

How Traditional Media Editors and Journalists Should Approach and Utilize New Media for Postprint Dissemination

Authors: Charter

Date: 2023-10-08T00:00:00+00:00

Abstract

In recent years, with the advancement of Internet technology, online media has emerged as a formidable force, penetrating the fabric of modern life. As new media continues to develop and mature, the public has become increasingly reliant upon its convenience and immediacy, thereby presenting traditional media with significant challenges in the context of twenty-first-century technological progress. Moreover, editors and journalists—who constitute the cornerstone of traditional media operations—are confronted with intensifying competition and mounting pressure from the burgeoning new media industry. This paper discusses how editors and journalists in traditional media should approach and utilize new media communication, and offers a preliminary exploration of the opportunities and challenges that new media brings to these professionals.

Full Text

How Traditional Media Editors and Journalists Should Approach and Utilize New Media Communication

Journal: ChinaXiv Collaborative Journal

Author: Zhang Cheng

Abstract

In recent years, with the development of Internet technology, online media has emerged as a dark horse, rushing into modern people's lives. As new media develops and matures, the public increasingly relies on the convenience and speed offered by new media, presenting a challenge to traditional media in this new century of technological development. As the pillars supporting traditional media operations, editors and journalists also face mounting competition and

pressure from the new media industry. This paper discusses how traditional media editors and journalists should approach and utilize new media communication, briefly exploring the opportunities and challenges that new media brings to editors and journalists.

Keywords: traditional media; editors and journalists; new media; communication studies

Classification: G214

Document Code: A

Article ID: 1671-0134(2018)04-121-02

DOI: 10.19483/j.cnki.11-4653/n.2018.04.049

With the intelligent development of mobile devices, information dissemination has become more convenient, allowing people to access worldwide news anytime and anywhere through portable devices. Traditional newspapers, television, and radio, due to their inherent limitations, cannot satisfy the public's demand for information. Consequently, many traditional media outlets have experienced a rapid decline in audience numbers and ratings. Traditional media workers must now make changes to adapt to this rapidly developing society and begin considering how to leverage the advantages of new media to develop the traditional media industry.

2.1 Viewing Issues Dialectically

Traditional media journalists should adopt a dialectical perspective when examining new media communication, using a developmental viewpoint to assess the arrival of the new media era. In approaching new media communication, editors and journalists should maintain an open and receptive attitude, understanding both the advantages and disadvantages of new media and viewing its development dialectically.

In recent years, new media has gained tremendous momentum, rapidly attracting traditional media's audience and leading to declines in ratings and economic benefits for traditional media. However, the emergence of new things inevitably impacts old ones; we cannot stop the development of trains simply because they challenged carriages. Yet carriages that fail to adapt will inevitably be replaced. Therefore, traditional media workers facing the development of new things should have an open vision and mindset, thinking about how to absorb the essence and discard the dregs to enhance their own competitiveness, rather than blindly opposing new media and fixating on its shortcomings while ignoring the inevitability of its existence and development.

2.2 Traditional Media Editors and Journalists Should Have a Sense of Crisis

As the saying goes, one prospers in worry and hardship, and perishes in ease and comfort. Therefore, editors and journalists facing the arrival of new media should be vigilant in times of peace and cannot remain complacent simply because they have a broad audience and certain mass base. New media's competitiveness continues to grow, and its audience keeps expanding; remaining unmoved in the face of this new industry will ultimately lead to elimination by the tide of history. Many media workers have chosen to develop traditional media toward new media as a supplement, such as CCTV. CCTV has an enormous audience spanning all age groups. As a party media outlet, it actually least needs to respond to new media's impact, yet in its development process, China Central Television has not abandoned new media platforms, creating not only CCTV APP and CCTV.com but also opening Weibo and other promotional channels. Seizing opportunities in the new media era demonstrates the flexibility of traditional media development and also consolidates its existing audience numbers, representing an upgrade for itself. Therefore, in such a market environment, traditional media editors and journalists should have a sense of crisis, starting from themselves to find differences, enhance the appeal and competitiveness of their own programs, and consolidate their program's audience to avoid the fate of being eliminated in the development process.

