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Dilemmas and Breakthrough Methods for News Writing in the New Media Environment (Post-print)

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Abstract

The rapid development of new media has constrained traditional models of news development. In terms of news writing, while traditional media was able to effectively disseminate news texts, the evolution of new media society and technological transformation have altered news dissemination methods, with corresponding shifts in writing direction. Therefore, this article analyzes the dilemmas confronting news writing within the new media environment, endeavoring to identify new breakthrough approaches to foster the healthy development of the journalism industry.

Full Text

Dilemmas and Breakthrough Methods of News Writing in the New Media Environment

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Abstract: The rapid development of new media has constrained traditional news development models. In terms of news writing, while traditional media could effectively disseminate news texts, societal and technological transformations in the new media era have altered news dissemination methods and shifted writing directions accordingly. This article analyzes the dilemmas facing news writing in the new media environment, seeking new breakthrough methods to promote the healthy development of journalism.

Keywords: new media environment; new media era; media convergence; news writing

Characteristics of New Media News Writing

1.1 The “Title First” Principle

In news writing, title formulation is a critical component. The new media era is characterized by extremely fast and wide-ranging news dissemination, yet it is impossible to display all news content within a single page. Consequently, the principle of “title first” must be upheld to present more news information within limited space. Click-through rate serves as the primary metric for evaluating online news quality, and compelling titles are more likely to resonate with readers. This requires that the main content be discernible from the title itself, necessitating the integration of highlights into titles in innovative forms that reveal the primary reporting direction.

1.2 Dynamic Writing

Traditional news reporting was limited to formats such as newspapers and television. However, new media has leveraged the internet to break this developmental pattern, evolving dynamic online dissemination forms such as live streaming. In the new media environment, dynamic news writing approaches are crucial, with advantages manifesting in the ability to publish news content at the fastest speed. This enables users to follow news content anytime and anywhere through news applications, satisfying audience demand for rapid access to news information. This is highly beneficial for news dissemination and new media development, laying an important foundation for its growth.

1.3 Visual Layout

Due to the continuous rise of new media, audience demand for news information has further increased, transforming traditional news reading methods. Readers no longer rely solely on simple text but receive news content through rich channels including visual and auditory means. This presents new challenges for news editors, who must not only provide effective textual interpretation and image captions but also employ video editing to satisfy readers’ visual experiences. This approach enables comprehensive understanding of news content. Editors incorporate contemporary fashionable elements into their language, such as internet catchphrases, which have become normalized expressions for netizens. These expressions feature two main characteristics: a trend toward youthfulness and the creation of a relaxed, playful reading experience. The use of images and videos can enhance readers’ visual experiences and promote effective news consumption. Therefore, reasonably inserting images or videos during news compilation and writing can effectively satisfy readers’ visual experiences, enable intuitive acquisition of news content, and improve news reading effectiveness.

1.4 Content Comprehensiveness

In the new media era, news reporting must effectively leverage multimedia advantages to concentrate various news elements through richly formatted special reports. For example, on June 17, 2021, when China’s Shenzhou-12 spacecraft flew to space and Chinese astronauts first entered their own space station, this event could be presented through a special report format that compared past

domestic and international space exploration efforts. This effectively attracted readers' attention, deepened their understanding of the reported content, and promoted more comprehensive presentation of news to audiences.

Trends in News Writing in the New Media Era

With the deep integration of various media, traditional thinking patterns can no longer meet the development needs of new media. This requires adopting readers' perspectives to strengthen news writing, enabling audiences to understand news from comprehensive and multi-angle viewpoints. For instance, audiences can access news through channels such as Weibo, WeChat, and news clients, which feature diversification and personalization, enriching news content and allowing readers to express their views. This integrated dissemination approach not only enhances readers' interest in news but also improves news writing capabilities.

2.2 Diversification of Writing Content and Form

In recent years, to adapt to new media development, news formats have undergone significant changes. In the new media environment, diverse methods such as video and hypertext can be employed on the basis of traditional news to meet readers' demands. With the rapid development of the internet age, relevant online information laws and regulations have been continuously improved and issued, effectively controlling undesirable online information. This not only strengthens management of the media industry but also promotes healthy development of online news.

2.4 Changes in Writing Carriers

As multimedia technology continues to develop, China is advancing toward an information-based society, with smartphones becoming important carriers for news dissemination. People can access news content through mobile phones, and individuals can record videos via mobile devices and disseminate them through platforms such as Douyin and Kuaishou, creating a situation where news editing has shifted from traditional editors to universal creation. Changes in writing carriers satisfy people's personalized needs and make dissemination more diversified and convenient.

Dilemmas in News Writing in the New Media Environment

3.1 Lack of Writing Talent

To adapt to new media's changing demands, news writing requires highly professional talent. However, in the new media environment, talent cultivation models are singular, innovative spirit has become discontinuous, and there is a serious talent shortage. First, university cultivation methods remain traditional, and new media teaching content lacks innovation, resulting in graduates who cannot meet new media demands. Second, news journalists lack practical experience, seriously lacking editing capabilities, let alone innovation.

