

New Developments in Print Media in the Era of Media Convergence: Postprint

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Abstract

As one of the traditional media forms, the transformation, upgrading, and media convergence of print media is imperative. First, regarding personnel allocation, print media must reassign specialized staff to appropriate departmental positions, and while cultivating their comprehensive capabilities, enable them to fully exert a pioneering and guiding role throughout the transformation and upgrading process. Second, print media should soften hard news and translate specialized jargon into language accessible to audiences. Third, it must optimize interaction with WeChat platforms. Finally, print media particularly requires a service-oriented, open, and collaborative mindset. In an era characterized by the explosive proliferation of new media communication, how to transform represents an unavoidable challenge that print media must confront.

Full Text

New Developments in Print Media in the Era of Media Convergence

Abstract: As a traditional media form, print media faces an urgent need for transformation, upgrading, and media convergence. First, print media must allocate professional personnel to appropriate departmental positions, cultivating their comprehensive capabilities while enabling them to play leading roles in the transformation process. Second, print media should soften hard news and translate specialized language into accessible terms for audiences. Third, it must foster effective interaction with WeChat. Finally, print media particularly needs to embrace mindsets of service, openness, and cooperation. In this era of burgeoning new media communication, transformation is an unavoidable challenge for print media.

Keywords: media convergence; print media; new development

As a traditional media format, print media must undertake transformation, upgrading, and media convergence. How to integrate more effectively, how to deepen interaction between old and new media, how traditional journalists can adapt to new era conditions, and how local metropolitan newspapers can enhance their appeal to become well-received by readers—these have become subjects requiring serious study. Generally speaking, adding Internet elements to traditional media can be considered an initial step toward media convergence. To secure its future, print media must strengthen user awareness and enhance its relevance to the public, allowing ordinary citizens to become protagonists and increasing their immersive experiences. News reporting also needs soul; only by injecting journalists' genuine emotions can reports become substantial and vivid. Minor figures have their own splendor. Though they may lack spectacular achievements and live ordinary lives, their existence adds a touch of brilliance to the mundane. In every corner of life and every aspect of society, these unsung heroes contribute their diligent efforts. The richness and diversity of life cannot exist without their creation, and it is precisely the presence of these individuals at all levels of society that ensures national peace and prosperity.

1. Team Transformation and Integration

The editorial system requires mutual promotion and supplementation among various media to achieve transformation, upgrading, and convergence. Recently, experts from the Missouri School of Journalism and The New York Times, together with dozens of Chinese media elites, explored media convergence—the hottest topic of our time. Among the issues drawing close public attention are the “all-round journalist” concept and the “continuous news department.” As information technology continues to evolve, the new media industry grows increasingly powerful, while traditional media faces an unprecedented crisis. The print media industry must deeply contemplate this challenge. The United States is not only a global economic power but also a highly developed media nation and a pioneer in media convergence work. Through long-term exploration, it has largely begun experimenting with media convergence models. Meanwhile, the “all-round journalist” issue has gradually entered public view. Journalists in the new era and under new circumstances must not only handle daily tasks like article collection and photography but also keep pace with the times by learning network-related knowledge. The “all-round player” has become a new industry requirement for journalists. According to relevant reports, some domestic media organizations have already begun attempting to establish continuous news centers, indicating that media convergence work has initially launched in China. Personnel allocation requires mobilizing professionals to suitable departmental positions, cultivating their comprehensive abilities while enabling them to play leading roles in the upgrading and transformation process.

2. Conceptual Transformation and Integration

“Telling good stories yields twice the result with half the effort”—this is what President Xi Jinping has repeatedly emphasized when discussing publicity-related issues. This principle applies not only to media workers but also represents an effective pathway for industry stability and development. In today’s new era of information explosion, if traditional media still adopts original operational thinking, its path forward will inevitably narrow. It is worth emphasizing that the concept of a good story is not merely about “storytelling”—it must also incorporate warm elements. Journalists must follow their instinctive responsibilities, walk the mass line, and capture details with emotion. Only stories with warm elements can move people. As President Xi has repeatedly stressed, the most effective path for literary and artistic creation is to take root among the people and integrate with the masses. Journalists must humble themselves, immerse their hearts, and express genuine feelings to understand what the people think and truly resonate with them.

