

On the New Way Out to Build the Core Competitiveness of News Media

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Abstract: At present, information technology and Internet technology have developed greatly around the world, which have also brought great impact to the traditional journalism, and the journalism, taking paper and TV as the main medium, is facing a greater challenge. The competition between news media, whether domestic or international, becomes fiercer, and the news receivers also put forward higher requirements for the quality of news. Therefore, our news media need to make good use of the information technology and the Internet to complete the compilation and dissemination of news and let news to be disseminated more widely. Under such a background of times, we must make a reasonable assessment of the big background of times and the development prospects of the industry, focusing on improving the core competitiveness of the news media and allowing the journalism to achieve better development.

1. Introduction

Under the current background of times, the paper media has suffered a great impact from the Internet, whose influence is far worse than before, while Internet media, social software and other media have become the main ways and means of news dissemination, therefore, our journalism needs to integrate the traditional paper media and the new means of news dissemination effectively so as to improve the core competitiveness of news media. However, the journalism lacks sufficient understanding of the changes of the times. In competition, it is often not clear about its position, unable to grasp the focus and timing of development, and lacks of innovative thinking, resulting in the slow development of news media. Therefore, we must have a more sober understanding of the situation of the times, while recognize our strengths and weaknesses, develop our strengths and avoid weaknesses, combine our strengths with emerging media, improve our core competitiveness, stand out in the competition with other news media, and effectively promote the development of the journalism.

2. The development status of news media

News media is a long-standing industry, whose operation mode, in the past, was mostly completed through newspapers and television, the formation and development of this mode has gone through a century of history, and its volume has been huge in this process. However, after entering the 21st century, the Internet, as a new thing, has entered into people's daily life due to the rapid development of science and technology, moreover, the rise of information technology and smart phones allows people to learn about the latest news without leaving their house, which has brought great impact on our traditional news media.

In our country, the original operation of news media was primarily via newspapers, before the 1980s, buying newspapers was often the only way for people to know what had happened outside, a newspaper could be widely circulated among families, and well-known newspapers such as the Xinhua News Agency and the People's Daily have made great progress at this stage. Along with the advent of reform and opening-up, our country has opened the door to the outside world, at the same time an important media of news dissemination --television was introduced to domestic, TV programs have become people's new entertainment activities, for instance CCTV news, which has become a program accompanying tens of millions of Chinese people, and tens of millions of families will turn on TV to watch this news program at dinner time, and television has become the

most important channel for people to learn about the outside world at this stage. In addition, the dissemination channels of newspapers and news are very conducive to the management and supervision of relevant state departments, not allowing bad ideas and false news to be widely spread, while can propagate the correct ideological values, thus promoting the construction of the socialist cause. However, in recent years, with the development of the Internet and information technology, smart phones, IPTVs, social software and other new news dissemination channels have become popular, which have greatly impacted the TV and newspaper market. People know about the outside world through the Internet, and news media release their news through the Internet. For example, the People's Daily and the Xinhua News Agency have set up their official accounts on WeChat and registered accounts on Weibo to spread news, which greatly enriches their dissemination methods, meanwhile, they are also carrying out reforms on the channels of TV and newspaper to improve the attractiveness of these two traditional media to news audiences ^[1].

However, when news media use new technology to complete news dissemination, they tend to simply post news on the Internet, but lack of in-depth analysis of news events, cannot fully dig out the inside stories, which greatly reduces the attraction of news to the public, and the network platform interfaces of many news media are very similar and cannot effectively highlight their own characteristics. Moreover, as lacking of effective supervision for the online news platforms and the uneven quality of the news so that even new information technology is applied but it fails to give full play to its role, resulting in the slow development of news media and the failure of putting the growth point of its own development in the network platform, which make it impossible to effectively improve its core competitiveness and achieve the success of competition between other news media.

3. The significance of improving the core-competitiveness of news media

Since entering a new stage of development, our country has put forward the goal of building a well-off society in an all-round way. Our news media also assume more historical responsibilities in this historical process, the news media not only need to disseminate events to the public, but also shoulder the task of spreading the positive energy of socialism to people and improving the public's spiritual quality. In addition, the competition among news media is also extremely fierce, many famous news media have closed down in the competition, therefore, and news media must look for new growth points to promote self-development, open up new markets and improve their core competitiveness under the background of new era. For instance, China Central Television (CCTV), as a leader in the domestic TV industry, is also very active in setting up network platforms, developing mobile phone applications and network TV, so that people can watch what they want from more platforms. Just because of this, CCTV can stabilize its position and achieve better development. Therefore, if news media want to achieve good development, they must carry forward their own characteristics, strengthen their good points and avoid their shortcomings, and improve the core competitiveness. However, there are still some problems existed in the development of our current news media:

