

Postprint: Research on the Integration of Traditional Publishing and New Media in the Context of Internet Plus

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

Abstract

Currently, China has fully entered the “Internet Plus” era, wherein network information technology is applied across various fields, transforming people’s lives, work, and learning, and online behavior has become an indispensable part of modern social life. In this context, traditional publishing media face tremendous challenges and opportunities, as the emergence and promotion of new media have severely impacted conventional publishing. This paper briefly expounds on the current state of the traditional publishing industry under the “Internet Plus” background, further analyzes the significance of integrating traditional publishing with new media in this context, and conducts an in-depth exploration of such integration, aiming to provide valuable references for the development direction of traditional publishing media in the “Internet Plus” era.

Full Text

Research on the Integration of Traditional Publishing and New Media under the “Internet Plus” Background

Abstract: Nowadays, China has fully entered the “Internet Plus” era, where network information technology is applied across various fields, transforming people’s lives, work, and learning. Online behavior has become an essential part of modern social life. In this context, traditional publishing media faces enormous challenges and opportunities; the emergence and promotion of new media have severely impacted traditional publishing media. This paper briefly elaborates on the current situation of the traditional publishing industry under the “Internet Plus” background and further analyzes its development direction, providing valuable references for traditional publishing media.

Keywords: “Internet Plus”; traditional publishing industry; new media; integration

Classification Number: G230.7

Document Code: A

Article Number: 1671-0134(2019)07-052-02

DOI: 10.19483/j.cnki.11-4653/n.2019.07.013

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In modern society, online media constitutes an important component of people’s daily lives and work. With continuous scientific and technological progress, people’s living standards have gradually improved, along with increasing demands for life, social interaction, and learning. The emergence of new media satisfies the diverse needs of modern society while simultaneously placing pressure on traditional publishing media. Evidently, the integration of traditional publishing media with new media represents an inevitable trend for survival and development under the “Internet Plus” background. This integration can not only promote the development of China’s media sector but also drive the co-development of other industries.

1. Current Situation of Traditional Publishing Industry under the “Internet Plus” Background

Under the “Internet Plus” background, people increasingly prefer to obtain information through online platforms, with more individuals using computers, mobile phones, and other electronic communication tools to browse online news, web novels, and self-media reading applications. According to relevant reports, “Compared with 2017, in 2018 China’s annual newspaper publication volume decreased by 1.85 billion copies, traditional publishing industry revenue dropped by 10.2%, and total profits decreased by 1.1 billion yuan; national journal publications decreased by 200 million copies, with total profits decreasing by 160 million yuan” and “Compared with 2017, in 2018 China’s digital publishing industry revenue increased by 35%” [1]. These two sets of data undoubtedly illustrate the current predicament of traditional publishing industry and the impact of new media publishing on traditional publishing.

2. Significance of Integrating Traditional Publishing and New Media under the “Internet Plus” Background

2.1 Promoting Development of China’s Media Sector Under the “Internet Plus” background, the emergence and development of new media publishing has impacted China’s traditional publishing industry, but it has also brought tremendous opportunities and challenges. As living environments improve, traditional publishing industry can no longer meet people’s diversified needs, while the rapid development of new media provides inspiration for traditional publishing. The integration of traditional publishing and new media not only optimizes the service structure of traditional publishing and promotes reform of its operational models, but also expands the development space for new media to some

extent, facilitating co-development of both traditional and new media. Furthermore, introducing internet information technology into operational structures allows traditional media to fully leverage internet platform advantages and further achieve integrated development of China's media sector.

2.2 Driving Co-development with Other Industries Under the “Internet Plus” background, applying information technology across various fields has become commonplace, with internet technology prompting various sectors to establish connections with internet platforms to gain more development space. The traditional publishing industry must fully utilize internet technology to establish close ties with internet platforms and thoroughly explore media development resources of “Internet Plus” to maximize their potential. The integration of traditional publishing and new media promotes further penetration of internet technology into people's lives, strengthens the relationship between internet technology and social development, and thereby drives socio-economic development, facilitating co-development between the media industry and other sectors to create a media economic system under the “Internet Plus” background [2].

