

A Study on the Development Prospects of Traditional Print Media in the New Media Environment (Postprint)

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Abstract

The new media environment has exerted significant influence on the business development of newspaper organizations. This article, from the perspective of how newspapers should respond to new media, first introduces the concept and development of new media, then identifies the current development status of newspaper organizations, and finally elaborates on countermeasures for traditional newspaper print media under the trend of media convergence, to provide a reference.

Full Text

Preamble

Title: Research on the Development Prospects of Traditional Print Media Under New Media Environment: Integration and Development

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Abstract: The new media environment has exerted a significant impact on the operational development of newspaper organizations. From the perspective of how newspapers should respond to new media, this paper first introduces the concept and development of new media, then outlines the current development status of newspaper organizations, and finally elaborates on countermeasures for traditional newspaper print media under the trend of media convergence for reference.

Keywords: new media; newspaper organizations; development status; spiritual civilization construction; approaches

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With the development of information technology and rapid advances in communication methods, the media industry has entered an era of all-media technology. The vast amount of information on online media, convenient and fast transmission methods, and various new media platforms have entered people's lives. Against this backdrop, cultures and concepts from different regions and countries impact and influence people's established ways of thinking. As a traditional media type, newspapers must continuously reform and innovate while leveraging their own advantages, and strengthen spiritual civilization construction to enhance the comprehensive quality of staff and promote the long-term development of newspaper organizations.

1. Concept and Development of New Media

New media refers to all digital media forms relative to traditional media such as newspapers, television, and radio. It utilizes channels like the internet and satellites, as well as terminals including mobile phones and computers, to provide information and entertainment services to users. The characteristics of new media are as follows: First, **value**, which theoretically means media can deliver timely information to audiences and meet their basic needs. Second, **originality**, where the "new" in new media is reflected in its creative content produced within specific timeframes. Third, **effectiveness**, referring to the causal relationship between factors and results in certain environments, where influencing audiences' auditory and visual senses produces corresponding outcomes. Fourth, **vitality**, which requires firmly grasping the core value of new media and demonstrating its existential worth rather than mechanically copying existing models.

New media not only offers massive information volume but also rich content, with stronger interactivity and more convenient retrieval. Currently, the internet and mobile value-added services are important fields of new media that have experienced rapid development since 2007. Analyzing future development trends of new media reveals three main directions: First, the convergence of three networks (telecommunications, broadcasting, and internet) has enhanced the value of online video and provided more channels for video transmission. Second, internet TV advertising has become a new growth point for the advertising industry, while television's position as the family entertainment center continues to weaken. Third, utilizing new media has become a popular means for enterprises to promote themselves, breaking temporal and spatial boundaries and allowing user product experiences to spread virally with unlimited amplification potential.

2. Current Development Status of Traditional Newspaper Print Media

As a product of the new era, new media primarily applies computer technologies such as the internet, wireless communication networks, and satellites, using mobile phones, computers, and other devices as carriers. This novel form of media can provide audiences with massive amounts of information involving images, text, video, audio, and other unique content. From another perspective, as a primary communication form widely used by people, new media possesses editorial and rapid characteristics, enabling information delivery to audiences anytime and anywhere, thereby influencing their lifestyles and habits. Under this developmental context, traditional print media not only faces significant challenges but also occupies a disadvantaged position in social development.

High Costs: The newspaper production process from information collection to audience delivery involves numerous stages, including journalist reporting, leadership review, editing and proofreading, printing, and distribution. Each of these steps consumes substantial human, material, and financial resources, resulting in high costs. In contrast, new media—whether news on web pages or information pushed to mobile devices—eliminates these cumbersome procedures, naturally reducing costs.

Poor Communication Timeliness: People's acquisition of news information has shifted from newspapers to the internet because newspaper publication involves complex processes, making its timeliness far lower than that of online new media. Additionally, limited by its medium characteristics, newspapers can only display text and images, lacking dynamic event descriptions that fail to meet people's sensory demands.

Single Information Content: According to survey data from Shiji Huawen, China's newspaper retail sales have significantly declined in recent years, while advertising investment has also decreased. Due to lack of revenue sources, overall newspaper quality has declined, creating a vicious cycle. To reduce costs, newspapers have had to shrink page numbers, resulting in incomplete information content. Advertising placed in newspapers cannot provide relevant links for people, making such advertising information low in value and difficult to compare with online media.