2.3 Treating New Media's Shortcomings with an Equal Perspective

Naturally, new media is not without flaws; all things in the world have two sides, and new media is no exception. Due to new media's overly extensive dissemination and massive information volume, audiences facing such quantities of information cannot distinguish between truth and falsehood. Junk information also attracts significant traffic, causing new media's reputation to be far worse than traditional media's, with very serious security risks. However, this is an inevitable trend in development; no one is perfect, and no gold is pure. Traditional media workers should therefore examine new media's shortcomings with empathy, seek their own deficiencies, and achieve self-awareness and self-improvement. Remaining neither arrogant nor impatient in the development process and seeking solutions when facing difficulties are qualities that media professionals should possess.

3.1 Using New Media Platforms to Discover News

Traditional media has a significant drawback: all programs are broadcast at fixed times. For weekly dramas airing at eight o'clock, new media's impact is not substantial, but for news programs, this can be a fatal blow. Many news events are quickly disseminated through new media platforms on the day they occur, but news programs must wait until their scheduled broadcast time, and repetitive news can easily cause audiences to lose interest. Therefore, to avoid "clashing" with new media, one must understand in advance how a news

story is spreading online and determine whether to cover it based on specific circumstances.

Additionally, some editors and journalists will integrate news from new media platforms. Since news information on new media platforms is too fragmented, even when stories are related they are rarely connected by others. Many editors and journalists select meaningful news from the vast sea of new media information and connect them, linking the commonalities between stories to disseminate even better news through their own processing.

On the other hand, editors and journalists can also broadcast their own news through new media platforms. Through these platforms, the breadth of news coverage expands, and those without systematic time to watch news can obtain the same information via new media platforms, allowing important news to gain societal attention.

3.2 Reasonably Refuting Rumors to Enhance Traditional Media's Credibility

Due to new media's excessive information volume, much information is placed naked before the public without timely review. At this time, editors and journalists with greater authority need to step forward and refute rumors. Many news stories are published without verification, easily causing excessive impact after audiences view them.

Take the case of the "Buddha worship" incident at the beginning of 2018. After spreading from Weibo, it was forwarded by various media platforms, exploiting Chinese people's belief in Buddha to ask for shares to pray for parents, virtually flooding social media overnight. Some said the Buddha in the picture was one that blessed health, others said it was one that governed the fate of the deceased, and still others said it was simply fake. But what was the truth? In fact, this picture was an illustration drawn by an artist named Zhengyue; the original image actually had no meaning whatsoever, merely expressing the posture of ancient people reading devoutly. *People's Daily* took the lead in refuting this blind forwarding activity, expressing dissatisfaction with false information and hoping the public would not share without consideration. It also commissioned the artist, who also refuted the rumor on his Weibo, causing this bizarre "Buddha worship" to cease further spreading within half a day. Similar incidents are numerous; some false information has even caused reputational harm to people in entire regions. We must never tolerate such matters, and media professionals should walk ahead of the public, helping them clear away the fog and reveal the truth.

3.3 Utilizing New Media to Increase Public Opinion and Audience

In fact, many traditional media outlets today have added new media platforms while maintaining their original operations, whether WeChat public accounts or verified Weibo accounts. These new media technologies can help traditional

media gain more public opinion and influence. Taking *People's Daily* as an example, many newspapers and publications have nearly been eliminated during development, but facing this predicament, *People's Daily* conformed to the trend of development. It not only opened electronic newspapers for people to choose from but also added public accounts and Weibo platforms. Each new media platform has different approaches; on Weibo regarding certain events, *People's Daily* also provides commentary and discussion, allowing all parties to express their views through the editors' perspectives, which is extremely helpful for improving the ideological level of our people. Moreover, through incisive commentary, *People's Daily* has gained nearly a million followers, also forging ahead on the path of new media.

In summary, as editors and journalists of traditional media, what should be done even more clearly is to assess the situation, recognize the development direction of new media, strive to change and develop themselves, and achieve self-development by leveraging new media. In such a fiercely competitive media market, media workers should also roll up their sleeves and work hard, remaining vigilant in times of peace, making good use of new media communication to improve and consolidate themselves, and promoting the healthy development of traditional media.

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(Author's affiliation: China Audit News)

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

Source: ChinaXiv — Machine translation. Verify with original.