

Innovative Development of Newspapers in the New Media Context: A Preliminary Exploration (Postprint)

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Abstract

With the rapid development of Internet technology, new media network technologies have emerged, posing a significant challenge to traditional media. As a relatively important information dissemination method within traditional media, newspapers have likewise been subjected to impact and challenge in this technological transformation. Newspapers play a vital role in information dissemination in people's lives and work, and exert a guiding influence on public opinion in society. Under the influence of new media, newspapers have been compelled to proactively break their existing patterns, align themselves with new media, and carve out a suitable survival path on the future development trajectory of new media. In this paper, the author conducts detailed research and analysis on the development direction of newspapers within the new media environment, integrating personal professional experience and practical life experience. Concurrently, constructive recommendations are provided for the future development path of newspapers, with the aspiration that newspapers may retain their rightful place under future new media technologies.

Full Text

Preamble

Title: A Preliminary Study on the Innovative Development of Newspapers in the Context of New Media

Abstract: With the rapid development of Internet technology, emerging new media networks pose significant challenges to traditional media. As a vital component of traditional media, newspapers have been profoundly impacted by this technological transformation. Newspapers play a crucial role in information dissemination and public opinion guidance in society. Under new media's influence, newspapers must proactively break conventional patterns and align with new

media to secure a viable survival path. Drawing on professional and practical experience, this paper analyzes newspaper development directions in the new media environment and offers constructive suggestions to preserve newspapers' relevance.

Keywords: newspaper; new media context; innovative development

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1. The Survival and Development Status of Newspapers in the New Media Era

Newspaper development has fallen into crisis. Currently, newspapers face enormous challenges in both production and future prospects, with the situation being extremely urgent. The specific manifestations are as follows: First, the number of readers is continuously declining. Before the emergence of new media, although radio and television were competitors, they did not significantly impact newspaper development, and many people preferred newspapers. However, after new media appeared, the situation reversed completely, with people gradually choosing new media and abandoning newspapers. Second, newspaper profits are declining. To generate profit, newspapers rely not only on mass consumption but also on advertising investment from businesses. However, with new platforms emerging, many companies now choose to release advertising information through new media, leading to a decline in corporate advertising investment in newspapers and consequently causing profits to continuously decrease. Third, reporting and editing methods are too outdated and completely inconsistent with current news demands. Influenced by new media, people's thinking has changed, and traditional news editing and reporting methods can no longer satisfy psychological needs, limiting newspaper development and affecting survival. In summary, to preserve newspapers' position amid rapid new media development, traditional media must reform to keep pace with the times and avoid elimination [1].

New media technology refers to Internet-based technologies that establish information dissemination websites. These include commonly used blogs, forums, video websites, and portal sites. Accessible via computers, smartphones, or other networked devices, these platforms allow users to obtain and publish news information. This dissemination method features strong openness, instant information, and diversification. Currently, new media covers the globe. In China, people of all ages have gradually shifted toward new media, developing a preference for its information acquisition methods and forming new habits. This phenomenon has impacted newspapers and plunged their development into crisis.

2. Paths for Newspaper Innovation and Development Under the New Media Context

2.1 Achieving Organic Integration with New Media

In this information age, whether newspapers can survive and compete against new media is a critical question. First, newspapers should undergo self-reform, integrating with new media technology while competing, using new media's strength against itself to reverse the situation and ensure survival. Second, traditional newspapers should establish their own news websites or platforms, uploading news briefs and guide articles. This remedies the timeliness deficiency of traditional newspapers, enabling instant news delivery. Meanwhile, briefs and guides may stimulate readers' interest in purchasing newspapers, thereby promoting sales and stabilizing the reader base. Finally, cooperating with well-known websites can leverage their popularity to publicize newspapers. Additionally, newspapers must diversify their communication modes. When editing layouts, they should include information that attracts readers, captures attention, resonates with readers, and aligns with public opinion. According to smartphone user surveys, nearly 400 million people use smartphones. By combining mobile devices with digital technology, newspapers can release audio, video, and text content, achieve multi-faceted integration, and operate mobile newspapers to meet new era demands [2].

2.3 Avoiding Misconceptions in Competing with New Media

When competing with new media, it is essential to clearly recognize the direction and avoid misconceptions. First, do not blindly expand newspaper pages. Many newspapers continuously expand pages to increase information quantity and compete with online information. This actually increases investment costs, and to maintain profits, newspapers enlarge advertising space, potentially making the paper feel like an advertising platform that affects visual appeal and causes reader aversion. Second, do not engage in "price wars." New media's impact has reduced newspaper readership, prompting newspapers to attract readers by increasing circulation and lowering prices. This creates high investment with low returns, forcing dependence on advertising revenue. "Price wars" only create vicious competition and harm future development prospects [3].

2.4 Adjusting Newspaper Reporting Methods and Editing Formats

Traditional newspaper reporting methods and layout editing models have remained unchanged, appearing relatively dull and monotonous compared to new media despite their unique form [4]. Moreover, new media has changed people's reading and thinking patterns, making original reporting models unpopular. We should adjust reporting and editing methods, promoting development while maintaining characteristics, preserving authority while achieving uniqueness to attract more readers.

Newspapers possess high authority and have long enjoyed public trust. Under new media development, we should continue leveraging this strength, even amplifying it, to help more readers understand the importance of information reliability and authenticity—an incomparable advantage over new media. Since newspapers cannot surpass new media in timeliness, we can focus on in-depth information interpretation and reporting, providing the most authentic and thorough news rather than pursuing speed with superficial coverage that fails to interpret information connotations. Additionally, we can improve headlines, as they often attract readers to news stories. Well-crafted headlines can gain more reader attention, retain audiences for newspapers, and help readers obtain more effective information.

3. Conclusion

In this era of rapidly developing information technology, newspaper media must accurately position their current development status and continuously update and explore new methods to achieve integration with new media and self-development. To realize newspaper media innovation and development, we must actively integrate with new media technology while continuously improving ourselves to form a long-term effective competitive relationship. Only then can we ensure newspapers are not eliminated and their development keeps pace with the times.

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

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