

Research on the Content positioning of Network New Media and Traditional Magazine in the New Media Era

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Abstract: Although the new media surpasses the traditional magazines in the speed and volume of information dissemination, its information content is in a mixed state as a whole, and a huge amount of information instantly covers the people, which makes people not have enough time to think, resulting in the flattening and fragmentation of thinking. Facing the rapid development of new media, the transformation and innovation of traditional magazine media has become an urgent task. Under this development background, the contents of new online media and traditional magazines need to be repositioned to meet the challenges brought by the new social development, and fully seize the development opportunities to adapt to the development trend of media convergence. By studying the dilemma faced by traditional magazine publishing in the new media era, this paper explores the strategy of content positioning of new media and traditional magazines in the new media era, hoping to be helpful to the industry.

Keywords: New media; Network new media; Traditional magazines; Content positioning.

1. Introduction

In the new media era, digital technology is developing vigorously and rapidly applied to all walks of life, and digital publishing emerges as the times require, gradually becoming the trend and trend of publishing industry. Traditional magazines are the stage for publishing long articles, sharing the world equally with traditional magazines. They used to be an important window for people to understand the world and the society in which they live, and the magazine design industry has gradually been paid attention by designers. At present, the development of media integration has become a trend, and the mutual integration of traditional media and new media will also promote the innovation and development of news and propaganda work [1-2].

As a professional editor of new media, we should take the audience's needs as the starting point, conform to the trend of media convergence, and really do a good job in positioning the editing work of new media accurately. In this environment, do traditional magazines still have their own development space? How do traditional magazines seek their own innovative development path in the fierce market competition? These are all problems that newspaper workers need to solve urgently.

2. The concept and characteristics of new media

Under the background of new media, the development of modern information communication technology with Internet and mobile communication technology as the core makes the modern publishing industry based on printing technology which has lasted for hundreds of years face unprecedented challenges. Compared with the traditional newspapers, radio and television media, new media is a new form of media that has gradually developed. It uses the Internet, satellites and other channels to provide massive information to end users such as computers and mobile phones by using digital technology, network technology and mobile technology [3]. The new media is characterized by its quickness, convenience, vividness and image. Since its emergence, it has been widely

spread and rapidly developed, and is deeply loved by different groups of audiences.

According to the current development trend of new media, in the next two or three years, new media will show explosive development, and the development environment and pattern of media will also undergo greater changes. There is no doubt that new media such as channel media and internet media have innate advantages from the specific indicators and characteristics such as information arrival rate and interactivity. Thus, the result of the collision between old and new media is not the rapid melting and disintegration of traditional media, but the spark collision, which goes hand in hand. In view of this, we should also keep up with the trend of the times and update our understanding of traditional magazines that are good at their content.

3. The dilemma faced by traditional magazine publishing in the new media era

3.1. Users' reading habits change

People can't satisfy the single mode of communication and reading, and convenience, rapidness and high efficiency have become the important basis for people to choose the reading mode in the new media era. Digital reading is just in line with this fragmented and shallow reading demand [4-5]. Nowadays, it is difficult to see people reading paper journals, but the proportion of reading e-books is on the rise. The loss of users has brought the traditional magazine publishing into a passive position.

All over the world, the development of network new media is closely related to the information revolution and the development of the whole electronic industry. Network new media has formed an irresistible trend of literary development. If reading paper works is regarded as a traditional way of life by people, then new media literature works are an interpretation of a brand-new way of reading.

3.2. The editing form of network new media needs innovation

Although the new media surpasses the traditional

magazines in the speed and volume of information dissemination, its information content is in a mixed state as a whole, and a huge amount of information instantly covers the people, so that people don't have enough time to think, resulting in the flattening and fragmentation of thinking [6]. This affects the speed of information transmission. As a new media, through the rapid network information technology, a social hot event that just happened can be spread on the Internet only a few minutes later, and its effectiveness is incomparable with the traditional magazine media.

The advent of the media integration era has brought new editing techniques. As new media editors in the new era, they should quickly master modern editing techniques and popularize them [7]. However, at present, in terms of editing technology, China's new media editors don't know enough about the characteristics of various media platforms, and can't combine their edited content with the corresponding software features, resulting in low media popularity and small influence.

4. New media and the content positioning of traditional magazines

4.1. Building a digital platform for traditional magazines

It brings new opportunities for the digitalization of traditional magazines. People from all walks of life are very worried about the development of paper periodicals, so I made a survey on the reading of literary magazines and periodicals. A total of 120 questionnaires were distributed. From the feedback of the following questionnaires, we can clearly see that the proportion of male and female respondents is 50%. Most people think that social platform journals are the most comfortable way to read, accounting for 38.1%, followed by portal websites accounting for 23.5%. It can be seen that people who like professional journals still account for a larger proportion (Figure 1).

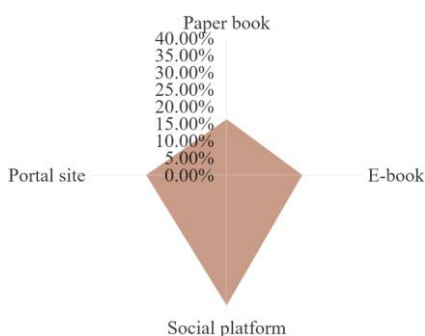


Figure 1. Survey result

Up to now, the state constantly encourages technological innovation, increases the development of periodicals, and attaches importance to the originality and comprehensive development of periodical development. Let digitalization be a breeze, realize innovation and development driven by individual creativity and coverage driven by technology, and make traditional magazines constantly enter thousands of households.