3.2 Changes in Reader Reading Habits

Due to the rise of new media, news editing and communication methods have changed. News is often simply copied and pasted from other platforms, making multiple news publications identical and lacking interest. Readers' reading methods have also significantly changed, becoming unwilling to think actively and limited to "fast-food" style reading.

3.3 Expanded Scope of Writing

With the arrival of the self-media era, news writing is no longer limited to the journalism industry. Many self-media practitioners without professional knowledge or writing skills have begun participating in news writing and reporting. Such self-media practitioners have not received professional training, have low professional competence, and frequently produce fake news, making it impossible for their reports to serve public opinion guidance functions. Many current self-media practitioners neglect their own quality and pursuits, hindering the development of journalism.

3.4 Insufficient Writing Research

In the news writing process, the methods employed and research objects are important. The main purpose of interviews is to obtain news, while writing is the process of disseminating obtained news to audiences. Therefore, news writing should constitute an independent research field, and confusion in its primary objects and methods will bring negative impacts to journalism.

Breakthrough Methods

4.1 Strengthening Talent Cultivation

Due to the shortage of new media writing talent, multi-angle talent cultivation should be strengthened, continuously researching differences in news reporting and reinforcing writing and learning methods. News professionals should be given more practical opportunities to strengthen their news writing abilities, enabling them to apply what they learn, while also providing writers with better platforms.

4.2 Enhancing Network Review

The development of big data has transformed readers' reading methods. Review of online news requires strengthened examination, especially for vulgar news lacking aesthetic and educational value, which needs to be deleted promptly. Relevant platforms should improve access thresholds through enhanced collaboration, particularly requiring self-media to strengthen news professionalism and enhance readers' thinking about news.

Due to layout constraints, traditional news writing clearly lacks detail and richness, mainly employing standardized writing methods. The emergence of new media has broken through these constraints, enabling authors to use new media technology to deeply explore the connotations behind news, implement news details, add primary information volume, and satisfy news readability requirements. First, fully grasp the main points of news, effectively polish news keywords and titles, and accurately extract eye-catching keywords and titles. Sec-

ond, be flexible in material selection, effectively understand public comprehension and cognition, and attract public attention in a targeted manner. Third, strengthen detail excavation capabilities, provide detailed descriptions of key points, and employ case-based reporting. Fourth, strengthen audience news impressions in concluding sections to deepen news dissemination effects.

This article primarily analyzes the dilemmas and breakthrough methods of news writing in the new media environment, continuously researching relevant paths for breakthrough methods to satisfy the development needs of news writing in the new media era.

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Personnel rotation is implemented to cultivate all-media thinking and skills among practitioners, forging elite news communication personnel for the new era. A performance evaluation mechanism based on a points system is established as the core, following the principle of “more work, more pay; no work, no pay,” creating a scientific and standardized classification, grading, and timing performance assessment system where compensation is determined by scores. The annual target assessment bonus for public institutions is eliminated, replaced by monthly and annual assessments that link individual performance awards to position coefficients and fulfillment of job responsibilities.

Focusing on rewarding and promoting outstanding employees and introducing high-level and special-position talents, a personnel selection mechanism has been established. For instance, a graduate from Shandong University was recruited to the center and demonstrated diligent work and remarkable achievements. To retain this talent, he was promoted to a leadership position in the center after organizational review, and appropriate adjustments were made to his spouse’s job position who had accompanied him to work there.

Fifth, strengthen support and vigorously expand cultural and creative industry projects. Media convergence reform cannot proceed without support from the cultural industry. In the face of a serious decline in traditional advertising revenue, the Rudong Media Convergence Center established a Cultural Industry Management Committee to oversee revenue generation across the center. The original industrial management system, which operated independently through media platforms, was restructured into a management approach combining vertical and horizontal integration, unified and decentralized operations, process control, and target management. The business management system and organizational structure were reorganized to promote upgrades in business management. While consolidating traditional advertising revenue, the center vigorously expanded cultural and creative industry projects, strengthening the development and experimentation of various new industry projects such as “Broadcasting/Television + Services,” “Broadcasting/Television + Government Affairs,” “Broadcasting/Television + Commerce,” and “Broadcasting/Television + Events.” Live broadcast programs and business activities on radio, television, and WeChat have emerged as new forces, continuously creating mobile viewership miracles exceeding 100,000. The cultural and creative industry’s reach has rapidly extended, government cooperation-based business operations show good momentum, and commercial advertising has stabilized and climbed, demonstrating strong momentum and market competitiveness. In recent years, the Rudong Media Convergence Center has invested over 47 million yuan to implement major projects including a media convergence command center, radio and television tower, television studio (large screen), radio and television broadcast room, and

high-definition channel construction, providing high-quality resources, technical, and environmental guarantees for high-quality news product output.

In summary, in the era of media convergence, the problem of “institutional constraints on county-level media convergence” urgently needs to be addressed. It requires high-level attention from local party committees and governments, planning development paths from top-level design, and requires the self-efforts of county-level media convergence centers to seek breakthrough paths. Only in this way can county-level media convergence centers embark on a path of healthy and high-quality development.

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Note: Figure translations are in progress. See original paper for figures.

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