

A Preliminary Analysis of New Media Development Strategy: Promoting Newspaper-Network Integration and Vigorously Developing Post-print New Media

Authors: Wang Kaibo

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Abstract

In the context of the Internet's rapid development, it has permeated various industries of commercial operations and cultural promotion in China. As a traditional medium, newspapers have been rejuvenated with new vitality due to the emergence of new media under the Internet. China's journalism industry has consequently transitioned from print media to digital media, and the concept of newspaper-Internet convergence has arisen in response to this trend. The 'Internet Plus' mindset has enabled media operations to achieve greater depth, broader coverage, and enhanced interactivity.

Full Text

A Preliminary Analysis of New Media Development Strategy: Promoting Newspaper-Internet Convergence to Vigorously Develop New Media

Abstract: In the current era of rapid Internet development, digital technology has permeated every aspect of China's commercial operations and cultural promotion. As a traditional medium, newspapers have been revitalized with new vitality through the emergence of new media under the Internet umbrella. Consequently, China's journalism industry has shifted from print to digital media, giving rise to the concept of newspaper-Internet convergence. The "Internet Plus" mindset has enabled deeper media operations, broader coverage, and enhanced interactivity.

Keywords: Internet; newspaper-Internet cooperation; new media

Author: Wang Kaibo

1. Definition of Newspaper-Internet Convergence

As the term suggests, newspaper-Internet convergence refers to the integration of newspapers and the Internet. With the rapid development of the Internet, China's netizen population has continued to grow, forming a substantial audience base. Some print media have gradually lost their dominant position in news dissemination, replaced by new media-centered communication methods.

2. The Inevitability of Newspaper-Internet Convergence

The inevitability of newspaper-Internet convergence aligns with the current backdrop of high Internet penetration, encompassing two main aspects:

2.1 Consistency of Interests

Competition in today's news media market has reached a fever pitch. Media organizations increasingly demand higher efficiency in news content collection, reporting, and promotion. Print media's single-channel dissemination can no longer satisfy this era of fragmented and diversified knowledge acquisition. Online media, with its efficient reporting, convenient promotion, and massive audience base, provides new ideas for traditional news media promotion. This combined promotional approach has already gained considerable market space in contemporary news dissemination and shows promising prospects for wider adoption.

2.2 Feasibility of Integration

Both the Internet and newspapers possess distinct advantages, and their integration enables complementary strengths while mutually compensating for weaknesses. Although contemporary online new media enjoys numerous advantages, it also has certain drawbacks. For instance, during news dissemination, readers' inherent insensitivity to electronic text makes news content easily forgettable. While characterized by universal participation and interaction, it struggles with monitoring and regulation, resulting in a mixed online news environment. Additionally, the rapid update cycle of online media makes news content difficult to preserve; even when saved, it feels insubstantial. Print media, conversely, offers greater potential for archival preservation and news 沉淀. However, print media also has its own shortcomings, lagging far behind online media in update speed and reader interaction. Their combination is not about one subordinating to the other, but rather about mutual complementarity of strengths, offsetting weaknesses, and perfect integration of advantages. This feasible convergence strategy will provide new momentum for media development in the new era.

3. Evolutionary Stages of Newspaper-Internet Relations

3.1 Print-Only Era

Before the 1990s, news media operated in what can be called a “print-only” environment. Without widespread Internet access and against the backdrop of mature printing technology, the “print-only, no Internet” media structure dominated the era. The news industry primarily consisted of a tripartite balance among newspapers, radio, and television. Although the *San Jose Mercury News* in the United States began Internet-based news operations as early as the 1980s, the Internet had not yet achieved its current level of penetration and thus did not exert comprehensive influence on the journalism industry.

3.2 Coexistence Period

During the 1990s, the world entered the era of electronic newspapers. As the Internet became popular in Europe and America, electronic newspapers gradually became an important channel for news dissemination in developed countries. The United States established the “Best of the Web” association during this period, making outstanding contributions to the popularization of electronic newspapers. China’s electronic newspapers also kept pace with global journalism trends, launching the online section of *China Trade News* on October 20, 1995, followed by the online news sections of *China Daily* and *People’s Daily*. That year, China’s online newspapers reached 60—a modest number compared to today, but demonstrating the industry’s keen sensitivity in an era when the Internet had not yet fully penetrated society. Although this period featured coexistence of print and online newspapers, electronic newspaper content was largely limited to being digital replicas of print versions, with only a few Western media outlets directly using websites for original online reporting.