3.1 Lack of own characteristics

News media tend to disseminate news events in much the same way, which lacks their own understanding and deep digging of news events, resulting in no characteristics in the report content and inability to attract the eyes of the audiences. Moreover, for the interpretation of news, the media are often not innovative enough to catch the attention of the audiences, resulting in the inability of news media to report more attractive content targeted at the audience. Lack of own characteristics has become a common problem of domestic news media. Now, some news media are trying to make breakthroughs, for instance, when reporting some hot events, they adopt the method of foreshadowing to report news events step by step and make them fascinating step by step to attract the attention of the audiences, so as to obtain higher attention and economic benefits. However, for some official platforms, the techniques of reporting news events are highly similar due to the limitation of national supervision and system, and the contents reported are dull and unattractive. However, the official platforms should adhere to their own positioning, continuously serve the

society, propagate the positive energy of socialism, and promote the spirit of truth, goodness and beauty for people. Meanwhile, the news media should not stagnate after they have their own characteristics, they need to look for new growth points. For example, Hunan Satellite Television started the talent show trend around 2005, and a large number of satellite TVs followed the trend, resulting in talent shows ran rampant in a later period of time. However, Hunan Satellite Television has taken a new path and started to run new variety shows, so that it can still maintain its good development when the ratings of talent shows are low.

3.2 Low economic returns

The operation techniques of news media for newspapers, television and network platforms are relatively simple and conservative, resulting in the low overall earnings of the industry, and the low economic earnings largely limit the further development of news media, leading to the core competitiveness of the industry always deficient. Taking newspapers as an example, the news media usually make profits by selling newspapers, however, the price of a newspaper is determined by the market, if the price is too low, the economic returns is too low, and if the price is too high and the number of buyers is too small. While TV and network platforms rely more on sponsors and advertising fees to obtain economic benefits, good platforms can obtain considerable economic benefits, but for some emerging media, this part of the revenue can be ignored.^[2] The poor economic benefits result in the slow development of our news media. Moreover, as most news media report the same content so as to it failed to form their own fixed audience in the crowd, resulting in unstable economic benefits.

3.3 The immature use of the online news platforms

Although Internet technology has occupied a position in the development of news media, however, the use of Internet technology by news media is still immature due to its complexity. The use of the Internet platform by the news media always stays on the surface that is, just posting the content of the news on the network platform for people to read. However, the strength of the Internet is ignored, as the reading volume and other data can be counted by background data of the online news platform, in this way, the new events that the audiences are interested in can be determined, and people's attention can be attracted through deep digging of these events. Even if an online news platform has a fixed audience, it also needs to constantly try and innovate, update the content of the platform in time, and make people exchange opinions on the platform to complete the ideological collision.

4. A new way out to build the core competitiveness of news media

4.1 Correct positioning itself and developing its own characteristics

At present, the news media industry is very competitive. It is basically impossible for a news media to dominate in the industry, therefore, it must find its own position, clear its own advantages and shortcomings, and develop advantages, for instance, a platform that is good at reporting current affairs and politics should continue to cultivate in this area, dig deeper, make itself go further and further in the area of expertise, become irreplaceable, and then cultivate a fixed audience to ensure its own economic interests and normal development. At the same time, if the news media want to improve their core competitiveness, they must obtain their own characteristics, which requires the practitioners of news media to have innovative thinking and be able to think about things from different perspectives so as to attract people's attention to the greatest extent while ensuring the truthfulness and accuracy of the news^[3].

4.2 Building a perfect online news platform

In order to improve the core competitiveness of the news media, it is necessary to strengthen the application of the Internet in the journalism; therefore, building a comprehensive online news platform becomes very necessary. This requires the news media to improve the information literacy of practitioners, while recruiting network talents with professional knowledge background to build

online news platforms, and regularly update, and to ensure the supervision of the online news platforms to prevent the dissemination of bad ideas and false news in the network ^[4]. Only in this way can the online news platforms better serve the development of the news media. Moreover, strict rules and regulations are also required, which can ensure the construction and normal operation of the online news platforms ^[5].

4.3 Improving the ability of practitioners to use the internet

To gain new growth points so as to enhance its core competitiveness, besides the construction of online news platforms, practitioners of journalism are required to have a high level of information literacy and be able to use the Internet to complete the writing, proofreading and publication of news manuscript. Therefore, it is necessary for news media to conduct regular lectures on Internet knowledge and information technology and conduct internal exchange meetings for the practitioners to allow them to exchange experiences and improve work abilities so as to bring the quality of the news media to the next level.

5. Conclusion

With the rapid development of the Internet and information technology, our traditional news media have been greatly impacted, the development of news spreading modes represented by TV and newspaper is stagnant, but we also need to look for new development opportunities under the impact. In view of the problems existing in the current news media, such as lack of innovation, inaccurate self-positioning, low economic returns and immature use of Internet technology, the news media should strengthen the construction of their characteristics, build a perfect online news platform, improve the ability of practitioners to use the Internet, so as to improve the core competitiveness of the news media and look for a new way out for the development of the journalism.

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