3. Exploration of Integrating Traditional Publishing and New Media under the “Internet Plus” Background

3.1 Transforming Traditional Publishing Thinking and Improving Staff Professional Competence To achieve integration of traditional publishing and new media under the “Internet Plus” background, the first step is to transform traditional publishing operational thinking, learn advanced integration concepts, develop internet thinking, and apply both internet technology and resources to traditional publishing while introducing new media operational methods to improve the traditional publishing operation system and establish a publishing model aligned with “Internet Plus” development trends. Additionally, it is essential to improve the professional competence of traditional publishing staff. Most traditional publishing personnel lack awareness of new media integration and have superficial understanding of new media operational models. Management must recognize the important value of staff thinking, conduct specialized lectures on new media operational models, provide employees with learning opportunities for internet publishing technologies and skills, comprehensively enhance publishing staff quality, and provide continuous talent support for the integrated development of traditional publishing and new media [3].

3.2 Innovating Traditional Publishing Methods and Utilizing New Media for Promotion To achieve integration of traditional publishing and new media under the “Internet Plus” background, particular attention must be paid to publishing industry work methods, innovating traditional publishing approaches, and attempting to use multimedia for promotion. First, fully utilize new media platforms to publish information about traditional journals and magazines—including main content, release schedules, and distribution

methods—on online platforms for traditional journal promotion, expanding influence and improving public impact to overcome previous shortcomings of outdated promotion methods and poor publicity effectiveness. Second, give full play to the inclusiveness of new media platforms by comprehensively introducing the unique advantages of traditional journals, enabling people to develop new understandings of traditional publishing through new media platforms, and clearly highlighting advantages such as formal sources, strong professionalism, easy preservation, and complete content to increase traditional publishing audiences [4]. Third, use new media platforms to fully publicize brand advantages of traditional publishing. Under the “Internet Plus” background, traditional publishing must continuously break barriers, innovate work concepts, and keep pace with technological development to make people aware of traditional publishing’s unique advantages. Therefore, traditional publishing industry can build “brand effects” based on actual conditions to promote publishing houses and further create brand appeal, expanding audience bases while stabilizing existing readership to seek survival and development.

3.3 Meeting Social Development Needs and Flexibly Using Social Service Software

To achieve integration of traditional publishing and new media under the “Internet Plus” background, social development needs must serve as the industry development orientation. Traditional publishing must seize opportunities under the “Internet Plus” background, recognize differences between traditional publishing and new media, prioritize differential integration between traditional and new media, and explore work methods, operational models, organizational structures, application technologies, and talent resource reserves while actively introducing new media concepts to meet social development needs [5]. Additionally, traditional publishing must satisfy actual needs of modern society by flexibly using social service software such as WeChat, Weibo, and Douyin to expand influence, improve convenience for purchasing and reading traditional journals, and increase public recognition of traditional publishing journals to achieve comprehensive improvement of social and economic benefits. Currently, *China National Geography* magazine has taken the lead in introducing social service software by registering official WeChat and Weibo accounts, regularly pushing latest news through these platforms, and interacting with readers to create deeper impressions and expand magazine influence.

3.4 Innovating Service Concepts and Establishing New Media Platforms for Journal Publishing

To achieve integration of traditional publishing and new media under the “Internet Plus” background, it is necessary to innovate service concepts and change traditional publishing service models. First, traditional publishing industry can establish specialized new media interaction platforms, release schedules for new publications, design content summaries, interact with readers, actively solicit reader opinions and suggestions, organize and filter obtained feedback, and make appropriate adjustments in subsequent issues [6]. Second, traditional publishing must maintain sensitivity during new

media integration, emphasize cooperation and connections with other fields—for example, integrating with big data to leverage analytical advantages for more accurate grasp of industry changes, development trends, customer needs, and government policies—to prepare for deep integration development between traditional and new media. Finally, traditional media can establish mobile client applications (APPs) based on actual conditions, further connect with major mobile communication system providers, create APP client subscription methods enabling people to access journal content anytime and anywhere through APPs, and further capture reader markets. When using APPs, traditional publishing must ensure APP client quality, establish APP service departments, achieve synchronization between APP clients and actual publication release times, and fully develop multiple APP functions such as audience analysis, preference tendency analysis, customer demand analysis, and feedback functions [7].

In summary, under the “Internet Plus” background, the integration of traditional publishing media and new media is an inevitable trend to meet era development. Introducing new media into traditional publishing media can effectively enhance social influence and era adaptability of traditional publishing media. Traditional publishing media must firmly seize era opportunities, promptly adjust work concepts, fully leverage their advantages, combine traditional publishing strengths with new media social values, and comprehensively promote development and progress of modern social media industry.

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