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Exploring the Development Prospects of Newspaper Journalists in the New Media Era: Postprint

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Abstract

In recent years, with the rapid development of information technology, the Internet has entered millions of households, providing a public platform for information globalization. During this critical period of transformation in information dissemination channels, a communication method known as self-media has quietly emerged, presenting both opportunities and challenges for the professional development of newspaper journalists. To adapt to the new media environment, enhancing the professional competence and specialization level of newspaper journalists represents an inevitable trend of social development. This paper conducts an in-depth analysis of the development prospects for newspaper journalists in the new media era, thereby promoting their development in a diversified direction and enhancing the comprehensive competitive strength of newspapers in the new media environment.

Full Text

Exploring the Development Prospects of Newspaper Journalists in the New Media Era

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Keywords: New Media Era; Newspaper Journalists; Development Prospects; Effective Strategies

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With the arrival of the new media environment, people's aesthetic needs are undergoing subtle changes, making the reform of traditional newspaper journalists' work imperative. The diversified development of newspaper journalists has become an inevitable requirement of our times. Currently, computer technology has been widely applied in China, and science and technology are developing rapidly. Under the influence of global networking trends, a new media era has arrived, providing people with broader avenues for accessing the latest news. Newspaper journalists must also keep pace with the times, innovating through practice and practicing through innovation, to comprehensively promote their own diversified development and ultimately maximize both economic and social benefits.

1.1 Connotation of Emerging Media

Emerging media, as the name suggests, represents a new form of media distinct from traditional media. Its emergence is the product of vigorous scientific and technological development, bringing earth-shaking changes to people's production and daily lives. Emerging media is not a fixed media form; its content continuously develops and evolves with the progress of the times, demonstrating considerable flexibility.

1.2 Main Characteristics of Emerging Media

Emerging media exhibits three primary characteristics:

- (1) **Convenience.** This prominent feature has emerged alongside China's continuously improving scientific and technological level. The widespread use of emerging media has greatly enriched people's daily lives, enabling them to understand major domestic and international events without leaving home and to obtain the latest practical information about their surroundings in real time.
- (2) **Openness.** Emerging media is characterized by its openness, allowing various information resources to be disseminated to the public completely transparently. Its scope of dissemination and influence are incomparable to traditional media of the past.
- (3) **Diversity.** Diversity constitutes another major characteristic, manifested primarily in the variety of dissemination content and forms. The content

encompasses all aspects of social life, people's livelihoods, current affairs, and politics. For example, information dissemination through Weibo, WeChat, and television is extremely extensive [1].

1.3 Factors Influencing the Development of Newspaper Journalists in the New Media Era

The primary factors include two aspects: First, the inevitable requirement of changing reader aesthetics. Newspaper content must not only possess aesthetic qualities in imagery and text but, more importantly, test whether journalists can present news content fluently with unique charm. Therefore, journalists must align with readers' aesthetic characteristics to create authentic, vivid, and highly readable content. Second, the inevitable requirement to satisfy readers. In the new media environment, numerous channels exist for obtaining information. Only through diversified newspaper content development can readers' needs be met and their attention captured. To produce high-quality newspaper content, print media journalists must provide authentic, effective, practically meaningful, vivid, interesting, and story-rich news information.

2. Significance of Newspaper Journalist Development in the New Media Era

With the extensive development of science and technology in China, people's quality of life and living standards have continuously improved, gradually raising expectations for newspaper journalists.

- 1) The widespread use of emerging media can not only improve the quality and level of journalist management but also promote the comprehensive and rapid development of newspaper journalists themselves.
- 2) The influx of diverse information enables newspaper journalists to grasp market demands in real time, adjust development strategies and objectives of the newspaper industry promptly, and thus produce market-oriented and marketable media products.
- 3) The extensive application of emerging media also significantly reduces newspaper costs. It can enhance the reputation and image of newspaper publishers in a short time while reducing necessary investment costs, thereby maximizing the social and economic benefits of the newspaper industry.

3. Current Status and Existing Problems in Newspaper Journalist Development

The current situation and problems are mainly manifested in the following aspects:

- 1) The newspaper industry does not attach sufficient importance to emerging media. Since emerging media cannot generate direct economic benefits for

the newspaper industry, many managers tend to overlook its value and role.

