

Research on College Newspapers under the Background of New Media

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Abstract: With the continuous development of science and technology, various new media have emerged in people's vision. Under the background of the development of the new media era, colleges and universities have gradually become the dominant place of the campus mainstream media. Today, development is facing new difficulties and new development opportunities. With the development of society, college newspapers have entered into a new development path. With the help of new media, they have realized their overall transformation, established the awareness of mass cultural innovation, and cultivated all media journalists and citizen journalists while using new media, so as to promote the school newspaper to adhere to its own independent cultural character and promote the integration and development of new media and college newspapers under the new media environment.

Keywords: New media; College newspaper; Digital transformation

Introduction

Under the current social development trend, it caters to the background of the new media era and plays a role in promoting the development of college newspapers. Scholars generally say that in the process of media integration, the boundary between new and old media is relatively vague, with different advantages and complementarities, which is also a process of media reengineering. College media is a very critical link in global communication. Facing great challenges and tests, college media has gradually developed under the background of new media, but the traditional campus financial media has not formed a sound function.

1. The Development Predicament of College Newspapers under the Background of New Media

1.1 New media development reduces the function of school newspaper

With the continuous development of society, the level of science and technology has been greatly developed. In such social information dissemination, new media platforms corresponding to traditional media have emerged, such as mobile phones, TV, outdoor media and other new forms of development. In the process of contacting various new media, people have increased their capacity to access information, which not only enhances political influence, but also brings huge economic benefits. The impact on culture is also very great. It poses a great challenge to the mainstream and elite culture in the development of today's society.

1.2 The competition of school newspapers presents disadvantages

In the development of today's network technology, people have more ways to obtain information. With the continuous fermentation of events, the real-time nature of the school newspaper no longer has advantages, and the school newspaper is at a disadvantage when it spreads information^[1]. In the context of the new media era, people can obtain different information from campus network, campus TV, digital movies, mobile phone short messages, the Internet and other channels, which shortens the time required for people to obtain information, and also increases people's dependence on network information.

2. The Development Strategy of College Newspapers under the Background of New Media

2.1 Realizing the Transformation of College Newspapers with the Help of New Media

Under the development background of the new media era, realize the digital development of college newspapers, transform from traditional paper media to new digital media, and build a new and efficient digital development model with the advantages of network communication. The digital communication mode has a wide range of communication. Teachers, students, alumni, parents and other people can read the school newspaper anytime and anywhere, which increases the interactivity of the newspaper. Online comments, emails and messages are used to change one-way information communication. The school newspaper and users form a good interaction, constantly improve the quality of the school newspaper work, and establish a comprehensive information platform^[3]. In the context of the new media era, colleges and universities are constantly improving the construction of comprehensive campus information exhibitions. After transforming the campus newspaper into a digital newspaper, the publishing platform used by them has also become a comprehensive portal, providing users with a module for mutual communication and exploration, and building the platform into a comprehensive information portal to provide more users with a channel for mutual communication. The school has set up a relevant network platform, on which teachers and students can publish some news, works, growth history and other contents. In the plain language description, the attraction and influence of the school newspaper on readers are constantly improved.

2.2 Cultivate all media journalists and develop citizen journalists with the help of new media

As a traditional media, under the background of new media, college newspapers should follow the development of the times and integrate into it. In internal publicity, colleges and universities have begun to use newspapers, radio, television networks and other methods to create a perfect news media communication body in the application of all media digital platform, and gradually transform single terminal, single form and single direction communication methods into multi terminal A new communication mode with multiple forms and trends^[4]. For news collectors, in the context of the new media era, they should constantly change to the all media trend. In the new knowledge structure, they should promote the comprehensive development of professional skills of collectors, and become new talents with the ability of all media reporters, multimedia network editors and other capabilities. In the ecological development of college news communication, it has become a new trend of talent development to cultivate all media journalists. With the emergence of e-mail, micro blog and other new ways, the Internet has gradually become the main place for the development of public opinion. College newspapers are a team of citizen journalists formed by many senior intellectuals on campus. Colleges and universities should combine the development of media to create friendly communication websites, provide a transparent and free environment for public opinion, provide a platform for citizen journalists on campus to spread news, and show their views on things, Provide more suggestions for the development of the school newspaper, guide the development of mainstream media for the university newspaper, and promote the healthy development of the school newspaper under the background of new media.

3. Conclusion

In the development of today's college newspapers, they are no longer the traditional serious, orthodox and rigid paper media. In the context of the new media era, they have become an important media to promote the development of colleges and universities by constantly realizing cooperation, win-win, development and innovation in the context of the development of diversified integration. Under the background of new media, the integration with university newspapers is still in the initial stage, and still has to face greater difficulties to overcome.

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