With the rapid development of digitalization, traditional magazines build their own portals or attach themselves to other websites. The key to the survival and development of journals is to establish their own professional journal portal, and become an important platform for their own information release [8].

4.2. Focus on innovation

In the new media era, the relationship between traditional magazine publishing and users is facing profound changes. Periodical publishing is no longer a one-way mode, and users have higher experience requirements for periodicals. In the new media era, users have mastered the right to speak and are no longer in a passive position. Periodicals must cherish the value of users, and take users' needs, experiences and preferences as the basis for periodical planning, marketing and channel sales, so as to improve their loyalty to users (Figure 2).

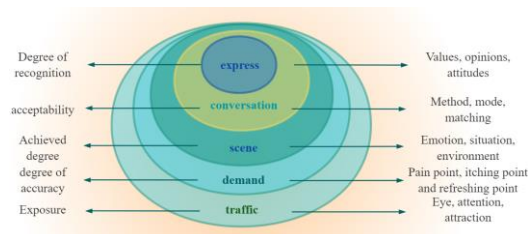


Figure 2. Network new media and content innovation of traditional magazines

Innovation is the soul of a nation, and it is also the source of inexhaustible power. If a journal doesn't innovate, readers won't like it and authors won't. Therefore, editors should innovate the columns, firmly grasp the key points of columns, and attract readers' attention with refined language. In the work, editors should constantly "learn by doing" and "blaze new trails" with innovative thinking, change-seeking measures, and down-to-earth style, so as to promote quality to a new level, service to a new height, and a new leap in life [9].

The visual designer is also a media designer, who delivers information to the public on behalf of the client. The content can be one or a combination of ideas, emotions, news or advertisements, and externalizes invisible information into visible images. The point in the design of a magazine can be a text, a page number, or a small guide sign. In the most common sense, any point in a blank page will attract people's attention. It can promote the sales of color magazines to a certain extent, and at the same time, the coordination and aesthetic characteristics of color throughout the whole magazine can bring readers an aesthetic experience during their in-depth reading.

4.3. sing emerging media technology

Informatization is the development trend of the whole era. If traditional magazines want to survive in such a big environment, they should not only strengthen their traditional advantages, but also try their best to adapt to the environment of the times and expand their development space by organically combining with new media.

The continuous integration of media has given birth to a series of new media software and tools. As a new media editor, first of all, we should pay attention to constantly expanding new services such as news mobile client and network audio-visual services, and realize the rapid transformation and upgrading of traditional media services. We should also pay attention to brand-new packaging of traditional media and all-round and three-dimensional application of new media, so as to truly form a new media editing work pattern that maximizes social benefits. It is necessary to explore and reconstruct the operation mode of all-media acquisition and cataloging process, and pay attention to the integration of

information content, technology application, platform terminal and other elements, so as to achieve high information sharing in all links.

At present, the main mode of social economy is advertising. However, the form of advertising has changed greatly, and direct advertising is easy to arouse users' resentment. The product experience communication generated through topic discussion is more acceptable to users. Through the production of content products, cooperate with the producers responsible for drainage products and service products to jointly achieve the business objectives [10]. The main business methods of content are as follows: managing community, providing traffic, paying for reading, and enhancing platform value.

It can be seen that the combination with new media and the use of new media on the Internet have promoted the content breadth of traditional magazines to a higher level. In the era of new media, traditional magazines that are good at content are faced with not only challenges but also opportunities. With the content of "height", "depth" and "breadth", not only can traditional magazines break free from the media industry model, but also some long-lost spiritual values become within reach, providing more development space and imagination space for traditional magazines in the context of new media.

4.4. Break through the traditional form of running journals

In the transformation from traditional magazines to new media, it is necessary to determine the target audience, attract readers with high-quality content, distinctive journal features and unique opinions, grasp the degree of innovation in content and form, attach importance to the design of periodical extension services, and pay attention to the in-depth development of product lines, derivative products and even professional product gathering platforms on the basis of a single product.

In the digital transformation of periodicals, the content and form should be adjusted according to different communication platforms to meet readers' reading habits. In addition, in the process of the integration of traditional magazines and new media, in addition to the integration of content, the integration of technology is also very important.

Compared with the traditional one-way news editors, the new media editors have realized the interaction with the audience, changing the passive acceptance of the traditional news audience. Through the interaction with the audience, such as comments, messages, votes, etc., they have got feedback and opinions from the audience, which can fully recognize the quality of news content, so that the news information can fully meet the actual needs of the audience, thus realizing the wide dissemination of news information released by the new media editors. At the same time, in the process of repositioning the new media editors, they should also deal with various news information editors.

5. Conclusions

Under the background of new media, the development of modern information communication technology with Internet and mobile communication technology as the core makes the modern publishing industry based on printing technology which has lasted for hundreds of years face unprecedented challenges. There is no doubt that new media such as channel media and internet media have innate advantages from the specific indicators and characteristics such as information arrival rate and interactivity. Traditional magazines should keep up with the trend of the times, integrate with new media, expand their communication platform and profit model with the help of innovative technologies of new media, and reform their management channels. The transformation of traditional magazines is to conform to the trend of the times and promote the development of periodical industry.

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