

On the Changes and Trends of Newspaper News Communication in the New Media Environment (Postprint)

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Abstract

Propelled by the advancement of information networking in China, media forms have undergone gradual transformation, ushering the nation into the new media era. Within this new media landscape, conventional media communication paradigms have encountered severe disruption, with newspaper journalism experiencing the most profound impact. Consequently, to ensure development within the new media environment, China's newspaper journalism must conduct an in-depth analysis of its transformations and developmental trajectories under new media conditions, thereby enabling it to better leverage new media advantages, facilitate the transition of communication modalities, explore novel development pathways, and attain sustainable growth.

Full Text

Preamble

On the Changes and Trends of Newspaper News Communication in the New Media Environment

Abstract: Driven by the development of information networking in China, media forms have gradually evolved, ushering the nation into the new media era. In this environment, traditional media communication models—particularly newspaper journalism—have faced severe disruption. To achieve development amid these challenges, newspaper journalism must thoroughly analyze its transformations and emerging trends, leverage the advantages of new media, facilitate communication model transitions, explore new development directions, and attain sustainable growth.

Keywords: new media environment; newspaper news communication; changes and trends; specific measures

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1.2 Disadvantages of New Media

Despite its numerous advantages and leading role in China's media landscape, new media possesses inherent weaknesses. Its high degree of openness has lowered the threshold for news reporting, negatively impacting content authenticity. Moreover, the limited regulatory constraints on information dissemination make real-time control impossible when false news emerges, leading to audience misinterpretation and obscuring the essence of events. As such misinformation spreads, audiences increasingly doubt the authenticity of new media content, severely undermining media authority and constraining the sustainable development of journalism.

2.1 Communication Subjects

In the traditional media era, enterprises, social organizations, and government agencies served as primary news sources, with correspondents and journalists responsible for information gathering and production. Although news organizations established tip lines and publicized journalists' contact information, the volume of collected information remained low and limited. In the new media environment, however, communication subjects have diversified beyond singular institutional entities. Leveraging modern information networks, news dissemination now occurs through various platforms—including mobile applications, BBS forums, smartphones, Weibo, and WeChat—enabling effective retrieval of trending news. This dynamic fundamentally differs from traditional journalism, as communication subjects have shifted from professional journalists to public participation, creating a pluralistic ecosystem where audiences themselves function as disseminators, publishing local news on shared platforms. This transformation has realized a new era of participatory journalism, enhanced public presence in news dissemination, and narrowed the distance between media and audiences.

1.1 Advantages of New Media

Propelled by advancing network information technology, new media has enhanced communication power, expanded channels, and fostered media industry development. New media exhibits rich diversity in communication forms—integrating images, text, audio, and video—surpassing the singular mode of traditional newspaper journalism. Supported by modern technology, it has

established robust resource-sharing systems that substantially broaden communication channels and reach. Content coverage has become remarkably comprehensive, satisfying diverse audience preferences and providing convenient media services. Furthermore, new media prioritizes audience experience, utilizing information network technologies to retrieve fresh content promptly and employing modern production techniques to create high-quality journalism. This approach improves both timeliness and content quality, effectively meeting varied audience demands in the contemporary media environment.

2.2 Organizational Structure

Although administrative systems and institutional constraints have limited the effectiveness of structural reforms in newspaper journalism under the new media environment, the expanding scope of new media necessitates that newspapers effectively utilize network information technology. Only by achieving dual integration between print and digital platforms, reforming communication models, and establishing novel mechanisms can newspapers secure new development opportunities. Organizational structures must be adjusted to center on new media networks, integrating news resources within workflows to form powerful sharing systems. This enables audiences to autonomously select from vast news resources, substantially satisfying their new requirements in the new media environment and providing premium journalism services.

2.3 Communication Methods

Media functionalities have further integrated under network information technology, diversifying news gathering and publishing methods. Communication approaches now combine listening, speaking, reading, and writing, integrating multiple media terminals for more pluralistic dissemination. For instance, Guangzhou Daily's Rolling News Department has merged the interactivity and timeliness of online media with the credibility and reporting capacity of print journalism to construct a new public news platform. In practice, this department no longer relies solely on interviews for news gathering and production but leverages network media functionalities to retrieve the latest news in real time while integrating information to create comprehensive, multi-dimensional news reports. This approach enables effective control over the most current and complete news information, allowing organizations to identify optimal content. Additionally, numerous media organizations have built robust industry chains and powerful networked systems by capitalizing on complementary advantages according to their news product requirements, thereby driving development in the new era and transforming journalism into a mass-oriented force that satisfies personalized audience demands.

3.1 Integration of Communication Channels

In the new media environment, newspaper journalism must utilize modern digital technology to achieve transformative development and survive intensifying

competition. While production capacity represents an inherent functional advantage, relying on singular communication channels proves insufficient today. Only by integrating channels and expanding reach can newspapers create adequate space to leverage their strengths. Concurrently, newspapers must break from traditional work patterns, incorporate fresh elements of contemporary media communication, and employ modern information and media tools to enhance news gathering and processing efficiency. Establishing robust news databases to integrate media resources efficiently enables customized content services based on audience preferences, creating personalized news products that capture attention and drive development in the new media landscape.

3.2 Innovative News Reporting Content

News content remains paramount for both traditional and new media. Particularly in the current new media environment, newspapers seeking new development must enhance their capacity for innovative content planning and elevate the media value of their reporting. When planning and producing news content, organizations should adeptly incorporate modern elements, understand audience concerns regarding hot topics, and innovatively design reporting interfaces to create visually distinctive effects that substantially increase the appeal of reported content.

3.3 Emphasizing Interaction and Sharing

The development of Web 2.0 in the new media environment has broken the media's previous monopoly over communication channels, making interaction and sharing an emerging trend. Under this developmental trajectory, newspaper journalism must effectively grasp this trend and implement participatory sharing models that engage the entire populace. By combining newspaper media with public participation, mass-oriented communication pathways can be established to enhance audience engagement. Utilizing network information technologies such as WeChat public platforms, Weibo, social media apps, BBS forums, and Web 2.0, newspapers can construct participatory interactive platforms that grant audiences full discourse power and allow them to experience the role of news reporters in content coverage. On this foundation, relevant government agencies must provide auxiliary institutional management to prevent the dissemination of harmful social information on public news platforms, deny opportunities to criminals, maintain a healthy online environment for journalism, and promote new development for newspaper journalism in the new media era.

4. Conclusion

In summary, newspaper journalism faces significant changes and trends in the new media environment. To better achieve transformative development, newspapers must integrate their functional advantages with those of new media, adeptly leverage modern network information technology and resources, optimize news

resource allocation, and realize mass-oriented journalism that engages the entire populace. This will drive the transformation of overall structure and form in newspaper journalism, propelling it toward new development directions.

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

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