Lack of Interaction: As a typical representative of traditional media, newspapers have a unidirectional communication characteristic. Due to this lack of interaction, it is difficult to timely understand readers' thoughts and opinions. Although newspaper organizations have transformed print newspapers into electronic versions under information technology, they still lack strong competitiveness compared to new media. How to improve interactivity has become one of the problems that newspaper organizations need to solve.

3. Countermeasures for Traditional Newspaper Print Media Under Media Convergence Trend

Faced with the fierce impact of new media, traditional newspaper organizations in China must clearly recognize their own defects and shortcomings, clarify current media development trends, and truly integrate with new media. In the new era, newspapers can also achieve cooperation with online media through agreements to establish websites, forums, portals, and other platforms. This not only enhances their influence but also improves newspaper visibility to some extent. From another perspective, cooperation with new media can accelerate newspaper information dissemination speed, break the traditional one-way communication model, and narrow the distance with audiences.

Newspapers can also choose to cooperate with mobile operators to develop mobile newspaper services. Currently, some newspapers and magazines have combined with television programs to launch newspaper-reading programs, such as “Magazine World” broadcast by Jiangxi Satellite TV at 12:00 noon from Monday to Friday. This program has found its unique living space between magazines and television media, pioneering the concept of television magazine reading, increasing audience interest in reading newspapers and magazines, and improving television ratings.

3.1 Cooperation with New Media

During the 2010 World Cup, CCTV.com further enhanced its influence by launching China Network Television (CNTV), which became the first major news media organization in China authorized to report on the World Cup and thus obtained priority for video broadcasting rights. To fundamentally increase viewership, CNTV also strengthened mobile application during the World Cup, achieving mobile video and text transmission. This not only created new broadcast records but also met the requirements of the times, marking a turning point in China’s new media development. This event also laid the foundation for the integrated development of new media and traditional media.

3.2 Enhancing Editorial Capabilities

Editors are crucial components of newspaper organizations, serving three main functions: designers of newspaper image, planners of news content, and spokespersons for newspaper journalism. Enhancing the comprehensive quality of editorial staff is an effective way to implement spiritual civilization construction. Journalists in a media convergence environment should master various multimedia skills, capable of simultaneously undertaking reporting tasks involving text, images, audio, video, and providing news works for different media types.

3.3 Content is King

Research by scholars indicates that in an environment of information surplus and fierce competition, high-quality content becomes increasingly precious. Therefore, new media applications must adhere to a content-first principle. In today's society, WeChat, Weibo, and micro-videos have become important components of people's lives. These multimedia platforms fill fragmented time and are thus welcomed by the public. When reporting news events, newspaper organizations should, on the one hand, be concise and precise, not only describing the ins and outs of events but also providing unique insights to resonate with the public. On the other hand, they must ensure news authenticity, avoiding exaggeration for attention-grabbing purposes or excessive pursuit of entertainment gossip and sensational news that would damage the credibility and influence of the newspaper.

3.4 Achieving Technology Transformation

The main battlefield of current information dissemination has shifted to mobile terminals, and newspaper organizations should take the initiative to seize opportunities on the internet. Although transformation poses certain difficulties for newspapers, they should conform to internet development trends and adopt various new media communication methods, such as establishing mobile newspapers and developing platforms like Weibo and APPs to conduct comprehensive coverage of major social events and enhance social influence. Taking mobile clients as an example, they can accelerate news push efficiency and, when combined with other applications, provide weather inquiries, bus route queries, and other convenient services for people's daily lives.

4. Conclusion

In summary, with the development of internet media technology, online communication has become an indispensable component of people's lives. From the perspective of communication media, media convergence has become the primary current strategy. For China's newspaper development analysis, especially in the all-media era, achieving mutual integration between print media and new media not only meets the requirements of the times but also follows the basic needs of audiences. The creation of online newspapers and online television can achieve resource sharing and win-win results in both brand and benefits. Of course, in the new era, besides cooperating with new media, newspaper organizations should also enhance editorial capabilities, insist on content primacy, and thus achieve technological transformation.

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