Print and New Media

To increase reader participation, a three-dimensional pattern of interaction between traditional and new media can be utilized to promote the development of new media news information and achieve expansion of new audience groups. Using print media official websites to drive the upgrading of related new media ensures that news information receivers can more purposefully search for news content. This method can establish a basic reader database, enabling print media to aggregate news clues through direct communication, interaction, or popular information release and feedback.

3.4 Improve Information Dissemination Quality

Establish a scientific development concept. The changes in media structure brought by new media have forced traditional print media to choose technological upgrading to achieve new reporting methods and integrate new functional resources and services. At this stage, audience users' information needs can achieve new resource integration during the comprehensive development process of print media, realizing the further enhancement of network information service functions.

3.5 Integrate Advantages of Print and New Media to Achieve Win-Win

The development of media society inevitably moves toward a multi-model pattern. After the combination of new media and print media, we often see barriers between advantages that are difficult to achieve complete integration. This phenomenon requires media practitioners to further see the direction of new media development, achieve new integration of print media's inherent resources while

improving competitiveness, and optimize the integration of new media resources with the help of print media.

Through this analysis, we can see that although print media development in modern society has been impacted to a certain extent, as long as it can leverage the advantageous resources on the basis of new media development, it can bring better momentum for new print media development. In the process of integrating new media and print media, the media forms needed by audiences can be innovated, and this development situation can be improved according to reality to explore newer and more efficient media transformation.

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