

On the Role Transformation of Traditional Media Journalists in the New Media Era: Postprint

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Abstract

New media encompasses all forms of digital media. Unlike traditional media, it is more timely, with faster dissemination and update speeds, lower costs, greater information capacity, and richer content, making it deeply popular among the general public. With the advent of the new media era, traditional media journalists are clearly unable to adapt; therefore, they need to quickly transform their working methods, adjust their mindset, and identify their positioning to meet challenges. Specifically, in the new media era, journalists are no longer the primary disseminators of information; they should instead assume greater responsibilities for supervision and guidance. This article briefly discusses the positioning of journalists in the new media era to help traditional media journalists undergo role transformation and adapt to the development of the new media era.

Full Text

A Brief Discussion on the Transformation of Traditional Media Journalists' Roles in the New Media Era

ChinaXiv Cooperative Journal: Media and Development Research

Abstract

New media encompasses all digital media forms. Unlike traditional media, it offers greater timeliness, faster dissemination and updates, lower costs, larger information volume, and richer content, making it deeply popular among the masses. With the arrival of the new media era, traditional media journalists can no longer adapt to the old ways. Therefore, they must quickly transform their work methods, adjust their mindset, and identify their positioning to meet these challenges. Specifically, in the new media era, journalists are no longer the

primary publishers of information; instead, they should assume greater responsibility for supervision and guidance. This article discusses the positioning of journalists in the new media era to help traditional media journalists transform their roles and adapt to the development of the new media era.

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1. The New Media Era and Journalist Roles

Since the 21st century, China's scientific and information technology has continuously improved, and the development of the Internet has profoundly changed people's production and lifestyles. Clearly, the original news delivery methods can no longer meet people's needs, and the status of the traditional media industry has also been threatened. As professionals who deliver news information to the public, journalists seem to have become less important in the new media era. So how can traditional media journalists avoid being eliminated in response to the arrival of the new media era? The answer lies in natural selection and survival of the fittest. This means that traditional media journalists must change themselves to prepare for adapting to the new environment. The emergence of new media is unstoppable, and while it represents a challenge for traditional media journalists, who can say it is not also an opportunity? Opportunities are reserved for those who are prepared. Therefore, as long as traditional media journalists can identify their positioning, they can secure a place in the media landscape and perhaps even achieve alternative successes.

In the traditional media industry, journalists were primarily responsible for disseminating information. However, in the new media era, everyone participates and anyone can be an information disseminator. Therefore, journalists must promptly adapt to the characteristics of the times, identify their role positioning, innovate news content and work methods, and accurately restore the truth of events. Additionally, in the process of news production, journalists must transform their concepts and actively integrate themselves among readers, gradually adopting a leading perspective and using first or second person narration to immerse readers in the news, thereby optimizing the dissemination effect of news reports. Furthermore, journalists must re-examine their role positioning, transforming from controllers of information release to guides who lead readers to rationally approach the truth of events and think independently based on those events. Among these guiding functions, journalists should be rational: on one hand, they should address the characteristics of the new media era by channeling harmful information and speech online to prevent the deterioration

of situations; on the other hand, they should guide the direction of public opinion toward positivity, optimism, and health, while also controlling and resolving negative emotions online to create a more harmonious social atmosphere. Finally, media journalists must continuously monitor developments after releasing information, keeping them within reasonable bounds. After a period of news release, they should promptly review reader feedback to identify their own shortcomings and make corrections. Especially in news reporting, there should not be a large amount of highly individualistic commentary that misleads readers; journalists must strive to improve their own professional qualities.

2. Challenges Faced by Traditional Media Journalists in the New Media Era

In the new media era, traditional media journalists face tremendous challenges:

First, new media technology has weakened the journalist's role. While new media changes external information transmission channels, it also alters internal production methods within media organizations, diminishing the traditional role of journalists.

Second, journalists need to master cross-platform information release skills. In the new media era, all media platforms serve as channels for information transmission, requiring journalists to frequently release news across different platforms. However, different platforms have different focuses, demanding multifaceted considerations from journalists, which poses a challenge for traditional media journalists.

