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Research on the Development and Innovation of Mobile News Communication Forms in the Converged Media Environment (Postprint)

Authors: Zhao Xiaona

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Abstract

In recent years, the development of network technology has accelerated. Concurrently, within the new development environment, the media industry has also continued to innovate. Market competition is becoming increasingly fierce, and media convergence exerts a significant impact on the development of traditional media. For traditional media, media convergence represents both an opportunity and a challenge. This article first expounds upon the current status of media convergence and mobile news development. Secondly, it summarizes the evolutionary trajectory of mobile news communication forms and their advantages within the converged media environment. Finally, it examines the innovative development of mobile news communication forms under media convergence conditions.

Full Text

Preamble

Research on the Development and Innovation of Mobile News Communication Forms in the Converged Media Environment

(Decheng District Converged Media Center, Dezhou, Shandong 253000)

Abstract: In recent years, network technology has accelerated its development pace. Simultaneously, the media industry has continuously innovated within this new environment. As market competition intensifies, media convergence has exerted significant influence on the development of traditional media. For traditional media, media convergence represents both an opportunity and a challenge. This article first elaborates on the current state of converged media and mobile news development. Second, it summarizes the developmental trajectory of mobile news communication forms and their advantages within the converged

media environment. Finally, it examines the innovative development of mobile news communication forms under media convergence.

Keywords: Converged media environment; media convergence; mobile news; communication forms

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1.1 Concept of Converged Media

Converged media represents a fusion medium that analyzes the characteristics of traditional media and integrates them with new media technologies. This fusion process requires full utilization of information communication technologies. Traditional media encompasses numerous forms, including newspapers, radio, and television, which generally retain their original characteristics. In converged media, resources achieve mutual integration, content becomes mutually compatible, and interests coalesce. Through the effective integration of various media resources within the media industry, converged media replaces certain traditional media content and achieves innovation in news communication channels. Compared with new media, traditional media possesses substantial resources and abundant integration capital. If newspapers, radio, and television maintain their original business models under media convergence, their audience base will continuously decrease, making sustainable development impossible. Essentially, the concept of converged media is developmental, transforming the competitiveness of single media into multi-media competitiveness and enhancing comprehensive competitive strength. Under the rapid development of the internet, this integration represents an inevitable trend and choice for traditional media development.

1.2 Current Development Status of Mobile News

At present, new media is developing rapidly, and during the process of media convergence, mobile news has significantly accelerated its development pace. The mobility characteristic of mobile media enhances news flexibility, providing users with a subjective and positive experience when receiving various information. In this context, an increasing number of audiences are enthusiastic about sharing data resources, creating entirely new news experiences through this sharing. In the converged media environment, mobile media has gained widespread popularity among audiences. Various news communication forms centered on

mobile phones play a leading role in transforming traditional news communication forms. Currently, as a mobile terminal device, mobile phones help people access news information and understand social events. To some extent, mobile news has transformed the information distribution pattern of traditional media such as radio, television, and newspapers. With the continuous development of the internet, the scale of mobile media users is expanding daily, laying the foundation for the new media era. Mobile news communication represents a new communication form and a profound transformation in the news communication field, providing strong information support for social transformation and development. From this perspective, this article possesses certain practical value and significance.

2.1 Development History of Mobile News Communication Forms

Although using mobile phones to disseminate news is a recent phenomenon, mobile news communication forms have actually undergone a developmental process through the in-depth exploration of technical personnel. The **initial development stage** occurred before the emergence of smartphones, when mobile phones were used for calling and texting, with some advanced models featuring music players or e-book readers. Although people could access news through mobile phones, the technology was immature. While the boundaries between mobile phones, televisions, and computers were broken, there was no clear definition distinguishing the differences among these multimedia types. The **middle development stage** began when Apple introduced tablet computers before launching smartphones. Tablets integrated the functions of mobile phones and computers, offering high-tech features that surprised people but did not receive significant attention. Based on tablets, Steve Jobs creatively proposed a tablet operating system and developed the small-sized iPhone 4, which swept the globe and shifted Nokia's dominant position. Samsung learned from Apple, adopted the Android operating system, and formed a competitive landscape. At this point, the trend of using smartphones to read news was basically established. The **later development stage** has seen the rise of numerous domestic smartphone brands such as Xiaomi and Huawei, which have captured domestic market share and expanded into overseas markets. Simultaneously, internet development has enabled people to grasp news dynamics anytime through smartphones. People's lifestyle habits have gradually changed, with using smartphones to browse Weibo, watch videos, and read hot news becoming common phenomena.

2.2 Advantages of Mobile News Communication Forms in the Converged Media Environment

In the converged media environment, mobile news communication forms exhibit significant advantages. First, compared with computers and televisions, mobile phones are more convenient. People can carry mobile phones everywhere but

cannot carry computers or televisions. This demonstrates that mobile phones are convenient and help people access real-time news anytime and anywhere. In modern life, as work pace accelerates, most people spend time commuting and find it convenient to use mobile phones to view real-time and focus news during travel. Second, mobile news can satisfy people's needs. In the era of media communication, news communication forms have become solidified. People previously believed that only news broadcast content represented by *Xinwen Lianbo* could be called news. However, in the converged media environment, both the connotation and composition of news have undergone tremendous changes. A large amount of social life content has emerged in the public view, including entertainment headlines and sports competition news, which can all be broadly defined as news. Against the backdrop of smartphone popularity, news content can be presented on platforms such as WeChat and Weibo, fully meeting people's diversified needs. Currently, mobile news communication has become a popular news communication method in society, with considerable development space in the commercial sphere. For example, during the severe stage of the COVID-19 pandemic when people needed to isolate at home, smartphones served as the primary entertainment tool. By browsing mobile news, people could timely understand the latest developments of the pandemic and prevention work. The control and stabilization of the domestic pandemic are inseparable from national policies and the dedication of prevention personnel, but also from mobile news.

