

On the Post-print Transformation of Newspaper Communication in the New Media Era

Authors: Liang Jinghua

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Abstract

With the continuous deepening of China's reform and opening-up, the nation's socio-economy has achieved rapid development while scientific and technological levels have been progressively enhanced. In the contemporary information age, a multitude of new media technologies have emerged. The advent of new media technology has not only transformed our lifestyles but also brought significant convenience to our work. Accordingly, this paper first introduces the connotation of new media, then analyzes the specific changes in newspaper communication forms during the new media era along with the advantages of new media, and finally proposes strategies for the transformation of newspaper communication in the new media era.

Full Text

A Preliminary Study on the Transformation of Newspaper Communication in the New Media Era

Abstract: As China's reform and opening-up policy deepens, the national socio-economy has achieved rapid development, and scientific and technological capabilities have continuously improved. In today's information age, numerous new media technologies have emerged. These technologies have not only transformed our lifestyles but also brought considerable convenience to our work. Accordingly, this paper first introduces the concept of new media, then analyzes the specific changes in newspaper communication forms during the new media era and the advantages of new media, and finally proposes strategies for transforming newspaper communication in this new context.

Keywords: new media; newspaper communication; transformation

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Author: Liang Jinghua

The rapid development of science and technology has propelled the printing and online media industries forward, fundamentally transforming our daily lives and reshaping media forms. Newspaper communication media have provided us with abundant shared resources, particularly in the new media era, which has diversified and enriched our work and lives. This paper discusses the importance of transforming newspaper communication in the new media era and proposes corresponding strategies to promote the healthy development of China's media industry.

1. Overview of New Media

Amid China's current emphasis on science and technology, network technology has garnered widespread attention, leading to the rise of online video. First, technological advancements have upgraded networks from 2G to 3G, accelerating newspaper communication and video transmission speeds, with 4G networks now implemented in many regions. Second, the growing number of internet users has forced traditional media to confront the challenges and threats posed by new media, making transformation and improvement essential for survival. Third, network technology has diversified newspaper communication forms and content. When viewing videos, the public faces no constraints—every individual can become both a disseminator and a recipient of information. Consequently, a robust online supervision system is needed to foster a harmonious and healthy online public opinion environment that encourages civilized and wholesome internet usage.

Many people perceive new media merely as a newspaper communication method without deeply understanding its nature. Media comprises two forms: traditional and new. Traditional media typically includes television, radio, and newspapers, while new media encompasses various entities such as computer technology and network technology. This transformation has enhanced newspaper communication efficiency, enriched content, and changed communication channels. In particular, end consumers no longer passively accept media information but actively select content they wish to transmit. Currently, China's media environment contains much harmful information that significantly impacts public health. Both new and traditional media must fulfill their responsibilities, courageously shouldering their duties to purify the social media atmosphere and promote sustainable, healthy development of the industry.

3.1 Interactive Characteristics

Traditional newspaper communication primarily employed point-to-multipoint and linear models. Communication content was determined by broadcast institutions, which played pre-programmed video sequences that audiences could only passively watch. The emergence of new media, supported by advanced infor-

mation technologies, has broken through these traditional limitations, demonstrating strong interactivity, sharing capacity, and openness. This allows for both one-way and two-way information transmission. In terms of openness, viewers can actively select content without time or location constraints, watching programs that match their interests anytime and anywhere. Additionally, audiences can interact in real time, commenting on video characters and plots while viewing, which reflects the strong interactive nature of new media.

3.2 Hypermedia Characteristics

In the new media era, users have the right to express their opinions and suggestions. In media operations, beyond disseminating information through newspapers, it is essential to listen carefully to users, enhance their participation, understand their actual needs, and communicate with them equally and amicably. Feasible suggestions from users should be promptly accepted to continuously improve work capabilities. Respecting input from all user levels and truly fulfilling the role of “gatekeeper” helps guide discourse that contributes to social stability. The media industry also needs to establish a sound reward and punishment system, implementing it effectively. Media workers with outstanding performance should receive timely rewards, primarily material but also spiritual, to boost enthusiasm and create a positive working atmosphere. Conversely, those with poor performance should receive proper guidance and adjustment plans to lay a solid foundation for the healthy development of the new media industry.

Traditional broadcast television media have overly singular functions. Although television can present text and sound, viewers cannot output information. In the new media environment, multimedia newspaper information dissemination becomes possible. With sound and images, traditional editors can gather real-time news hotspots, thereby strengthening the timeliness of newspaper communication activities and diversifying information transmission to fundamentally meet the needs of different audience groups. As a new media form that integrates text, images, and sound, online media can compensate for traditional media deficiencies and achieve effective integration.

3.3 Personalized Characteristics

New media is characterized by openness, where audiences act as disseminators publishing information on new media platforms for other audiences to view. This demonstrates that new media possesses personalized and interactive features. Previous broadcast television newspaper communication primarily used linear transmission. The diversity of new media newspaper communication and content not only ensures diversified information dissemination but also enables communication unrestricted by time or place. Moreover, new media development has solved problems inherent in traditional broadcast media, particularly the weak interactivity of traditional television media, enabling real-time audience interaction.

4. Strategies for Newspaper Communication Transformation in the New Media Era

Although newspaper communication in the new media era offers many advantages, it also faces numerous problems. Information overload challenges news gatekeepers; rapid internet technology development increases the difficulty of online information management; and online information authenticity is hard to verify. To better promote new media development, newspapers in the new media era must absorb the essence of traditional media while actively addressing their own shortcomings to achieve long-term development.

4.1 Transforming Development Strategies

Traditional media channels are overly singular with lagging transmission speeds. New media, as a novel form relative to traditional newspapers, broadcasts, and television, offers advantages such as strong interactivity and rapid transmission. In the new media environment, everyone can become a newspaper communication subject. Under these circumstances, traditional media must clearly recognize the situation and accurately position themselves. To successfully transform, they must shift their development strategy to focus on audiences, developing and researching media information targeted at them. Only by transmitting audience-centered information can they truly attract attention and further promote media development.

4.2 Technology-Centered Communication

Compared with new media, traditional media has many deficiencies that make it difficult to gain a foothold in the competitive media environment. New media contains abundant information resources, but this very abundance makes it difficult to distinguish truth from falsehood. Traditional media, mostly party newspaper-based press groups, possess strict organizational management systems, clear social responsibilities, and meticulous editorial teams that exercise rigorous control throughout the entire process of news provision, collection, writing, editing, and reporting—qualities that new media lacks. The integration of new and traditional media represents a major trend. Only by forming complementary advantages can both achieve stable, common development and realize mutual benefits.

In summary, against the backdrop of new media, as newspaper communication technology improves, information content becomes more diverse, sources expand, transmission rates increase, and information acquisition methods multiply. Information newspaper communication should prioritize technical skills to promote continuous improvement in media newspaper forms, thereby providing more complete services, further facilitating effective integration between China's traditional and new media, and better promoting socio-economic development.

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(Author's Affiliation: Tonghua Daily News)

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