Third, journalists need to possess multimedia thinking. In the technological era, various media equipment updates rapidly, and journalists need to quickly master new technologies. Most importantly, they must learn how to freely transition between multiple media to adapt to the characteristics of different media.

Fourth, journalists need to filter massive amounts of information. In today's information age, information overload is normal, and what journalists need to do is eliminate useless and harmful information from this vast sea of data to select information that is useful for readers.

3. Transformation Strategies for Traditional Media Journalists in the New Media Era

3.1 From News Publisher to News Verifier

In the past when internet penetration was low, most news was released through traditional media. With the emergence of new media, news reporting is no longer exclusive to professional journalists, as online news media can also publish news through internet platforms. Due to advances in modern information technology, people can independently publish information online, allowing non-professionals to participate in news dissemination. Everyone can record events

happening around them through mobile terminals and upload them to the internet. Therefore, traditional media journalists must transform from being news reporters to being investigators who verify news. In the traditional media era, journalists personally conducted all news gathering work. Nowadays, much information no longer requires journalists to collect personally. With the participation of various netizens in the information collection process, the volume of collected information has become much richer, so journalists must screen this massive amount of information. Journalists must undergo role transformation to become screeners of news information. Under new media, the role transformation of traditional media journalists is imperative.

3.2 From Public Opinion Controller to Public Opinion Guide

In the new media era, every citizen can initiate discussions on major online forums and social networking sites. In the traditional media era, journalists undoubtedly held the throat of public opinion, and when they judged events with personal subjective emotions, they could influence public viewpoints. With the arrival of the new media era represented by Weibo and WeChat, the status of traditional media has faced unprecedented challenges. Under new media, information content is richer, and update and dissemination speeds are faster. Especially with the popularization of social networking sites and mobile internet, once an event occurs, netizens can immediately publish information through online platforms and form public opinion in a short time, at a speed that traditional media cannot match. Nowadays, with improved internet penetration in China, the situation where public opinion was controlled by certain individuals or groups no longer exists, and every citizen can participate in public opinion discussions. Therefore, traditional media journalists must recognize reality and understand that they are no longer the dominant force in public opinion, gradually changing their identity to become guides of public opinion.

3.3 From New Media Content Provider to New Media Platform Collaborator

In today's society, people are increasingly connected with new media, and traditional media journalists are also assuming responsibilities as new media journalists. Nowadays, almost everyone has a Weibo account. When editing or reporting a news story, journalists will release it in advance on Weibo for pre-heating. Unlike in the past, readers no longer just skim the surface of the text but instead explore the deeper meaning behind it. If readers want to understand the entire process of news events, they need to check traditional media websites. This demonstrates that new media and traditional media have both competition and cooperation, and to achieve win-win cooperation, they must seek alternative approaches. Media convergence provides a method for cooperation between the two, representing a fusion of production processes. Journalists should not merely be providers of new media content but should also use this platform to promote traditional media, transforming from providers of new media content

to collaborators with new media platforms. New media provides a platform for traditional media journalists to publish their observations, experiences, and feelings, while traditional media provides story materials and background for new media journalists, creating mutual benefits and achieving win-win cooperation between the two.

4. Conclusion

In today's China, with the continuous improvement of scientific information technology, the media industry has also changed its traditional business model and is developing in a new direction. With the rapid development of new media, traditional radio, television, and newspaper industries have experienced decline. Therefore, the traditional media industry and journalists must find alternative paths, change their original models, identify their own shortcomings, and seek new solutions; only then can they avoid being eliminated by society. In the new media era, traditional media journalists need even more to reposition their roles and find breakthroughs by transforming concepts and work methods; only then can they establish a foothold in the new media era. In the information age, product updates are extremely fast, and to succeed, one must make changes, especially in the traditional media industry. Promoting the transformation of traditional media journalists requires comprehensive improvement of their overall qualities from various aspects to achieve role transformation under new media.

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