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Title: How Does Newspaper Co-exist with New Media

Abstraction:

Since the 24 hours televisions and Internet are available to the public, traditional media has faced a big challenge from the new media technology. Newspaper industries are hit hard in this storm. Many famous newspapers all around world are declining not only in circulation, but also in their influence and advertisement revenues. The reason why advertising revenue for newspaper is shifting to Internet is that many traditional media like newspaper is losing their audience, especial the young generation. New media gives a way to audience to interact with each other, and the development of new media technologies such as blogs, SNS websites even let readers no longer be information receivers, but the information producers.

Although new media is occupying a lot of markets, and the advertisement revenues are increasing; new media does not always do good to the public. The mass information and multimedia technologies distract public attentions, losing the educational function, and amusing the public without deep thinking. The aim of this dissertation is to clarify the importance of newspaper to the society and also provide a way for traditional newspaper to survive and to coexist with new media by embracing the new technologies without abandoning its own merits and properties in the future.