

Postprint of the Transformation and Development of Journalism in Coal Enterprises under New Media

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Abstract

With the evolution of the times, journalism in China has undergone a transformation from traditional media to new media. How journalistic work in coal enterprises should address this challenge and better serve these enterprises has become a key issue of concern for coal enterprises at present. This paper primarily analyzes and explores the transformation and development of coal enterprise journalism under the impact of new media, and proposes referential suggestions based on the actual development of coal enterprises, aiming to fully realize the value of coal enterprise journalism and promote the reform and development of coal enterprises.

Full Text

Preamble

The internet has fundamentally expanded the conceptual space for journalism at the technical level. The advent of the new media era has also exerted profound influence on the development of China's coal enterprises, which now face increasingly severe market economic conditions for sustainable growth. Specifically, these challenges manifest as: oversupply of coal in the market economy, persistently depressed coal prices, and difficult sales—all of which constrain the development of coal enterprises [1]. How to perform news work effectively amidst these difficulties, highlight focal points and bright spots in news reporting, and enable news propaganda to fully play its positive role in boosting morale, inspiring people, and enhancing confidence has become a key focus and challenge for the transformation and development of coal enterprise journalism under the new normal.

1. The Advent of the New Media Era

New media represents an entirely new communication environment that utilizes digital and network technologies through channels such as the Internet, broadband local area networks, and wireless communication networks, with computers and mobile phones as terminals to provide users with information and entertainment services [2]. In an environment where everything can be a medium, the diversification of communication forms has ushered journalism work into a completely new state.

2.1 Innovation Insufficiency

As China's socio-economic and scientific-technological development continues, particularly under current socio-economic conditions, persistent innovation is essential to provide continuous momentum for enterprise development. Therefore, only by aligning with the rapid development of new media and achieving a transformation toward "Internet thinking" can coal enterprises invigorate their industry [3]. However, current coal enterprise news work still shows room for improvement in integrating modern new media technologies and network platforms.

2.2 Talent Insufficiency

The implementation of coal enterprise news work still relies on journalism professionals. Yet against the backdrop of the new normal economy, many coal enterprises focus primarily on how to maintain continuous operations, resulting in insufficient attention to news work and leading to deficiencies in daily journalism staffing.

3.1 Impact of Overall Industry Environmental Factors

Amidst the severe situation of transformation in coal enterprises, news work must expand its perspective and actively seek bright spots in coal enterprises under challenging circumstances, thereby providing confidence and encouragement to the workforce. Taking Kailuan Group as an example, under the new normal economy, China's new energy, Internet, finance, and other emerging industries have developed rapidly, exerting tremendous impact on traditional coal enterprises in terms of both market competitiveness and management approaches. During this phase, Kailuan Group's news work has steadfastly promoted livelihood construction and stable operations, helping mining areas maintain harmony and stability despite the current economic environment. These represent bright spots for coal enterprises under the new economic background that can be showcased in news reporting, resonating with coal enterprise workers and thereby delivering positive energy, boosting morale, and enhancing confidence [7].

4.3 Focusing on the Grassroots and Emphasizing Safety in Coal Industry News Services

No enterprise can develop without the support of its people; employees are the backbone for turning losses into profits, achieving sustainable development, and maintaining continuous operations. Safety issues represent a key concern in coal enterprise development and also constitute a focus of coal enterprise news work under the new normal background. News work must be rooted in grassroots workers, proceeding from their needs to better grasp the focal points of serving the people. The more arduous the reform and development tasks become, the more emphasis should be placed on safety production management. News work should disseminate messages such as “deeply promoting safety casting actions, comprehensively strengthening safety hazard investigation and treatment, adhering to prevention as the priority, establishing mechanisms for safety production risk identification, assessment, early warning, prevention, handling, and accountability, and further weaving a tighter safety production protection net” to the grassroots level, embedding safety production consciousness deeply among workers and enhancing the relevance and influence of coal enterprise news work [7-8].

4.4 Achieving Complementary Advantages and Enhancing News Work Capabilities

With the rapid development of the modern sharing economy in the new media sphere, cooperation between traditional news media and new media platforms has become the mainstream trend. By leveraging new media’s advantages in scenario-based, personalized, and vertical services, personalized information services can be provided to users, and a media ecosystem can be established to enhance exchange and cooperation between coal enterprise news media and other industries, meeting diverse user needs and thereby achieving mutual benefit. “Change and adaptation” constitutes the primary approach for strengthening integration between traditional and new media. Traditional media must break conventions and adhere to reform and innovation, requiring news staff to continuously strengthen their learning in daily work, diligently study their profession, accurately understand China’s development policies and guidelines, and systematically comprehend the development patterns and trends of various industries in the socio-economic landscape, thereby truly achieving “understanding both higher-level policies and grassroots realities” to highlight bright spots in coal enterprise news propaganda. New media, in turn, should leverage traditional news media’s brand advantages by integrating current big data, cloud computing, and Internet of Things technologies into traditional news media. Through diversified platform-based editing and unified distribution via mobile websites, PC websites, Weibo, and WeChat, and by utilizing big data for comprehensive control over users and information, new media can help traditional media “act quickly and layout comprehensively,” efficiently completing the integration and transformation between traditional and new media [8].

Under the new normal economic development background, China's coal industry faces severe challenges, and daily news work also confronts transformation needs. This paper analyzes and explores the transformation and development of coal enterprise news work under the new normal, beginning with the connotation of the new normal economy, followed by an examination of prominent issues in current coal enterprise news work and their causes—specifically, insufficient innovation in news work, lack of professional talent, and inadequate demonstration of positive energy in coal enterprise news work. Finally, combining the current state of coal enterprise news work, the paper proposes targeted measures for transformation and development: recognizing the current situation to enhance the sense of mission and responsibility in coal enterprise news propaganda work; adopting a holistic perspective to capture bright spots in all aspects of coal enterprise work; focusing on the grassroots level to convey the voices of frontline workers; and diligently studying, thinking, and innovating to continuously improve news work capabilities, thereby accelerating the transformation of coal enterprise news work and enabling it to better serve the healthy development of coal enterprises.

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

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