- 2) Insufficient innovation in new media development. The architecture, content presentation, and workflow of new media differ considerably from traditional print media. However, many print media lack innovation, with new media content merely duplicating newspaper content and demonstrating inadequate positioning and innovation in perspective and presentation forms.
- 3) The quality and professional competence of newspaper industry employees need improvement. New media represents a novel communication method requiring higher levels of specialized technical skills. However, many employees possess low competence and learning ability, making them unqualified for this work [2]. Additionally, proficient use of emerging media requires considerable time to master, yet the willpower and patience of newspaper industry employees are often insufficient, directly affecting the widespread application of emerging media.

4. Development Characteristics of Newspapers in the New Media Era

With the arrival of new media, China's newspaper industry has undergone earth-shaking changes, concentrated in three aspects: First, regarding newspaper content, traditional newspapers had fixed distribution times and relatively monotonous content, whereas newspapers in the new media environment demonstrate greater novelty and flexibility in content collection, editing, and transmission. Second, regarding newspaper dissemination, editors in the new media environment can gather real-time updated news hotspots, and information transmission channels are diverse, fundamentally meeting the needs of different age groups. Finally, regarding newspaper credibility, traditional print media itself possesses strong credibility. Newspaper development in the new media era maintains tremendous advantages and credibility in in-depth reporting and coverage of major news events. Information collection in the new media environment must focus on hot topics widely concerned by all sectors of society. The characteristics of newspaper editing mainly depend on the media's own features; therefore, diversified development of newspaper editing constitutes an important pathway for promoting the development of the newspaper media industry [3].

5. Effective Strategies for Promoting Newspaper Journalist Development in the New Media Era

5.1 Updating Journalists' Concepts Newspaper journalists, especially Party newspaper journalists, should innovate development models, keep pace with the times, and blaze new trails. They should innovate through practice and practice through innovation, integrating advanced emerging media technologies

and achievements. Only in this way can resource allocation be optimized and newspaper costs saved. In this process, relevant newspaper organizations should also leverage their own advantages and responsibilities. For example, they can organize training for newspaper journalists and regularly hold exchange activities, enabling journalists to master emerging media technical methods, thereby improving their enthusiasm and initiative, mobilizing and stimulating their work passion and confidence, and helping them establish a sense of responsibility. Ultimately, this will allow new media to play a significant advantage and role in the newspaper industry's development, improving both economic and social benefits.

5.2 Proper Application of Media Technology Currently, Internet technology has entered millions of households. Its widespread use can not only improve the quality and level of newspaper creation but also utilize this new advantage to achieve innovation in the internal management model of the newspaper industry and improve the level of information resource integration and sharing. Meanwhile, emerging media can strengthen interaction and communication between newspaper offices and journalists, enhance cohesion and centripetal force, and thus build a harmonious newspaper editing environment that improves newspaper management quality and level. On the other hand, the proper use of media technology also benefits journalists themselves by improving their professional competence and cultivating all-around capabilities.

5.3 Clarifying the Relationship Between Traditional and New Media Everything has two sides, and emerging media is no exception. Although new media possesses incomparable superiority over traditional media, many urgent problems exist in its practical application and development process. Therefore, in their practical work, newspaper journalists should abandon the disadvantages and defects generated by new media, absorb its essence and discard its dross, and organically combine emerging media with traditional newspapers. For example, they can integrate the rigor and authority of Party newspapers with the rapid release and dissemination of new media to achieve complementary advantages and mutual enhancement, thereby improving communication quality and work efficiency [4].

5.4 Improving Journalist Competence Journalists are lookouts standing at the bow of the ship—the first discoverers and gatekeepers of news and important components of the entire newspaper industry. In the new era, with the continuous development of new media, newspaper journalists must strive to improve their own quality and professional competence, continuously integrating new concepts and ideas to further optimize news content. Simultaneously, newspaper journalists should learn more, draw on more experiences, and communicate more, never falling behind the times, serving as lookouts at the bow of the ship, achieving practical results, and contributing to the development of newspaper enterprises in the new era.

6. Conclusion

In summary, in the new media environment, promoting the diversified development of newspaper journalists requires not only meeting readers' content and aesthetic needs and improving their ability to learn and utilize new media but also retaining the correct public opinion guidance and rigor of Party newspaper media, enriching news content, injecting fresh vitality, and enhancing the comprehensive competitiveness of newspapers in the new media environment.

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