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Post-Print Development of Traditional Newspapers in the New Media Era

Authors: Zheng Xinwei

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Abstract

Newspapers have long served as a crucial media channel for the public to access information, representing a traditional cultural industry with an extensive history. In recent years, with the widespread adoption of information technology, new media forms such as online media and 4G mobile media have permeated daily life, posing significant challenges to traditional newspaper publishing by fragmenting its market share and revenue streams. In this era of rapid new media development, addressing how traditional newspaper publishing can respond to these challenges necessitates reform and innovation while fully capitalizing on its inherent strengths. This paper investigates and analyzes the aforementioned issues: identifying which aspects require adaptation to align with public preferences and which elements must be preserved to secure greater viability for traditional newspaper publishing.

Full Text

The Development of Traditional Newspaper Industry in the New Media Era

Abstract: Newspapers have long served as a crucial media channel for the public to access information, representing a cultural industry with a profound history. In recent years, with the popularization of information technology, new media forms such as online media and 4G mobile media have entered daily life, posing a tremendous challenge to traditional newspapers and fragmenting their market share and profits. In this era of rapid new media development, traditional newspapers must undertake reform and innovation while fully leveraging their inherent strengths. This paper explores and analyzes what aspects require adaptation to public preferences and what must be preserved to secure greater survival space for traditional newspapers.

Keywords: Traditional newspaper industry; Transformation; New media

2.2 Traditional Print Media's Inability to Adapt to Modern Fast-Paced Lifestyles

In today's increasingly fast-paced society, people demand quicker access to information. Traditional print newspapers must undergo a lengthy process from news gathering, writing, and editing to printing and distribution before reaching readers—a process that clearly consumes too much time in modern society. In contrast, new media can simply use network devices for writing and transmit content via the internet with near-zero time lag, a capability that traditional newspapers lack.

2.3 Lower Content Production Costs of New Media

Traditional newspapers must bear costs across multiple stages from publication to distribution, including editorial fees, paper materials, printing, and delivery, with each 环节 incurring certain expenses. New media, however, eliminates many of these steps—as long as network conditions permit, information can be edited and transmitted at any time. Therefore, new media content production costs are significantly lower.

2.4 Traditional Newspaper Industry's Unsustainability for Ecological Development

Traditional newspaper printing requires paper and printing materials, with paper being a daily consumable that inevitably creates environmental pressure and pollution over time, undermining environmental protection efforts. New media dissemination, by contrast, only requires logging into websites or following relevant news apps on devices such as laptops or smartphones, which are also more portable than newspapers.

3.1 Cooperation with New Media to Enhance Comprehensive Media Strength

Traditional newspapers possess the advantage of collectibility and preservation, particularly renowned magazines with rigorous topic selection, compelling content, and contributions from famous writers—qualities that still attract some readers. These strengths are real and must be leveraged rationally for innovative integration. By maintaining their core characteristics while adapting to trends, traditional newspapers can avoid being submerged by social progress. Although new media has impacted traditional newspapers, the two are not in opposition; each has distinct features and advantages. Cooperation between the two media forms can better promote traditional media development through mutual complementarity.

First, traditional newspapers must preserve their distinctive strengths, carefully polishing article selection and editing to maintain unique characteristics. Second, they should grasp the different target audiences of the two media forms—middle-aged and elderly subscribers constitute the primary newspaper readership, while younger demographics prefer new media—allowing for tailored content selection that achieves “harmony without uniformity.” Third, in newspaper advertising operations, precise placement according to the readership profile should be implemented.

3.2 Strengthening Industrial Integration to Develop New Profit Models

The traditional newspaper industry belongs to the cultural industry sector and should reasonably apply the corresponding laws of cultural industry development. Cultural integration represents a developmental direction for traditional newspapers. Maintaining core characteristics while merging with other industries is an emerging trend. As a medium for cultural dissemination and an information display platform, this feature must be fully utilized. First, newspapers should expand into related sectors such as logistics and e-readers to achieve comprehensive industry chain coverage. Additionally, cross-boundary integration with other cultural products is viable. A typical example is *Life Weekly*, which surveyed its subscribers and, discovering that many were art enthusiasts, launched an “Art Collection Column” and organized offline exchange activities to interact with readers, thereby increasing subscriber loyalty.

3.3 Strengthening Talent Cultivation to Ensure High-Quality Content

In the new media era, people’s reading habits differ significantly from the traditional newspaper period. New media emphasizes news immediacy, striving to eliminate time lag in information transmission and reception. Modern terminals such as smartphones and laptops enable 随时随地的新闻查询和阅读. Another characteristic of new media is timely information updates, allowing for continuous tracking and reporting of developing events. Editors must possess strong literary competence and adaptability. As integration between traditional and new media becomes inevitable, the expressive styles of these two media forms differ considerably. Editors’ writing must adapt to new media’s literary style, mastering internet buzzwords and readers’ habits, while maintaining capabilities of both traditional and new media editing.

3.4 Strengthening Online-Offline Interaction Platforms to Expand New Territories

Traditional newspapers should fully utilize internet content resources and employ big data for online surveys to understand readers’ interests and preferences, enabling more precise advertising placement. Understanding customer psychology and adopting a user-centered approach can open new profit models. Offline promotion should be strengthened to bring readers from virtual spaces into

physical ones, providing deeper insights into reader psychology through regular events such as reader meetups and poetry gatherings. Organizers can also periodically invite celebrities to enhance the newspaper's brand effect and increase its influence.

3.5 Maintaining Credibility to Occupy the High Ground in Journalism

Credibility represents the socially recognized internal strength of news media—the advantage and capacity to secure position among the masses and capture market share. This constitutes one of traditional newspapers' greatest strengths, cultivated through years of cultural accumulation. While new media's network-based platform enables thousands of daily information streams through various channels, its characteristic of free expression makes content quality and authenticity difficult to guarantee. In recent years, fake news dissemination and self-promotional hype have frequently occurred on major websites. In this networked environment, traditional newspapers' credibility becomes a rare advantage. The 高雅的格调, healthy and uplifting information, standardized writing, and vivid prose of traditional newspapers are extremely important. Whether integrating with new media or other industries, traditional newspapers must adhere to the following principles: First, ensure news accuracy and inherit fine traditions to guarantee absolute media authority—the fundamental value of media existence. Second, maintain healthy literary value orientation, as reading excellent content can enhance personal cultivation, and the values and life perspectives conveyed directly influence readers' ideological realms, transmitting more positive energy to society.

4. Conclusion

Media has always been closely related to social development. Traditional newspapers, as products of social progress, possess precise functions, relatively stable audiences, and well-established market operation processes. The impact of contemporary new media on traditional newspapers is temporary. Through proper reform and innovation, traditional newspapers will remain mainstream communication media alongside new media in the new era.

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(Author Affiliation: Zhejiang Daily Group, Lishui Branch)

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