3. Innovation and Development of Mobile News Communication Forms in the Converged Media Environment

3.1 Instantaneous Development of Communication Speed

In the converged media environment, mobile news communication forms are gradually exhibiting instantaneous development trends. Mobile news media's inherent characteristics accelerate news production speed and enhance news boundaries. With the continuous increase in self-media authors, audiences actively participate in information reception, and media gradually evolves into an "extension of human beings." The instantaneous nature of communication is mainly manifested in the ability of self-media authors to capture events happening around them anytime and anywhere, using multifunctional smartphones to upload captured content to news platforms. This approach greatly improves news communication timeliness. Compared with television live broadcasting, mobile phones do not require expensive camera equipment—smartphones with camera functions are sufficient for recording real-time news. In an internet environment, news can be immediately published through satellite network connections. The information collection process is simple, fast, and economical, delivering news to audiences in the shortest possible time. As a new medium, mobile phones possess distinctive multifunctional and convenient characteristics. Currently, mobile phones have become important tools for journalists, surpassing laptops and wireless broadcasting in both production freedom and communication immediacy. The innovative development of mobile news com-

munication forms plays a driving role in the development of journalism in the converged media environment.

3.2 Diversified Development of Reporting Forms

The innovation of mobile news communication forms in the converged media environment demonstrates diversified development in reporting forms. For a long time, mobile phones served merely as information reception platforms, which was popular among the public. Compared with newspapers and television, mobile news did not transform from the perspective of information elements. With internet development, mobile media functions have become increasingly diverse, and mobile news has gradually formed unique forms. Mobile news gathers media forms and symbols, using charts, text, short videos, and other forms to present news situations within short timeframes. Under appropriate news reporting symbols, news communication speed can be accelerated. Mobile reporting is representative in news reporting models and aligns with contemporary new media development trends. The main reason is that mobile news can comprehensively highlight the diversity characteristics of news texts, attracting audience attention. During the continuous innovation of mobile reporting forms, the print media industry facing financial crisis has not been eliminated and maintains a certain proportion in media convergence development. With increasing new media in real life, print media faces enormous challenges and needs to integrate with mobile media, focusing development on content services. By using various forms to develop news materials, mobile news reporting models highlight text and images. In the diversified development of mobile news reporting forms, they not only integrate traditional characteristics of print media but also strengthen the use of internet language, using visually impactful images to edit multiple focus points for specific news reports, thereby highlighting the diversification of mobile news reporting forms.

3.3 Humanized Development of Environment and Services

Humanization represents an important direction for the innovative development of mobile news communication forms in the converged media environment. Both the mobile news communication environment and services exhibit humanized development trends. Traditional media primarily provided news information to audiences, who passively received news information with weak participation. In the converged media environment, mobile news reporting integrates communication forms from various media such as newspapers and television, constructing a brand-new news reporting environment that improves media service quality. Centered on mobile news communication platforms, news communicators and audiences have built relatively good interactive relationships, enabling effective communication and exchange. Moreover, news communicators can evaluate and supervise each other. In this situation, audiences can obtain richer news information and grasp real-time news from multiple perspectives, promoting news information dissemination. Mobile news communication demonstrates distinct

personalization in multiple aspects, with more humanized operations. Through touch buttons, audiences can automatically scroll news, facilitating reading and storing browsing records. Humanized operations are reflected in the simplification of news reading processes, including chapter jumping, automatic scrolling, one-click top setting, and background and font size adjustment, making mobile news communication forms more popular among audiences.

3.4 Mobile Development of Communication Context

Analysis reveals that communication contexts are gradually achieving mobile development trends. The portability of mobile phones affects audience consumption behaviors regarding news information, mainly by not limiting the spatial context of consumption behaviors. Whether in home environments, office settings, or during travel, audiences can receive news information anytime through mobile phones. From this perspective, mobile news communication contexts possess “on-the-go” reading characteristics. Mobile news communication can satisfy audience needs to a certain extent. With smartphones, audiences can transform previous news acquisition pathways, no longer needing to watch news at fixed times but receiving real-time news events through mobile push notifications or browser searches. Under mobile news communication, audiences can fully utilize fragmented time—while waiting for meals, waiting for transportation, or during boredom—enjoying quality services provided by mobile phones in the converged media environment. Mobile media blurs temporal and spatial concepts, enabling audiences to obtain news anytime and anywhere, receive or send various messages, and enhance interpersonal interaction without time or space limitations. Additionally, the mobility of mobile news communication in the converged media environment also manifests as the development and upgrading of online news. Traditional online news reading requires material conditions such as computers and internet connections, typically confining reading behaviors to specific spaces. In the converged media context, mobile news communication does not require specific spaces, exhibiting distinct mobility and providing better reading experiences.

In the modern converged media background, using mobile phones to disseminate news events can transform traditional news communication forms and improve communication speed. To some extent, innovating mobile news communication forms can effectively improve traditional media communication patterns and enhance audience experience. To further clarify the current state of innovative development of mobile news communication forms in the converged media environment, this article conducted in-depth exploration from perspectives including instantaneous development of communication speed, diversified development of reporting forms, humanized development of environment and services, and mobile development of communication contexts. This research on mobile news communication form innovation aims to provide reference for improving mobile news communication levels in the future.

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Author Information: Zhao Xiaona (1986-), female, from Dezhou, Shandong, journalist, research direction: news communication.

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