3. Content Transformation and Integration

Under the impact of new media, print media can only survive by softening hard news and transforming specialized language into accessible vocabulary. First, headlines should be concise and to the point, grasping key highlights. It must be clearly understood that headlines are inherently summarizing; they cannot reflect full article content, so simple and clear wording is essential. Additionally, in terms of linguistic precision, verbs should be used more frequently to avoid making reports obscure and difficult to understand at a glance. Only with immediate comprehension can content gain greater appeal and influence. Therefore, reports should also soften professional terminology, appropriately employing metaphors, substitutions, colloquialisms, and proverbs to make complex institutional policies simple and abstract concepts understandable. From the audience’s perspective, discourse should maximize simplicity, enabling audiences to enjoy the content.

4. Interaction Between Print Media and WeChat

For a long time, print media training has focused on professionalism and political orientation. Compared with new media, print media is more authoritative and professional, with greater advantages in reporting political news. The print media industry must fully recognize its strengths and avoid fighting others’ battles with its own weaknesses. By leveraging substantial resource advantages, it should excavate deeper and more specialized content to attract and satisfy readers. In today’s society, any industry seeking sustained and stable development requires thinking oriented toward quality service, innovation, openness, and cooperative integration—the print media industry is no exception. On one hand, print media convergence should establish correct cooperative awareness to ensure faster and better development. In terms of content, capabilities, and

pathways, print media should proactively establish close connections with all social sectors to lay foundations for sustainable, healthy development. On the other hand, print media should maintain and strengthen its characteristics of policy orientation and authority while further enhancing cooperation with government agencies to achieve cross-boundary integration with relevant units and departments.

Faced with the powerful impact of new media, where should traditional Chinese-language print media go? Many countries' Chinese-language newspapers have only old readers, no new ones. Must our newspapers accompany these readers in slowly dying out? The gradual weakening of traditional print media is a common problem facing the global newspaper industry, not just Chinese-language media. With increasingly fierce competition between old and new media, only through seeking innovation and change can traditional journalism find a viable path. Print media must develop diversely to become a true winner in this constantly changing world. In this new era, traditional print media must confront emerging technologies directly, fully integrating digital and information media application technologies to build a multi-dimensional information service platform. In subsequent development, it should absorb new media essence, expand electronic newspaper businesses, and internally first improve traditional development thinking, then optimize organizational structures and business processes, ultimately achieving the goals of expanding audience reach and maintaining mainstream media status. WeChat is now not only an important tool for Chinese citizens to disseminate information but also an indispensable part of daily life. Therefore, traditional media can further develop WeChat communication channels and consider issues from the audience's perspective. For local WeChat platforms seeking to expand publicity, a better approach is cooperating with print media WeChat accounts. This cooperation not only ensures local citizens' various needs are met but also achieves a win-win goal between traditional print media and WeChat platforms.

5. Operational Transformation and Integration

Facing new situations and challenges, if the print media industry wants to fundamentally transform, it must inject network and electronic genes into traditional media to bring fresh momentum and active factors. Influenced by the strong rise of new media, traditional print media's sustainable development faces unprecedented obstacles. Original control models and traditional methods have become shackles restricting print media development, leading to declining performance and unguaranteed income for editorial staff. Preliminary research shows that only by approaching from the perspective of transformation and integration can these problems be effectively alleviated. After working in traditional media for many years, practitioners typically master various details from publication to distribution, but are often actually responsible only for their own small domains. With WeChat, they suddenly discover that though mobile phones are small, they offer vast space—seemingly capable of everything yet difficult to do anything

well. This requires editorial staff to learn point-to-point, and supplying content to new media should also be included as a task for performance evaluation.

In this era of burgeoning new media communication, print media industry upgrading and transformation represent the general trend. Only by keeping pace with the times and fully absorbing fresh blood can the industry maintain vitality and secure a position in increasingly fierce competition.

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

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