

## Integrating New Media with Print Media's Core Competitiveness to Promote Print Media Development (Postprint)

**Authors:** Ge Ying

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### Abstract

In this era of prevalent new media, print media development has faced certain impacts. However, it should be acknowledged that the influence of traditional media has never truly diminished; rather, this transformation presents a valuable opportunity for traditional media. Traditional print media not only possesses experienced editorial and reporting teams, but also demonstrates greater capacity to uphold principled positions and exhibit strong social responsibility when covering complex social events. Such positive guiding influence and authority are attributes lacking in new media. Therefore, print media should proactively address new media challenges by highlighting its core competencies, achieving convergence with new media, and pursuing new development through online platforms. This article provides a detailed analysis of how print media should respond to these challenges and proposes specific strategies for effectively integrating print media's core competencies into new media, aiming to offer recommendations and assistance to relevant practitioners.

### Full Text

## Integrating New Media with Print Media's Core Competencies to Promote Print Media Development

### Abstract

In the current era where new media prevails, the development of print media has faced certain impacts. However, we should recognize that the influence of traditional media has never truly diminished; for traditional media, this is actually a valuable opportunity. Traditional print media not only possesses an experienced editorial team but also demonstrates a stronger commitment to principled reporting and social responsibility when covering complex social events. This positive guiding force and authority are precisely what new media

lacks. Therefore, print media should actively respond to the challenges posed by new media by highlighting its core competencies, achieving integration between print and new media, and striving for new development through online platforms. This paper analyzes in detail how print media should address these challenges and proposes specific strategies for effectively integrating print media's core competencies with new media, hoping to provide suggestions and assistance for relevant practitioners.

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**Author:** Ge Ying

With the continuous development of Internet technology, new media has risen rapidly, and traditional print media seems to have fallen into crisis with the arrival of this “challenger.” New media offers greater convenience than print media and possesses the characteristic of being free-of-charge, which traditional print media lacks. It is evident that an increasing number of advertisers are shifting from traditional print media to new media platforms. Against this backdrop, print media must clearly understand its existing problems, identify its strengths, firmly grasp its core competencies, and strive to achieve integration between traditional print media and new media. Based on this foundation, print media can be revitalized and achieve new development in the new era.

### 1.3 Rigid Communication Forms Fail to Meet Audience Needs

Constrained by the characteristics of one-way communication, traditional print media lacks interactivity. Without user voice, it becomes difficult for media to understand audiences' actual needs and make corresponding adjustments. Furthermore, due to the massive volume of information transmitted by new media, many online media outlets have resorted to sensationalist headlines and clickbait tactics to cater to audience preferences. Print media, however, often pursues rigorous and plain reporting, which, while retaining more high-quality readers, consequently loses a broader readership market.

### 2.1 Optimizing Print Media Operations and Injecting Development Vitality through Institutional Reform

It is evident that in its choice of operational models, traditional print media has transformed its relationship with readers into a simple “buy-sell” transaction. However, with the emergence and rapid development of new media, the proliferation of information has greatly devalued it, and simply selling information is clearly no longer viable. Continuing this operational approach will inevitably lead to a massive loss of readers. Therefore, traditional print media must strive to optimize its operational methods. While maintaining its style and core values

as much as possible, it should attempt to adopt new media's profit models, creating a high-quality free information access platform based on the provision of quality information and achieving profitability through third parties. Additionally, in terms of management systems, traditional print media must address the problem of excessive administrative color in its institutional structure, as this inevitably affects the overall departmental work efficiency. Insufficient effective communication between different departments also leads to rigid information products that cannot be well received by readers. To maintain vitality in print media development, it is necessary to break through current management mechanisms and promote their transformation toward flattening. We can establish and improve systems for information gathering, editing, and reviewing, reduce unnecessary review departments, make news information more personalized and better aligned with audience needs. At the same time, the internal assessment mechanism must also be adjusted accordingly. To integrate with new media, we must transform the previous reward and punishment model based solely on the volume of published articles. While adhering to excellent traditional mechanisms, we should incorporate data such as readership, comment volume, and forwarding volume into assessment indicators, using new media operational methods to enhance the work enthusiasm of relevant staff and further improve information quality.

## **1.2 Information Content and Form Constrained by Time and Space**

Traditional print media primarily presents news events through flat information, mostly text descriptions with few images, unable to show audiences more vivid video or dynamic information. Moreover, print media must rely on newspapers and magazines as carriers, requiring audiences to purchase them at specific times, which presents significant limitations in both time and space. However, with the current popularity of mobile phones and computers, new media can provide users with more convenient ways to access information, and both the content and form of information dissemination have broken through temporal and spatial constraints. People can not only read more diverse and multifaceted information through new media but also comment on this information instantly.

