

A Study on the Problems and Strategies of Paper Media Art Criticism in the New Media Environment

PAN Yinghu^{[a],*}

^[a]Lecturer, School of Foreign Languages, Binzhou University, Binzhou, China.

*Corresponding author.

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Abstract

With the popularity of the Internet and the use of mobile clients, the development of new media has rapidly surpassed that of paper media, and the space for art criticism is more inclined to new media. The development of paper media is facing challenges and threats. In the context of new media, paper media art criticism has many problems such as small capacity with fixed themes, high production cost, slow transmission speed, less subject of communication and one-direction of paper media art criticism. Meanwhile, some strategies are suggested for paper media art criticism to develop online business, create propagation mode, reform operation mode and personalize development of content.

Key words: Paper media art criticism; New media; Problems; Strategies

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INTRODUCTION

New Media, a relative concept, belongs to a new form of New Media including network Media, mobile Media and digital television developed after traditional Media such as newspapers, radio and television. New media is

also a broad concept, which uses digital technology and network technology to provide users with information and entertainment services form of communication through the Internet, broadband LAN, wireless communications network, satellite and other channels, as well as terminals such as computers, mobile phones, digital television. Strictly speaking, new media should be called digital new media.¹

Paper media, as a traditional way of information transmission and communication, is an information media produced by taking paper materials as the carrier and printing (including handwriting) as the recording means. According to its editing methods and publishing characteristics, it can be divided into newspapers, books, periodicals and special literature. In addition, paper media also has archives, web and music materials. With the development of TV broadcasting and network media, the development of paper media has been impacted to some extent, but it is still the dominant carrier of knowledge and information. (Liu, 2015)

1. PROBLEMS OF PAPER MEDIA ART CRITICISM IN THE NEW MEDIA ENVIRONMENT

1.1 High Production Cost, Slow Transmission Speed

Paper media art criticism must be printed on many long pages. Paper media takes at least one day as soon as possible from the reporter's editorial, layout, to the printing press, the fastest also want to a day. From the occurrence of the event to writing, and then to print and to issue, the whole process needs to occupy a longer time. So paper media art criticism lacks of effectiveness, place and the vividness. Therefore, high cost is involved in the

¹ <http://baike.so.com/doc/5389242-5625822.html>

production of paper media and the speed of transmission is very low.

1.2 One-Direction of Paper Media Art Criticism

Traditional paper-based media art criticism has the characteristics of one-direction. Because only the author posts comments, in most cases the author and the audience lack contact and interactivity. The public buy the newspaper and make comments on art by themselves, because they are unable to communicate with the author face to face. Even if a few readers wrote comments on the articles, there is no way for them to express their ideas. So paper media art criticism appears to be a one-way of the state "newspaper said what is what". Media agencies have no channel to know the feelings and opinions of the public as well as art criticism.

1.3 Less Subject of Communication

The subject of the traditional paper-based media art criticism is less because of its single mode of transmission and limited publishing space. Many of the author's manuscript could not be published, because the standards of reviewing articles are very strict, usually after reviewing three times and proofreading three times. The transmission speed is slower than new media. Most subjects of paper media art criticism are intellectuals, scholars and experts with higher cultural education background, or with the authority of the political power and social status, or are popular with the masses of high-profile stars.

2. STRATEGIES OF PAPER MEDIA ART CRITICISM IN THE NEW MEDIA ENVIRONMENT

2.1 Develop Online Business

With the development of Internet and electronic products terminal, the informatization of media is the inevitable trend of development. Paper media should build up corresponding online version business, and develop APP platform and mobile phone business.

2.2 Create Propagation Mode

Paper media had better establish two-way communication mode so that the readers and authors have a lot of chances to interact with each other. In order to make full use of the role as news publishers, paper media should integrate with new media to create information platform such as news email, readers' mail, Micro-blog, WeChat public platform etc. Diversified digital forms have been realized.

2.3 Reform Operation Mode

Paper media and new media should cooperate cooperatively. Talents play an important role in development, so management mode of paper media

should be reformed to establish three-dimensional service mode to realize the digital form development and diversified digital form such as paper media website, mobile newspaper, news client and qr code etc.

2.4 Personalized Development of Content

Paper media has small capacity but high production cost. Based on the characteristics of readers, personalized service will be implemented on paper media, relying on regional advantages and local characteristics, such as the characteristics of the Yellow River delta, the characteristics of Sun tzu's art of war. So the special edition of special journals and columns will become the new characteristics of print media. Paper media should combine network and new media together to update the content ceaselessly, diversify themes and subjects.

CONCLUSION

Along with the popularization of network and new media equipment application, the advantages of paper media have reduced, people become less attentive on art criticism through paper media. Paper media encounters chances and challenges because of the increasingly popularity of new media. In this case, paper media art criticism exist a lot of problems such as small capacity with fixed themes, high production cost, slow transmission speed, less subject of communication and one-direction of paper media art criticism.

On the purpose of fast development of paper media art criticism in the new media environment, some strategies are suggested here. Paper media art criticism could develop online business, create propagation mode, reform operation mode and personalize development of content. Maybe there are a lot of other suggestions and strategies that no mentioned here. There still has a lot of potential space for scholars to do research on the development of paper media art criticism and new media criticism. All in all, both art criticism between paper media and new media are expected to develop prosperously.

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