

Reflections on the Convergence of Newspaper People's Livelihood Journalism and New Media in the "Internet Plus" Era (Postprint)

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Abstract

The rapid development of new media has ushered in the era of "Internet Plus." This has been accompanied by the diversion of audiences from various traditional media, including newspapers, by new media. For newspaper media in particular, the unique communication timeliness, sense of intimacy in communication modes, and interactive communication characteristics of new media have exerted tremendous impact on newspaper livelihood journalism. In the face of "Internet Plus," some newspaper livelihood news has failed to respond appropriately and has been unable to leverage its accumulated authority and credibility, resulting in a developmental predicament. Confronted with this situation, how newspaper livelihood journalism can achieve breakthrough and development, and exert a leading role in public opinion for the construction of a harmonious society, is a question that every newspaper professional should actively contemplate. This paper primarily investigates the integration of newspaper media and new media in the "Internet Plus" era, with the aim of providing reference for enabling newspaper livelihood journalism to better fulfill its function within the "Internet Plus" environment.

Full Text

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Abstract: The rapid development of new media has ushered in the "Internet Plus" era, accompanied by the diversion of audiences from traditional media such as newspapers. New media's unique advantages in communication timeliness, approachability, and interactivity have particularly impacted newspaper

livelihood news. Facing “Internet Plus,” some newspaper livelihood news outlets have failed to respond correctly or leverage their accumulated authority and credibility, falling into developmental difficulties. How newspaper livelihood news can achieve breakthrough and development to play a leading role in public opinion for building a harmonious society is a question every newspaper professional should actively consider. This paper explores the integration of newspaper media and new media in the “Internet Plus” era, aiming to provide references for newspaper livelihood news to better function in this environment.

Keywords: newspaper; people’s livelihood news; new media; integration

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With the rapid rise of new media, the production and development of traditional newspapers face new challenges, making the advancement of newspaper livelihood news even more problematic. Livelihood news has long been favored by audiences for its down-to-earth nature, relevance to people’s lives, and civilian perspective, making it a focal point of competition among various media outlets. As a “sharp sword” in newspaper journalism, how can livelihood news reporting achieve a breakthrough in the “Internet Plus” era? As competition from new media becomes increasingly severe, newspaper livelihood news must actively integrate into this competitive environment, leverage its strengths while avoiding weaknesses, and build a unique livelihood news brand.

1. Development Dilemmas of Newspaper Livelihood News in the “Internet Plus” Era

1.1 Increasing Lag in Timeliness

In the “Internet Plus” era, the public has access to increasingly diverse channels for obtaining livelihood news, creating prerequisites for audiences to gain in-depth information. With the rapid popularization of mobile smart terminals, the timeliness of livelihood news dissemination has become increasingly strong. Through these devices, live broadcasting can be conducted from the scene of events, offering a near real-time transmission speed that newspapers cannot match. As a major force in traditional media, newspapers primarily disseminate livelihood news through daily or weekly update cycles. If a story misses the publication deadline or the layout is full, the news may be postponed, reducing its timeliness and exacerbating its lag. Consequently, the public increasingly prefers nearly real-time internet live streaming.

1.2 Neglect of Content Quality

Since the development of the Internet, the emergence of communication forms such as forums, Weibo, and WeChat has significantly impacted the status of newspapers. In particular, the massive loss of audience, reduced circulation, and diminished influence have made newspaper media recognize their own shortcomings. In this context, many newspaper media have begun seeking new development paths. However, in the exploration process, some lack rational thinking, believing that media integration simply means publishing electronic versions of newspapers or merely copying and pasting content to blogs, Weibo, and WeChat. Particularly in their eagerness to integrate with new media, they neglect content depth and professionalism, creating serious obstacles to the development of newspaper livelihood news and missing the optimal timing for active transformation and upgrading.

1.3 Form Over Audience

Before the emergence of new media, newspapers had a fixed audience that passively accepted whatever content was disseminated, preventing audiences from achieving subject status and preventing benign interaction between communicators and recipients. In the “Internet Plus” era, however, audiences have become the focus of competition among various media, their status has been greatly elevated, and we have now entered an “audience-centered” content era [1]. Yet many newspaper livelihood news outlets have only achieved superficial form integration during transformation, failing to correctly understand audience status and severely lacking proactive service consciousness, thereby forcing audiences to turn to new media that respect them more.

