

The Transformation of News Education Seeing from the Mobile Internet Transformation of HuaShang Daily

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Abstract: Starting from the profit model of media and the probability of audience selection, this paper points out the success factors of Huashang Daily in the competition of traditional newspaper industry, and analyzes the reasons for choosing the diversified offline consulting service path in the current mobile internet transformation, also puts forward the news education transformation of values, training objectives and training path.

On the official website of China Business Media Group, we can see the words that the urban newspapers managed by the group Xi 'an Huashang Daily and Changchun New Culture Daily both rank the first in the regional market, ranking firmly among the top 30 national urban newspapers, and have been selected as "China Landmark Newspaper" for many times. Some periodical cluster form certain influence, such as Qian Jing, Shu Yuan, Self-driving Tour, Popular Digest and Longevity Treasure Book". Some new media matrix have gotten high attention rate and great influence, such as China Business Network, New Culture Network, Second and Third Miles news client. In 2015, the operating income of Huashang Media group was 2.266 billion yuan, and the national taxes were 177 million yuan. All businesses continue to develop healthily. On August 8, 2016, SAPPRFT released an analysis report of the press and publication industry in 2015, Huashang media group ranks the fifth in the overall economic scale and the third in economic benefits of the national press and publication group for excellent performance. On July 28, 2018, National News Publication Bureau released an analysis report on the press and publication industry in 2017. Huashang media group ranks the fourth in China in terms of the overall economic scale in the press and publication group.(1)

Interestingly, Huashang Daily is the fortune foundation of Huashang media group and we can no longer get the corresponding figures from public channels and its daily circulation which peak is from 300,000 to 600,000. However, the leading product of mobile Internet transformation of China business news China Business Toutiao APP claimed it has 1.1 million users and 100,000 to 120,000 daily active users. Huashang has 2.41 million followers on Weibo and over 100,000 followers on WeChat. Compared with the 2015 revenue reported on the official website, the reason why the figure was not released until 2018 is actually very simple that the revenue dropped sharply and the group laid off a lot of employees.(2) Also, its official website has the following text: Huashang media group operates and manages a number of newspapers, magazines, websites and more than ten companies. Its business involves newspapers, distribution, printing, exhibition, investment, network, publishing, outdoor advertising, magazines, DM and other product forms. Huashang media group has tens of thousands of employees and is striving to become a modern media enterprise providing comprehensive information services. It is undeniable that Huashang Daily is experiencing the pains that China and even the global newspaper industry are experiencing. The public access to information has shifted from traditional media to mobile Internet media, and traditional media have lost most of their advertising revenue as a result. (3) However, Huashang Daily attempt to the mobile Internet transformation which not only brings many inspirations to traditional media but also news education.

1. Media profit model in the era of mobile Internet is still a secondary profit

Since the reform and opening up, with the gradual intensification of media competition, the

two-level profit theory of media has been widely spread in foreign countries and in the industry and academia. Its main content is the media that first profit is to sell their own information to the audience, the second profit is to sell the audience's reading behavior to advertisers. (4) The human social requirements of each individual must obtain all kinds of information that is related to oneself and to ensure the survival of the individual development. As the audience, they have the needs to get the world information outside. However, in the increasingly socialized modern society, the limits of individuals' direct access to information through their own senses are becoming increasingly apparent. Various mass media become a very important channel for the audience to get outside information, and the mass media has experienced from newspapers, radio and television to the Internet, mobile Internet technology progress, and the progress to some extent is deepening dependence on media audience, people spend time on the phone today far beyond the past time in newspapers and on TV.

First, after the audience is exposed to all kinds of media information, the uncertain state of information will be eliminated to a certain extent, and then the attitude towards relevant things will be formed. (5) The media can influence the attitude of the audience. The reason why advertisers buy advertisements is to obtain the favorable attitude of the audience consumers. Second, advertisers enterprises through in the media release information, hope to influence the audience consumers make the formation of attitude to benefit others and bring the goods sold, so they paid to the media rather than pay in order to obtain information from the media. The pay can be regarded as a kind of "indirect" paid, this part of cost is the main income of medium, for wireless radio and television, such as unable to profit for the first time through the information carrier medium is all income; Thirdly, it needs to be pointed out that it is precisely based on the media's ability to influence the attitudes of the audience that governments regulate the mass media in various ways in order to obtain public support through the media. Fourth, the media needs to attract and satisfy the audience with information. The audience it attracts and its influence on the audience are the basis for the media to win the favor of advertisers and the government.

It should be pointed out that, since the popularization of mobile Internet in China started in 2014, the outbreak of the mobile Internet media, whether news information class weibo, WeChat, Today's headlines, Yitian information, or video class iQIYI, Youku, etc., without exception are faced with a problem of traditional media era is the problem that the second profit can support its operations, if not, charges (profit) for the first time whether can be accepted by the audience?

