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**DIGITAL MEDIA IN TRADITIONAL CHINESE
MEDIA COMMUNICATION**

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INTRODUCTION

With the rapid development of digital technology and the wide popularization of the Internet, China's traditional media industry is experiencing an unprecedented profound transformation challenge. The once dominant newspapers, magazines and other print media are gradually being replaced by digital media. This change is not only reflected in the form of content dissemination, but more importantly, it reflects the great change in the way information is obtained. Digital media, with its characteristics of high efficiency, convenience and strong interactivity, has quickly gained the favor of the majority of users, with a wider audience coverage and faster information dissemination efficiency, which makes the traditional media have to face up to and actively adapt to this change.

At the same time, the change of the advertising model has also brought an unprecedented impact to the traditional media. With the rise of Internet advertising, the advertising revenue that has long been relied on by traditional media has declined sharply, forcing traditional media to rethink their own profit model and business model and find new profit growth points. In this process, traditional media began to try to diversify, explore the integration of online and offline, as well as cross-border cooperation with other industries, in order to find new business opportunities and profit models.

More importantly, with the popularity of the Internet and the changing demand of users for media content, the demand for personalized and customized content is increasing. Users are no longer satisfied with passively receiving information, but more inclined to actively choose, participate in interaction, and have in-depth interaction with media content. This requires traditional media to pay more attention to user experience and interactivity in content production and presentation, and to provide more personalized and customized content to meet the diverse needs of users.

Therefore, in the face of the impact of digital technology and changes in the market, China's traditional media industry must constantly innovate and transform to meet the development needs of the digital era. Through digital transformation, advertising model innovation, and the way content is produced and presented, traditional media will be able to better meet the needs of users and achieve sustainable development.

The main problem under discussion in this thesis is the following. The traditional news media need to adapt and adopt these technologies to enrich the communication content and broaden the communication channels with the deep integration of digital intelligence technology into daily life. This may require the updating and training of existing processes and skills, as well as the development of new modes of transmission. The application of artificial intelligence technology has

changed the way of content generation and dissemination, which may have an impact on the content equality and production utility of traditional news media, which needs to be reflected on and adjusted.

The topicality of the research topic. The research theme in the development of mass media involves many levels, including technological innovation, content production, audience behavior, social influence, policies and regulations, business models, etc. Research can focus on the impact of new media technologies such as artificial intelligence, virtual reality, and big data analysis on media content production and distribution, changes in audience behavior patterns, and the impact of mass media on social values and cultural identity. In addition, how policies and regulations affect the development of the media industry, how media organizations innovate business models to adapt to market changes, the impact of the integration of different media forms on news reporting and information communication, as well as cultural differences and competition in international communication are all themes worthy of in-depth discussion. At the same time, education and training are crucial to improving the professional skills of media practitioners, while the discussion of ethics and responsibility is related to how the news media should stick to their social responsibilities while pursuing commercial interests. Through these studies, a more comprehensive understanding of the role of mass media in social development and how to address the challenges of the digital age.

Novel features: By studying the positive development of traditional media in the wave of digital transformation, and through close cooperation with professional operation teams, we can jointly attract and expand the audience group, and enhance our influence through divergent information communication strategies. Provide solid technical support, traditional media actively recruit new media technical personnel, to ensure the smooth progress of digital transformation.

The main methods used in this thesis are analysis, synthesis, induction, deduction, comparing, specifying and analogy, also case analysis, content analysis.

OVERVIEW

Keywords: DIGITAL TRANSFORMATION; DIGITAL PLATFORM; INTEGRATED MEDIA; INTERACTIVE COMMUNICATION; MULTIMEDIA CONTENT; SOCIAL MEDIA; CROSS-MEDIA COMMUNICATION; DIGITAL TRANSFORMATION STRATEGY; INNOVATIONS.

The research purpose is to explore the potential of using digital media in traditional Chinese media communication.

The purpose of the study is to explore the potential of using digital media in traditional medium-sized media communications.

Research tasks:

- 1) to study the features of digitalization of journalism in scientific comprehension;
- 2) to review the dynamics of interaction between traditional and new media;
- 3) to identify the features of the formation of media culture on the example of Chinese new media;
- 4) to determine the features of the development of the traditional newspaper "People's Daily" in the context of digitalization;
- 5) to analyze the features of the presentation of content in the print version and on the newspaper's website.

The **research object** is digital media in the communication of traditional Chinese media. The **research subject** is the integration of traditional and digital media in China in content and visual-technological aspects.

The **research results** studies the theoretical aspects of the digital transformation of traditional Chinese media, relationships with the audience in this context; the directions of integration between traditional and new media are reflected; the experience of "People's Daily" in the aspect of digital transformation and the delivery of socially and politically significant information is reviewed, and practical recommendations for the media are given.

The master's thesis structure consists of three main chapters. The first chapter examines the development and features of digitalization, as well as the characteristics of modern audiences. The second chapter examines the formation of media culture in the future using the example of Chinese new media. The third chapter analyzes in detail the development of the traditional People's Daily newspaper in the context of digitalization.

The length of the theses is 78 pages (3 figures and 52 sources on 4 pages).

ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ

Ключевые слова: ЦИФРОВАЯ ТРАНСФОРМАЦИЯ; ЦИФРОВАЯ ПЛАТФОРМА; ИНТЕГРИРОВАННЫЕ МЕДИА; ИНТЕРАКТИВНАЯ КОММУНИКАЦИЯ; МУЛЬТИМЕДИЙНЫЙ КОНТЕНТ; СОЦИАЛЬНЫЕ МЕДИА; КРОСС-МЕДИЙНАЯ КОММУНИКАЦИЯ; СТРАТЕГИЯ ЦИФРОВОЙ ТРАНСФОРМАЦИИ; ИННОВАЦИИ.

Цель исследования – изучить потенциал использования цифровых медиа в традиционной китайской медиа коммуникации.

Задачи исследования:

- 1) изучить особенности цифровизации журналистики в научном осмыслении;
- 2) сделать обзор динамики взаимодействия традиционных и новых медиа;
- 3) выявить особенности формирования медиакультуры на примере китайских новых медиа;
- 4) определить особенности развития традиционной газеты «Жэньминь жибао» в условиях цифровизации;
- 5) проанализировать особенности подачи контента в печатной версии и на сайте газеты.

Объект исследования – цифровые медиа в коммуникации традиционных китайских СМИ. **Предмет исследования** – интеграция традиционных и цифровых медиа в Китае в содержательном и визуально-технологическом аспектах.

Результаты исследования. Автором изучены теоретические аспекты цифровой трансформации традиционных китайских СМИ, взаимоотношений с аудиторией в данном контексте; отражены направления интеграции между традиционными и новыми медиа; рассмотрен опыт работы «People'sDaily» в цифровой трансформации и донесения социально и политически значимой информации, а также даны практические рекомендации СМИ.

Структура магистерской диссертации состоит из трех глав. В первой главе рассмотрено развитие и особенности цифровизации, а также характеристики современной аудитории. Во второй главе на примере китайских новых медиа изучается формирование медиакультуры в будущем. В третьей главе подробно анализируется развитие традиционной газеты People'sDaily в контексте цифровизации.

1. Объем работы составляет – 78 страница (3 рисунка и 52 источника на 4 страницах).