## **2.2 Actively Innovating Development Models to Provide a Foundation for Effective Integration**

Traditional print media must fully learn and understand the advantages of new media in various aspects, comprehend its inherent development patterns, and draw experience from them. It should strive to find common ground between the two, learning from each other's strengths while avoiding weaknesses, and explore a new development path that insists on quality reporting and correct communication concepts while fully integrating modern information technology. Secondly, the key to truly achieving innovation in relevant technologies and development models lies in talent. The innovation and development of communication technology is a core trend that all media must adapt to. Doing a

good job in talent introduction, integration, and cultivation will truly master the relevant technologies of new media and provide sufficient momentum for its further development. Finally, since users of both traditional print media and new media have certain fixed characteristics, the effective integration of the two has a complementary relationship with the integration of their users. Traditional print media should learn from new media and pay more attention to research on its own users, investigating and clarifying their experiential tendencies, emotional characteristics, reading habits, and other aspects to improve the relationship between traditional print media and its audience. It should create higher-quality free reading platforms that better meet customer needs, attract more new media users, and find more feasible ways to achieve improvement and development.

### **2.3 Implementing Multi-faceted Reforms to Promote True Integration of Print Media into New Media**

With the continuous development of new media, if traditional print media still only clings to some of its advantages without seeking reform and innovation, its limitations will inevitably expand further, and its competitiveness will become increasingly weak. Therefore, traditional print media must implement multi-faceted reforms to truly integrate into new media. First, print media must, while adhering to its own position, strive to change its carrier to achieve networking and digitalization. However, it should be noted that the networking of print media does not mean simply copying original information onto the Internet. If it only changes the carrier simply, it will often not only fail to achieve the expected effect but also lose the original advantages of print media. Successful carrier reform must be based on adhering to print media's core competencies while promoting information and resource sharing with a more open mind. It should expand its dissemination scope through the powerful functions of online platforms and further enrich and deepen its dissemination content. Additionally, while the rigor and depth of traditional print media are important, on this basis, it should also adapt to the needs of the times and audiences by appropriately enhancing its richness and interest. It should pay more attention to people's livelihood, public sentiment, and popular will, making dissemination content more close to readers and more free and open. It should deeply explore the prosperous appearances in news information to clarify the hidden real content, making print media news both highly attractive and able to retain its important guiding and educational significance.

#### **3.1 Enhancing News Reporting Timeliness**

News refers to the reporting of recently occurred facts, so timeliness is naturally a key focus. In the past, when competing for news timeliness, traditional print media often lagged far behind television, radio, and the Internet. However, with the support of online platforms, traditional print media can also conduct news reporting and information dissemination more promptly, making breakthroughs

in timeliness.

### 3.2 Enhancing the Practicality and Diversity of Reported Information

Due to layout limitations, the diversity and breadth of traditional print media content are also affected. Now that we have entered the Internet era, to meet the needs of readers of different ages, genders, and interests, traditional print media can expand on upcoming news reports through online platforms. One important point that needs attention is that nowadays, readers who browse information through mobile phones are mainly groups born in the 1970s and later. This group has a huge demand for information and values the quality of the information itself. Therefore, when developing mobile clients, traditional print media must pay considerable attention to the demands of this reader group.

### 3.3 Enhancing Interactivity with Audiences

The one-way communication form greatly restricts the optimization and improvement of traditional print media. Without audience feedback, development naturally lacks vitality. However, through online platforms, reader information databases, and related technical support, it is no longer difficult for traditional print media to interact with readers. Through sincere communication with readers, print media can clarify which areas of news events readers are more interested in. Through in-depth communication with audiences, print media can achieve better development in the future.

In summary, mobile Internet has undoubtedly become the mainstream of the times, and traditional print media has suffered a huge impact from new media. However, this is actually both a challenge and an opportunity for traditional media. For traditional print media to achieve better and faster development, it must adhere to and further highlight its core competencies. On this basis, it should be determined to innovate, deepen reforms, and strive to explore points where traditional print media and new media can integrate and expand, thereby better adapting to the trend of the times and the fundamental needs of the current market, truly achieving “breaking the mold and transforming like a butterfly.”

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*(Author's Affiliation: Henan Workers' Daily)*

*Note: Figure translations are in progress. See original paper for figures.*

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