2. From the "probability of choice" to see the decline of the status of information carrier

Looking back to the newspaper industry competition in the years after 2000, Huashang Daily undoubtedly has an advantage. Why? First of all, as far as content is concerned, it is the newspaper with the most pages and the most complete coverage. It generally covers all kinds of information and news that readers of all levels want to know, while some newspapers are obviously unable to do so. On this basis, different pages attract different groups of readers, which in turn attract a large number of advertisers. For example, if you want to find another job, you will definitely buy the recruitment special edition of "future without talent" published by China business daily on Saturday. (6) If you want to buy a house, you must pay attention to the edition of "51job.com" on Friday and Monday. The job board is scheduled for Saturday because it's a good time to look for a new job, not a random one. On Friday, there are many real estate advertisements, because there are many people watching houses on Saturday and Sunday. Of course, there are also many people who are not satisfied with houses on Saturday and Sunday, so there are many real estate advertisements on Monday. All these are the performance of Huashang Daily's operation and running for the audience. At that time, Huashang Daily entered a virtuous circle, and it set up pages according to the needs of the audience, cultivated a fixed group of audiences, and then attracted advertisers to advertise. Besides providing economic resources for the development of the newspaper, advertising also became an important resource to attract the audience. (7)

In addition, the pricing strategy of the newspaper was an important guarantee for its success. In the fierce competition of Xi'an newspaper industry, many newspapers have reduced prices or

ordered newspapers as gifts to expand the circulation, and some of them have received good results. However, due to the lack of rich content and fixed readership, they have been unable to get the favor of advertisers, and most of their efforts have been in vain. And Huashang Daily right now the price does not fall to rise instead, from a 5 jiao to 8 jiao. From then on, the hawkers of newspapers no longer called "three for a yuan", about the Xi 'an Evening News, Integrating Ecology City each sell five jiao, but "two for a yuan". That means Huashang Daily eight jiao plus 5 jiao of the Xi 'an Evening news or Integrating Ecology Metropolis daily. Soon, originally tripartite confrontation between the three newspapers becomes a unique situation.

According to the theory of American scholar Schramm, there is a probability for the audience to choose media:

Probability of information selection = The guarantee of payment is the degree of effort

Huashang Daily, with its guaranteed layout, elevates its own class, lowers the circulation of its competitors and occupies the main channel for people in Xi 'an to obtain local information through newspapers. Soon for the success of Huashang Daily, with its guaranteed layout, thus elevates its own class, lowers the circulation of its competitors and occupies the main channel for people in Xi 'an to obtain local information through newspapers. Soon for the success of Huashang Daily in the field of in-depth reporting, such as Yanan couple watched obscene VCD and were handled by public security affairs. Through Huashang Daily, caused the domestic public opinion to let public right and private right border, promoted its influence across the country, Huashang Daily gradually became the mainstream media in China. Soon, Huashang Daily in Chongqing and Liaoning duplicated the successful competition experience in the in Xi 'an, and published comprehensive urban newspapers Chongqing Times and Huashang Morning News, becoming the best among the national newspaper media groups.

Since 2014, with the rapid development of mobile Internet and the rapid decline of traditional media, newspapers have borne the brunt, and Huashang Daily is no exception. In October of that year, I was at a seminar for real estate advertisers in Xi 'an. More than one agent told me that he had placed a full-page advertisement in Huashang Daily, but there were only 7 calls within one week. Why is this happening? It can also be explained by Schramm's probability metric.

First, in terms of effort. The popularity of mobile Internet, especially in 2014, with the reduction and speed increase of mobile phone 4G charges, people can conveniently obtain the information they need through various mobile phone Apps where 4G network is available, with almost zero effort. This is a kind of information carrier carried by the audience. (8) However, traditional newspapers also need manual distribution, which is much more laborious than mobile phones. In terms of the convenience of reading, mobile phones are basically able to read in crowded scenes like subway and bus, while newspapers require certain physical space, which is far less than mobile phones, and mobile phones are also ahead of newspapers in application scenarios.

Secondly, from the assurance of compensation. Between 2000 and 2014, traditional television production was complex and newspapers dominated the local news market. Market-oriented newspaper, from newsprint to paper, all kinds of information is also an important point in newspaper competition. After the popularization of mobile Internet, various special service Apps or Weibo and WeChat public numbers can better assume this role, such as Zhilian Recruitment APP, "58.com" and other service apps. On the other hand, the rise of Weibo and WeChat and various headline "we media" has made the reporting of instant news and local news no longer "professional". More often, audiences can get news through WeChat, weibo and news push of various headlines. In short, whether it is real-time news or service information, the audience can get more and faster information on various mobile Apps.

Therefore, the decrease in the probability of audience selection makes the position of the traditional newspaper information carrier represented by Huashang Daily greatly reduced, and also makes the newspaper have a wave of suspension. On January 1, 2019, Chongqing Times and the Huashang Morning were also suspended.

