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## Thoughts on the Survival Status of Print Media Under the Impact of New Media: Postprint

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### Abstract

The media industry in China has undergone profound transformations, with print media facing mounting challenges amid the impact of new media. In response to this situation, this paper analyzes the impact of new media on print media, explores the advantages inherent to print media's development process, and finally proposes strategies for the survival and development of print media, providing a reference for consideration.

### Full Text

#### Abstract and Metadata

**Abstract:** China's media industry has undergone tremendous changes, with print media facing increasing difficulties due to the impact of new media. In response to this situation, this paper analyzes the impact of new media on print media, explores the advantages of print media in its development process, and finally proposes strategies for the survival and development of print media for reference.

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### Introduction

The emergence of new technologies in the process of technological development has affected the development of various industries, especially against the

backdrop of increasingly widespread internet coverage. As new media spreads rapidly, print media's development has been severely impacted. However, new media has not completely replaced print media, which still has room for growth. The reason why new media cannot fully replace print media lies in the unique advantages that print media possesses.

## 2.1 High Information Authenticity

The most prominent advantage of print media is its relatively high information authenticity. In the development of new media, information spreads quickly, but much of it lacks verification, easily misleading audiences and creating a situation where people parrot misinformation. In contrast, information disseminated by print media has higher authenticity, with most content being verified through investigation and research. Therefore, for audience segments that value information authenticity, print media's content is more trustworthy. This constitutes one of the main reasons why new media cannot eliminate print media.

### 1.1 Significant Audience Decline

Before the emergence of new media, people could only learn about important social developments through traditional media, with newspapers serving as the primary information dissemination medium and boasting a vast audience. This large readership formed the cornerstone of print media's development. Since the advent of new media, however, channels for accessing information have become increasingly diversified, and new media's rapid information dissemination allows people to obtain needed information instantly. Consequently, print media's audience has declined significantly, particularly among the younger generation, whose demand for print media is nearly zero. Print media has suffered severe impact and fallen into development difficulties.

### 1.2 Substantial Advertising Revenue Loss

Advertising revenue represents the most crucial source of income for print media, essentially serving as the primary pillar supporting its development. However, following new media's emergence, more and more advertisers have favored collaborating with new media due to its broad audience reach and rapid dissemination capabilities. With a limited advertising market, the increase in new media advertising has led to a corresponding decrease in print media advertising. Lacking advertising support, print media has faced financial constraints, creating a vicious cycle: reduced economic income leads to decreased circulation, which in turn causes the loss of remaining advertising clients[1]. Print media's development has fallen into predicament, with its market discourse power gradually diminishing and its industry influence waning.

### 1.3 Talent Drain from Print Media

Amid new media's rapid development, print media has fallen into a difficult position, prompting increasing numbers of print media professionals to switch careers. This talent migration to the new media market has resulted in continuous brain drain from print media. Having lost both financial resources and human capital, print media's development prospects appear bleak.

### 2.2 Health Benefits of Print Media

Print media, primarily represented by newspapers, does not produce radiation during reading and is harmless to human health. When browsing information in the new media environment, people mainly use computers and mobile phones as carriers. Both devices emit radiation during prolonged use, potentially harming human health[2]. In this regard, print media holds an advantage over new media.

### 2.3 Greater Content Depth in Print Media

In its rapid information dissemination process, new media cannot conduct in-depth analysis of information. Moreover, the sheer volume of new media content leaves audiences' thirst for knowledge unsatisfied. Incomplete and superficial information represents a drawback in new media's development. Print media, conversely, operates differently. Its slower information dissemination results from thorough analysis by information professionals, ensuring that published content is complete with clear causes and consequences. Print media reporting enables audiences to understand events comprehensively—something new media cannot achieve. This very characteristic allows print media to persist resiliently despite new media's impact.

### 3.1 Organizational Restructuring

Confronted with the strong impact of new media, print media must advance with the times and achieve integration with new media through organizational restructuring. Only by doing so can print media carve out a niche in the new media market and seize market resources. During organizational adjustment, print media should establish innovative departments capable of independently assuming responsibility for media convergence, with clear delineation of authority between innovative and traditional departments. Through online-offline coordination and mutual support between content and form, print media can collectively enhance its adaptability in the new media environment[3].

### 3.2 Expanding Information Dissemination Channels

Print media should broaden its information dissemination channels to expand its influence. It can create dedicated web portals to synchronize newspaper and online information dissemination, thereby increasing transmission speed. Additionally, print media can develop mobile applications tailored to young people's

needs, allowing users to access print news content anytime and anywhere, thus overcoming temporal and spatial limitations and attracting younger audiences. Print media can also leverage WeChat to build official accounts, carefully selecting news items to create distinctive content that attracts WeChat users' attention.

### 3.3 Upholding Information Authenticity and Completeness

Compared with new media, print media's most distinctive feature is its authentic and complete reporting—something new media cannot achieve during its development. Therefore, print media should capitalize on its strengths while avoiding weaknesses, adhering to information authenticity and completeness to attract audiences. In disseminating information, print media should first analyze readers' preferences in detail, identify their concerns, innovate narrative approaches, and meet audience needs[4]. Print media holds news interview and publication rights, which should be utilized reasonably to continuously create high-quality, specialized, and differentiated news content. It should strengthen comprehensive reporting, particularly by conducting in-depth excavation of social hot topics, fulfilling its social responsibilities, winning through quality, and maintaining content as king.

### 3.4 Transforming Traditional Reporting Models

In print media reporting, much information has already been disseminated through new media. Although print media conducts in-depth excavation of this information, it still fails to capture some readers' attention. Given this situation, print media should transform its traditional reporting model by covering information not found in new media. Print media journalists can delve into real life to excavate valuable, unreported events, striving to dominate in reporting new information. When new media's "newness" is no longer unique, print media will encounter new development opportunities. Therefore, print media should transform its reporting model, selecting valuable information from numerous sources for coverage.

### 3.5 Enhancing Reader Interaction

A significant advantage of new media is that readers can exchange comments on information, an interactive approach favored by many. Traditional print media cannot offer this feature. Consequently, print media should attract readers by strengthening interactive communication. It should establish public interaction platforms based on current communication patterns, organizing interactive activities through WeChat, Weibo, and forums to widely solicit audience opinions and narrow the distance between both parties. Simultaneously, print media can build reader clubs where participants can analyze events, discuss news focus issues, and leave suggestions for print media's development[5]. By analyzing these requirements and suggestions, print media can continuously improve it-

self. Only by integrating valuable reader feedback can print media attract more readers, expand its audience base, and inject vitality into its rapid development.

## Conclusion

In summary, print media faces unprecedented challenges amid new media's rapid development. Under these severe challenges, print media should focus on self-innovation, continuously improving itself by absorbing new media's advantages and compensating for its own shortcomings to broaden its development prospects. Meanwhile, print media should uphold its inherent advantages, implementing high-quality and complete information dissemination principles to attract more readers and strengthen its development foundation. Through competition and cooperation with new media, print media can achieve common development.

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