3.3 Interaction Phase

The first five years of the 21st century marked the global era of newspaper-Internet interaction. In 2000, the online version of *People’s Daily*, one of China’s mainstream media outlets, was officially renamed “People’s Daily Online” and obtained its own domain on the World Wide Web. In December of the same year, China Daily Online and China Youth Online launched successively. During this period, online newspaper versions coexisted with websites, though online news had already lost most of its territory in the journalism industry, typically appearing in smaller sections. Even then, while news sections of new media and online sections of newspapers were managed with some degree of separation, they still interacted in various ways. This interaction manifested in two primary forms: online versions of news would display links to similar articles, and online articles that reached certain click thresholds would be featured in print newspapers.

3.4 Full Convergence

The year 2005 marked a milestone for newspaper-Internet convergence, as China's netizen population surpassed 100 million for the first time. The blog concept moved from proposal to practice in a very short cycle, and Internet-centric media operation models gained rapid popularity. Against this backdrop, China truly entered the era of newspaper-Internet convergence. During this period, countless online media platforms emerged, and the concept of newspaper-Internet convergence became mainstream in China's journalism industry. As a medium, the Internet brought an unprecedented audience base to the news industry, enabling substantial development through traffic and advertising revenue.

4. Three Models of New Media-Centered Convergence Strategy

Through newspaper-Internet convergence innovation, the goal is to amplify and superimpose communication effects—the very charm of convergence. Based on theoretical discussions and current all-media operational practices, three exploratory models of newspaper-Internet convergence have emerged.

4.1 Newspaper-Led Model

The strategic core of the newspaper-led convergence model is “one newspaper, one website,” maintaining high consistency between print and new media. This approach was initially adopted during the early stages of convergence. Its operational mainline combines online and offline news operations: using new media channels, primarily the Internet, for online information collection and integration, supplemented by human resource collaboration, to conduct news reporting and promotion based on gathered materials. Offline, news materials are collected through exclusive interviews, fixed-point reporting, and impromptu coverage for both print and new media reporting. This online-offline integration gradually establishes a converged operational mechanism, achieving superimposed news collection and promotion while forming complementary advantages to gradually expand the news industry's operational effectiveness.

4.2 Bundled Integration Model

This model enables deeper integration of newspaper news operations with corresponding website editorial work, maximizing the establishment of convergence mechanisms between print and online media while systematizing news promotion. For instance, newspaper content can feature in-depth reporting with corresponding website links appended. Print editors can transform textual content into comics, audio, and video—formats difficult for traditional newspapers to accommodate—and post them on specialized websites. Under this model, convergence begins at the news collection stage. Journalists and editors transform into “multi-platform” professionals; all-media reporters must be proficient

with portable computers, cameras, video recorders, and other digital equipment. Based on different media positioning and requirements, they plan and collect “converged information” suitable for mobile newspapers, websites, video platforms, and print publications. At news scenes, reporters publish breaking news via mobile phones, capture photos with cameras, and record videos with camcorders, conducting comprehensive, multi-layered, and multi-faceted analysis and integration of news topics or events to create news products with different positioning, personalities, and characteristics. This approach renders news collection and editing more concrete, visual, and diversified, enabling mutual supplementation between traditional print media and online electronic media throughout all news reporting processes.

4.3 New Media-Led Model

This strategic model aims to establish an efficient mechanism that achieves the highest degree of integration across all convergence processes. Using Internet-based new media as the entry point for information collection and dissemination, it encompasses multiple layers: information element gathering, content editing and processing, diversified promotion, data storage, and efficient retrieval. Such operations enable high-level integration and resource allocation across all media platforms, allowing news events, planning, and dissemination methods to merge seamlessly. Both traditional print media and new media platforms—including online and mobile media—can achieve complementary advantages. This model, which positions Internet-based new media as the primary channel for news promotion, is revolutionary compared to previous models due to its far superior advantages over print newspapers. It redefines news itself; in this highly converged environment, “newspaper” no longer refers merely to print media but also includes electronic newspaper content on computers, mobile phones, and tablets. Under this model, multiple news media channels can simultaneously work on and promote a single news story, substantially increasing the influence of individual reports and the entire journalism industry.

5. Conclusion

In this era of high Internet penetration, traditional journalism lags significantly behind new media-centered promotion in terms of both audience size and promotional effectiveness. However, this does not mean the journalism industry will lose its traditions, nor that traditional news organizations will perish. As the medium that takes the pulse of various fields, nations, and cities in this ever-changing world, the journalism industry should follow historical trends, continuously optimize its resource allocation and systems, and soar once again under the grand strategy of newspaper-Internet convergence.

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(Author’s affiliation: Tibet Daily)

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

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