3. Mobile Internet transformation of Huashang Daily: from online channel competition to offline diversified consulting services

The decline of carrier status means that the two profit model in the key second profit will be greatly reduced. Advertisers soon find that with the advent of "We media" era, traditional media advertising itself deviates from the target. They soon put advertisements on new media and "We media" represented by Weibo, WeChat and Toutiao. What's more, some advertisers simply play the "We media" to promote themselves and attract the audience. Among them, Haier, Durex are so excellent players and good at tracking hot and manufacturing topics and greatly save advertising costs.

Subsequently, in the era of "We media", such as "mobile live broadcast" and "short video", the back wave takes the place of the front wave. While most of the traditional media are in the confusion of "waiting for death without reform and seeking death with reform". It must be admitted that as a market media, Huashang Daily has made a brave attempt. As of June 30, 2016, Huashang Toutiao merged with BBS users, with a total number of 1.15 million users and active users accounting for more than 10%. Daily average on-site user-generated content is 200. At present, the average daily page view (PV) of the website is 30 million, with 1.07 million registered users. It releases more than 2,000 authoritative and timely local news and information every day, which are widely republished by Xinhua News, People's Daily, Sina, Tencent and other well-known websites.

2016 is the first year of live broadcasting. Huashang News established strategic cooperative relations with live broadcasting platforms such as Yilivestream, Toutiao, Youku, Tencent, Netease and Beijing time, and became the largest local live broadcasting business media. More than 400,000 people watched Xi 'an online live broadcast of even-odd-plate policy, more than 500,000 watched daily online live broadcast of express delivery after singles' day, and more than 5.6 million watched online live broadcast of Shaanxi veterans returning home.

It should be pointed out that such data, whether compared with the historical data of Huashang Daily, Weibo, WeChat or other social media, or with "Huashang Toutiao" and "Jinri Toutiao ", actually reflect the decline of the status of Huashang Daily as an information channel. Or, doing the channel itself is not such a local traditional newspaper within the scope of the ability to do things. In addition, Huashang Daily also carried out diversified information consulting services. Chinese Public Opinion of Huashang Daily adheres to the service concept "Insight into the law, the solution for the road". Chinese Public Opinion use cloud services model, at present, it can provide customers with "public opinion newspaper", "public opinion newspaper", "public opinion report", "communication consulting plan" and other services. It is the professional communication and management partners of the local government propaganda management department and enterprises and institutions, and public consulting industry.

In 2016, Huashang News carried out ten activities, such as New List National Yravel Xi 'an Station BBS, WABC barrierless Art Xi 'an Station Press Conference, City Youth Day, Enterprise Operation in the Internet Era Peak BBS, Looking for Old Xi 'an series activities and Returning to Youth season, etc., to obtain the benefits of exhibition service organization through activity service.

These attempts, in a brief summary, are actually relying on the advantages and influence of traditional reports of Huashang Daily to carry out offline localized information consulting and extended services. It is difficult to judge whether they are successful or not.(9)Theoretically, the mobile Internet itself is information communication of physical space limits, but it can replace the physical space of people's real life. Huashang News do information channels, must compete WeChat and Weibo Jinri Headlines. But for local activities or local information consulting services, this is neither their main business nor area of expertise. As a traditional media represented by Huashang Daily, being a "comprehensive service provider of local information communication" may be a way out for the mobile Internet transformation of local traditional media in the future.

4. Several problems in the transformation of journalism education

The mobile Internet transformation of traditional media is still moving forward in great pain, and

the transformation of traditional journalism education is also urgent. However, there are several problems that we have to face and think about.

4.1 The value orientation of journalism education is impacted by commercialization

Traditional journalism education, both Chinese and western, emphasizes that journalism is a "social organ" and serves the public etiquette. Under the impact of mobile Internet, traditional media such as Huashang daily have extended their tentacles to all possible offline consulting services, and the commercialization degree of online media is higher. Students majoring in journalism, the proportion of employment in various emerging media gradually increases, and the value orientation of traditional journalism education is seriously impacted. Apart from the political ethics of journalism education, the lack of business ethics research and education is becoming a problem we have to face.

4.2 Generalization of news education training objectives

In the process of traditional media mobile Internet transformation, a large number of personnel have been integrated. There are a lot of people who split the staff and voluntarily quit their jobs to participate in We media bonus.(10) Graduates majoring in journalism, especially those majoring in network and new media, have entered all walks of life and engaged in related work of network communication in various fields. Therefore, journalism education should not only focus on broadcasting, but also on cultivating media practitioners—news people and communicators.

4.3 Practicalization of news education training path

In the process of traditional media mobile Internet transformation, journalism education must emphasize hands-on ability on the basis of theoretical literacy. More and more media and corporate recruiters are no longer in the form of "knowledge" test paper for the exam, no longer look at "the first record of formal schooling", rather than to complete a task to make comprehensive assessment. This makes the traditional news education content, method, student's evaluation standard and so on all face the new train of thought and the challenge. The practical transformation of news education is a problem we must solve. The transformation of mobile Internet is a trend, an opportunity and even a risk for China's media industry. The same is true for our journalism schools and teachers. Only by following the trend and seizing opportunities can we overcome risks and usher in development.

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