

Postprint Analysis for Reconstructing Print Media Influence in the New Context

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Abstract

Due to transformations in the contemporary media communication landscape, traditional print media is encountering novel challenges that have profoundly impacted its survival and development. How to resolve the difficulties confronting print media and reshape its influence under new circumstances has become a focal topic of widespread societal concern. This study investigates the integration of mobile Internet technology into traditional print media, provides a concise analysis of the factors influencing print media development and its prospective direction, and explores strategies for reconstructing print media influence to achieve sustainable, stable growth in the converged media era while concurrently elevating its public opinion impact.

Full Text

Analysis of Rebuilding Print Media Influence Under New Circumstances

Abstract: Due to transformations in today's media landscape, traditional print media face new challenges that severely impact their survival and development. How to resolve these difficulties and rebuild print media influence under new circumstances has become a hot topic of concern across society. This study examines the integration of mobile internet with traditional print media, briefly analyzing factors affecting print media development and its future direction. We explore how to achieve influence rebuilding for print media, enabling sustainable and stable development in the converged media era while enhancing their public opinion impact.

Keywords: Traditional Print Media; Mobile Internet; Influence

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With the advent of the new media era, traditional print media that relied solely on newspapers to deliver news have faced severe constraints on their development. This has necessitated that print media integrate with new media through multi-form development. However, due to the unique characteristics of print media, such integration is not the only development trend. We should actively explore development directions for print media and vigorously promote its transformation to restore influence in the new media era.

Content Advantages of Print Media

The content advantages of traditional print media are irreplaceable by new media for a considerable period. Print media can deliver content that new media cannot provide, thereby satisfying consumers' emotional and functional demands. The credibility of media brands is fundamental to media survival and development, and the brands owned by traditional print media represent unique advantages. Most print media have long operating histories, have accumulated large consumer bases, and possess their own credibility and humanistic attributes. For instance, the brand advantage of party newspapers disseminated through print media is irreplaceable by new media. After some news is reported online, consumers need to verify its authenticity through print media or party newspapers—whether this behavior stems from habit or culture, it genuinely reflects consumer psychological demands. This demonstrates that the credibility of print media, especially party newspapers, is exceptionally solid and constitutes a unique advantage that new media cannot replace.

Current Development Status of Traditional Print Media

In the new media era, traditional print media development has encountered tremendous obstacles, with its dissemination scope and development space continuously shrinking. Public awareness, familiarity, and acceptance of print media are gradually declining. Nevertheless, print media possess extremely important value and significance in today's society, making exploration of their development necessary. When exploring print media development, we must first analyze its current status and identify internal and external factors that may impact its development to determine the main direction for print media development in the current stage.

The primary manifestations of print media are typically newspapers or magazines, which adopt fixed models that fail to keep pace with the times and lack self-improvement. Excessive digitization of print media causes its own attributes and essence to continuously dissipate. This development situation leads to print media being overshadowed or even assimilated by new media, severely affecting its further development. The current development status of print media is also reflected in its failure to improve operational models, publishing processes, and

publishing forms. The new elements accepted during traditional print media development face certain limitations, and added popular elements are not adequately considered, leaving print media stuck between reform and non-reform, unable to achieve genuine development and progress.

Analysis of Factors Affecting Print Media Survival and Development

The new media era enables faster and more accurate information transmission. Changes in the media environment driven by technology and markets have severely impacted traditional print media. Print media, which have long focused on “content is king,” face tremendous survival pressure, a reality deeply felt by print media leaders and staff in recent years. In terms of content, due to limitations in dissemination carriers and methods, the survival status of print media is difficult to fundamentally change through innovation capability and means. In terms of operations, the continuous diversification of advertising transmission forms and channels poses a great threat to print media’s print advertising, while the arrival of the big data and cloud era has further impacted print media.

Previously, people typically obtained information and sought interesting news through newspapers, magazines, or television programs. However, with the arrival of the mobile internet era, people now typically use computers and web pages to access various types of information. This form is not only richer in information volume and acquisition methods than newspapers, magazines, and television programs but also enables instant commenting and sharing. Under these circumstances, the status of traditional print media has suffered major impact, and its survival has become extremely difficult. Therefore, how to restore traditional print media influence and enable its sustainable and stable development has become particularly important.