2. Strategies for Integrating Newspaper Livelihood News with New Media

2.1 Strengthening Newspaper-Network Interaction

In the process of integrating with new media, it is essential to focus on achieving interactive propaganda between newspapers and networks, striving to make propaganda thorough and in-depth. Currently, many newspapers have established online versions and created interactive livelihood news columns on the internet, aiming to better and more conveniently disseminate livelihood information through this channel. For instance, *Henan Daily*’s “Focus Interview” and *Kaifeng Daily*’s “Kaifeng Net Talk” are pioneers in this regard. To better reflect people’s livelihoods, the strength of newspaper-network interaction needs to be further enhanced. In “Kaifeng Net Talk,” there is a dedicated “Online People’s Voice” column that screens and verifies posts from Kaifeng netizens regarding livelihood hotspot issues closely related to everyone, then publishes them in the column. This initiative by *Kaifeng Daily* once received significant attention and recognition from readers. With evolving circumstances and the needs of netizens, a “Department Response” column was later added while retaining the

“Online People’s Voice” column. Issues reflected in “Online People’s Voice” receive responses in “Department Response.” This approach by *Kaifeng Daily* has moved livelihood news beyond mere discussion to problem-solving. Its success demonstrates that in the integration process, livelihood news requires not only upward reflection but also resolution, thereby better enhancing the authority of newspaper livelihood news and networks while continuously strengthening credibility and affinity.

2.2 Correctly Understanding and Reporting Online Hotspot Livelihood News

We must clearly recognize that much of the hotspot livelihood news currently concerned by readers is obtained from the internet. However, many readers still hope to receive relevant information about these hotspot issues from newspapers because of their higher credibility, wishing to understand the most authentic situation from print media. Therefore, in the process of interactive newspaper-network propaganda, newspapers need to conduct full-process tracking of online hotspot livelihood news while providing comprehensive, in-depth, and truthful reporting to enhance the readability of newspaper livelihood news. Take the case of “Brother Sharp” (犀利哥) as an example. Initially, it was merely several netizens expressing amazement at his unconsciously formed, casually mismatched style for covering his body, as well as his detached demeanor resulting from mental confusion. As the event developed, more people paid attention and wanted to learn more. At this point, many media outlets began tracking the hotspot, but online media mostly provided positive guidance and propaganda. Print media, however, should not merely focus on Brother Sharp’s superficial appearance but should pay more attention to his deeper psychological and spiritual needs, focusing on internal aspects. For newspaper livelihood news, it is necessary to trace the origins of hotspot livelihood news events, focusing not only on positive propaganda during reporting but also emphasizing deeper aspects and follow-up content. Particularly in today’s media fusion environment, although the information lag of traditional newspaper media is severe, it provides time for exploring deep content, offering a good foundation for enhancing the depth and readability of livelihood news.

2.3 Building an All-Media Talent Team

To achieve effective integration with new media, newspaper livelihood news must emphasize the integration of livelihood news interview resources in organizational structure and workflow, building a “one specialty, multiple abilities” livelihood news reporting team. This team must possess far-sighted all-media vision, strong ideological and political qualities, and comprehensive media capabilities [2-3]. They must not only be familiar with newspaper media production and distribution processes but also be proficient in using various new media technical equipment such as cameras, smartphones, and networks. Additionally, they must have the ability to collect once, generate multiple formats, and dissem-

inate diversely, being able to disseminate various forms of materials according to newspaper media needs after interviews. They must also possess sufficient ideological depth to discover deeper issues after interviews and present them through unique perspectives. It is evident that in a media fusion environment, news gathering and editing place high demands on teamwork spirit and media fusion consciousness, with equally high requirements for journalists' and editors' innovative spirit and professional quality. Therefore, to effectively promote the integration of newspaper livelihood news and new media, it is essential to build a high-quality all-media talent team.

3. Conclusion

In conclusion, in the "Internet Plus" era, newspaper livelihood news must recognize the situation clearly, actively adapt to the requirements of media fusion development, explore suitable development paths for newspaper livelihood news, achieve integration in media resources and production elements, and leverage the authoritative characteristics of newspaper media to create excellent new livelihood news columns under the media fusion background.

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

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