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Analysis of the Convergence Development Status of Traditional Journals and New Media and Its Implications: Postprint

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Abstract

The convergence of traditional journals and new media represents the overall trend of future media development in China. The emergence of new media provides a more diversified platform for the development and innovation of traditional journals, while also creating additional opportunities for their growth. This paper conducts several specific analyses and studies on the integrated development of traditional journals and new media.

Full Text

Preamble

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Abstract: The integration of traditional journals and new media represents the general trend of future media development in China. The emergence of new media provides a more diversified development platform for the innovation of traditional journals and creates more development opportunities. This paper conducts specific analysis and research on the integration development of traditional journals and new media.

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2. Advantages of Traditional Journal Resources

In the information age, new media has gradually permeated all aspects of human life and work. While new media possesses numerous advantages, traditional journals also have many unique resources and strengths. The emergence of new media has provided more opportunities for the development and innovation of traditional media, particularly offering opportunities for innovation and reform for traditional journals. Achieving the integration of traditional journals and new media is a shared responsibility of contemporary media professionals. The following analysis examines this issue from several specific perspectives.

2.1 Content Advantages

Although new media develops rapidly and can provide users with massive amounts of information, it also generates substantial redundant information, leading to reduced information credibility and causing audiences to easily develop “information syndrome” and become overly dependent on electronic media. In contrast, traditional journals possess higher credibility and depth in content, which can satisfy users’ needs for in-depth information and information authenticity.

2.2 High Production Quality

High production quality is a crucial characteristic of traditional journals. At present, most high-level editors and journalists remain concentrated in the traditional journal industry, indicating that China’s traditional journals still maintain strong vitality and robust production capabilities. Additionally, due to their periodic publication cycle, traditional journals have ample time for data collection, review, and organization compared to new media, enabling them to conduct thorough content planning and in-depth reporting. In contrast to the fragmented and instantaneous content of new media, traditional journals offer greater value in deep excavation, with more substantial and comprehensive content.

2.3 High Brand Value

Traditional journals have undergone a long development process, accumulating rich experience and powerful brand effects, with stable audience groups and advertisers. Even in the new media era, traditional journals can still attract a substantial number of users.

3.1 Elements of Integration for Academic Journals and New Media

The reason for integrating academic journals with new media is to leverage this integration to make academic journals known to more users. In the process of integrating with new media, academic journals should focus on the following three key elements.

3.1.1 Content Providers

Content has always been the foundation for media survival and development. Therefore, regardless of how media evolves, the principle of “content is king” must be maintained. In the environment of traditional journal and new media integration, the most critical aspect for academic journals remains content production. However, driven by new media, to attract more users, academic journals should reposition and adjust their content to make it more professional and distinctive within this converged media landscape.

To achieve high-quality content for academic journals, relying solely on individual journals may be insufficient. Academic journals can adopt a collaborative approach by forming alliances with other media to create a consortium. This consortium would integrate and share internal resources, enabling complementary content among journals and ultimately achieving high-quality content goals.

Although journal consortia offer better development prospects, their actual implementation involves numerous social issues, has relatively low operability, and their long-term effects are difficult to estimate. Therefore, academic journals can also leverage their own capabilities and use information network technology to form virtual journal consortia with other online academic journals. This type of virtual academic journal consortium does not significantly impact the structure or organization of individual journals. Based on their original organizational frameworks, it only centralizes content production. This network-based virtual consortium approach allows journals to achieve maximum content integration with minimal changes, yielding favorable results. In China, CNKI (China National Knowledge Infrastructure) serves as a leading example of such a virtual academic journal consortium.

3.1.2 Technology Providers

Currently, most digital publishing technologies for academic journals in China are provided by mature data operators such as CNKI. Under this virtual network operation model, academic journals only need to transfer the digital copyrights of their print-version papers to these operators, who then perform digital processing and market distribution. For academic journals, this operation model requires no digital investment and necessitates no changes to their organizational structure or personnel; they only need to improve their own content.

However, this operation model also presents certain problems. First, because

academic journals transfer the digital copyrights of their papers to data operators and do not possess their own digital operation methods, they lack bargaining power with operators. In actual cooperation, they can only obtain relatively small profits through digital operations. Second, from a developmental perspective, academic journals choosing this operation model need to bear greater risks. Since academic journals themselves lack certain media communication and technology integration capabilities, if in the future authors bypass academic journals to publish articles directly through operators via self-publishing, this would place academic journals in an awkward position and ultimately compromise their viability.

In the new media integration environment, academic journals should establish a cooperative contractual relationship with operators during collaboration to achieve strong alliances where both parties support each other and progress together. Simultaneously, both remain independent entities—forming a community of interests when facing risks, but separate individuals when facing benefits. This achieves shared risk-bearing and profit-sharing, effectively mitigating operational risks for academic journals and enabling them to achieve new development in the media convergence environment.

3.2 Developing Social Services to Increase Audience Attention

In the new media environment, traditional journals must adapt to environmental changes and fully leverage the new media platform to highlight their advantages, expand their development paths, and inject new vitality to better meet the development needs of contemporary society. Both content and form need to be perfectly integrated with new media. The emergence of new media platforms such as Weibo and WeChat has significantly transformed people's lifestyles and production modes. Most traditional media have begun integrating with new media by opening official Weibo and WeChat accounts to adapt to and satisfy contemporary demands for journals.

For example, China's authoritative journal *People's Daily* has successfully integrated with Weibo. After launching its official Weibo account, the journal can not only publish information about new journal content on the Weibo platform but also release simple, more approachable content such as "good morning" and "good night" messages to bridge the gap with the public. In addition to utilizing this platform, journals can also update their dynamics at any time. However, it is worth noting that they must develop discourse forms appropriate to the Weibo platform to attract more audience attention and ensure adequate readership.

3.3 Making Full Use of Online Media for Digital Transformation

Making full use of online media can help traditional journals transform more quickly, particularly by accelerating their digital transformation. A leading example in this area is "Longyuan Journal Network." Established based on the

Internet platform, Longyuan Journal Network has achieved the integration of journal digitization and the construction of a service platform. It has also cooperated with over 2,000 journals through established agreements, enabling the global promotion of digital journals. By relying on the Internet platform, it provides audiences with a broader information gathering platform. For traditional journals to achieve better development, they must necessarily leverage advanced network platforms and new media to better adapt to contemporary social development and meet the diverse needs of modern audiences.

3.4 Building Mobile Apps to Develop Business

Mobile apps refer to software downloaded on mobile terminals such as smartphones or tablet computers, specifically developed to connect with Internet services and wireless network services. Currently, apps have become extremely popular and represent the most welcomed form among mobile media users. Through apps, users can directly access various types of information. Most websites have now developed their own exclusive apps to achieve closer connections with users. Traditional journals can also follow this path by developing their own apps to communicate and receive feedback from authors and readers, continuously improving their business standards and visibility.

4. Conclusion

The integration with new media represents a mainstream trend for future journal development. In the information age, massive amounts of information and data are generated daily, and audiences hope to obtain reliable information in faster and more convenient ways. Traditional journals should fully exploit the value of new media, combine it with their own advantages, and blaze a new development path to meet the requirements of contemporary journal development and the broad audience. This paper examines this issue from three aspects: first, clarifying the relevant connotations of new media; second, analyzing the developmental advantages of traditional journals; and finally, exploring integration strategies for both. It is hoped that this research can contribute to the integration and development of China's traditional journals and new media.

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