Main Directions for Rebuilding Print Media Influence

When people can no longer separate their daily lives from the internet and new media, print media—whose responsibilities include guiding public opinion, advertising operations, and information dissemination—must adapt to changed lifestyles. Rebuilding print media influence in the new media era is not only closely related to its own survival and development but also represents a need for the Party’s public opinion propaganda work. As People’s Daily President Zhang Yannong stated: “Mainstream media’s advance into emerging media is an important strategic deployment made by the Party Central Committee to adapt to the new situation of media development and respond to new changes in the public opinion landscape.”

Strategies for Rebuilding Print Media Influence

Emphasizing Print Media Transformation Under the new media era, we must continuously strengthen innovation in print media to fully leverage its

potential advantages. First, we should enhance publicity for traditional print media, develop reasonable and effective publicity strategies based on actual development conditions, and develop toward all-media direction. By leveraging new media's advantage of broad audience reach, we can expand publicity scope to achieve maximum publicity effect. Second, we should expand print media's industrial chain, give full play to its resource advantages, provide consumers with higher-quality services, follow up on reported news events, establish 联动 relationships with consumers, and promote audience loyalty. Finally, we should attach importance to print media's local market, give full play to its local advantages, optimize services for audiences, thereby establishing brand effects and achieving sustainable and stable development.

Transforming Content Production Models First is the transformation of print media's content production model. The basic characteristics of print media dissemination are large volume and diversified content. Print media transformation under the new situation should maintain these basic characteristics, preserving the advantages of large information volume and content diversity while elevating and innovating content to enhance the authority of print media dissemination and strengthen its public opinion guidance. Second is the transformation of content quality production models. Under the current internet development situation, print media should focus on optimizing the quality of its information content dissemination, fully demonstrating its advantages by not only enhancing authority, professionalism, and exclusivity but also improving the hierarchy and diversity of disseminated content. This makes print media's information production and dissemination more accurate, comprehensive, and valuable. Finally is the transformation of content production processes. To fully utilize current advanced technology to improve dissemination quality and further expand dissemination channels under the new situation, print media must transform its current information integration and production processes. Under the premise of ensuring optimized dissemination technology, we should build an integrated information communication platform that combines digital processing, e-commerce operations, resource optimization, and production distribution. This expands information dissemination channels while achieving dynamic transformation of print media information editing, processing, production, and dissemination.

Innovating Integrated Development Concepts Innovative development concepts that keep pace with the times are the foundation for print media to achieve better development under new circumstances. Print media should correctly recognize the people-oriented scientific development concept's importance for new development, optimize and balance the relationship between print media and new media, and establish efficient and regularized operational models. During the transformation process, print media leaders and decision-makers should comprehensively evaluate relevant data and conduct macro-level analysis and summarization [?] to correctly understand the development path for print media

under new circumstances. Simultaneously, they should enhance team cohesion and competitiveness, fully leverage new media's advantages and characteristics under new circumstances, achieve innovative integration between print media and new media, promote multi-platform coexistence and diversified common development for print media, and ultimately ensure scientific development of print media under new circumstances.

Emphasizing Integration of Print Media Development Resources Under the new media situation, print media should focus on enhancing its macro integration capabilities, innovating the development of dissemination functions, and emphasizing innovative talent cultivation. On one hand, print media leaders should strengthen talent innovation capability cultivation, correctly recognize the importance of network technology talent in print media innovation and development, establish scientific and effective training systems, and comprehensively improve talent professional skills and comprehensive qualities. On the other hand, print media should fully utilize modern new media technology to further expand its media audience scope, enhance promotion and penetration among reading populations, comprehensively explore potential audience groups, and improve interaction with audience groups. Additionally, print media should emphasize development summarization, analyzing achievements, successful experiences, and deficiencies during development, innovating its development models, drawing on new media advantages, firmly seizing development opportunities under new circumstances, building macro-level communication platforms, improving dissemination service quality and efficiency, and maximizing satisfaction of audience needs at different levels.

Conclusion

The arrival of the mobile internet era and various new media types has severely hindered the survival and development of traditional print media but has also brought new opportunities and vitality. Therefore, to achieve development that adapts print media to the times, we must leverage new media's advantages and strengths to compensate for our own shortcomings and deficiencies, enabling our advantages to be fully demonstrated. Simultaneously, we should continuously improve our own media structure, persist in advancing with the times, and strive toward becoming a new type of print media that can satisfy the needs of the broad populace, thereby achieving sustainable and stable development.

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