Post-print: News Production and Dissemination from the Digital Media Perspective

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Abstract

The rapid development of computer network technology has brought digital media into people's daily work and lives. Initially, digital media was only applied in the information technology sector or internet industry; however, with the gradual enrichment of digital media functionalities and the continuous advancement of internet development levels, the scope of its applications has become increasingly broad, significantly facilitating the development of the news production field. This paper, from the perspective of digital media, presents an analysis centered on two aspects: news production and news dissemination, exploring the important role that digital media plays in these areas, aiming to effectively enhance the presentation quality of news information and better meet people' s increasingly high demands for information acquisition.

Full Text

News Production and Dissemination from the Perspective of Digital Media

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Abstract

The rapid development of computer network technology has integrated digital media into people' s daily work and lives. Initially, digital media was only applied in the information technology sector or Internet industry. However, as digital media functionalities have gradually enriched and Internet development has advanced, digital media has found increasingly broad applications, exerting a beneficial promotional effect on the development of news production. This paper analyzes news production and dissemination from the perspective of digital media, examining the vital role that digital media plays in these processes. The

aim is to effectively enhance the quality of news information presentation and better satisfy people' s growing demands for information acquisition.

Keywords

digital media; news production; news dissemination; material collection; information dissemination

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Digital media is the product of the convergence of information technology and the Internet. Against the backdrop of continuous progress in the Internet domain, the connotation of digital media has been significantly enriched, and people have begun to apply digital media across various fields to reduce reliance on manual labor while improving work efficiency and quality. From the comprehensive development perspective of the journalism field, digital media has compensated for certain deficiencies in traditional journalism while simultaneously driving the stable development of the news industry. To some degree, applying digital media in news production and dissemination represents both an innovation and a form of progress. We must actively explore pathways for integrating digital media into these processes to contribute to the vigorous development of news media.

Digital media primarily exhibits several key features. First, efficient information dissemination enables news information to be uploaded to relevant platforms for large-scale interactive sharing, already capable of satisfying live broadcasting demands. Information recipients can access news through different mobile terminals, at different times, and in different formats, while also publishing their personal views on news events to communicate with others. Second, diversified communicators represent an essential difference from traditional analog transmission. Digital transmission does not require massive electromagnetic spectrum space support, rendering traditional analog methods obsolete. Transmission content has become more abundant, and communication channels exhibit clear interactivity. Third, intelligent communication levels allow digital media to timely understand audience information acquisition behaviors and dissemination effects during information transmission, enabling technicians to adjust communication strategies with reference data.

1. Concept of Digital Media

Digital media refers to a method of creating, processing, and transmitting information based on binary systems. Today' s digital media has made remarkable

progress from its original foundation, capable of transmitting various information carriers including text, images, sound, and video. The application advantage of digital media lies in its ability to transform abstract information into more accessible and understandable formats. Digital media development has advanced year by year, gradually benefiting other fields. Initially applied in consumer and manufacturing industries with outstanding results, digital media has now been introduced into journalism development, constructing an invisible thread that connects information collection, organization, and presentation. This enriches news content, provides higher-quality audio-visual experiences, and fully demonstrates the authenticity, reliability, and timeliness of news information.

2. Application of Digital Media in News Production and Dissemination

This paper defines news as reports of recently occurred facts and information about recent events. News emerges from daily life, whether unexpected incidents or planned content, ranging from national conferences to daily trivialities. Applying digital media to news production is no longer a breakthrough or innovative act but rather follows the trend of keeping pace with the times in journalism and expanding the social influence of the digital field. Specifically, digital media application in news production manifests in several key aspects.

2.1 News Material Collection

Over the past decades, due to relatively lagging technical levels, news information collection processes were rather complex. After a news event occurred, media organizations would dispatch journalists to the scene to understand the situation and conduct interviews. Collected information was primarily stored through video recordings and written notes, with the final footage submitted to post-production staff for targeted editing based on manuscript preparation and actual event conditions to produce news programs. Initially, video tapes storing news information could not be reused—if editors edited a tape once, they could not edit it again. News resources could not be shared promptly, limiting the scope of information dissemination. Material acquisition required close coordination between reporters and photographers, with each trip to the scene consuming substantial human and material resources while delivering generally poor efficiency.

Digital media has significantly improved these issues. When media organizations detect news through keen news sense, they dispatch journalists to the scene immediately to understand event development. Audio information collected on-site can be converted into digital signals in real time and transmitted to corresponding media network platforms, where digital media systems automatically organize information for storage in both offline and online states. Subsequent editors only need to access corresponding resources on media network

platforms, significantly improving editing efficiency while reducing complexity. Media organizations can adjust news content editing formats according to their own positioning and program orientation, enhancing news information utilization. Additionally, rational application of digital media technology can convert information previously stored on video tapes or in written form into digital information, extending storage lifespan and facilitating retrieval and secondary processing anytime. Overall, with digital media assistance, news production costs have decreased significantly, production efficiency has improved markedly, and timely information acquisition demands can be better satisfied.

2.2 News Program Production

Modern news presentation no longer relies solely on initial sound or text but tends to flexibly combine video, audio, and other information carriers to improve presentation quality, transforming news programs into news products that provide audiences with diversified information. Most news programs feature highly flexible shot transitions, surrounding a particular news event with relevant footage accompanied by music, simultaneous sounds, or commentary. Many programs use 3D animation to recreate news scenes, making visual presentation more vivid. Typically, pre-production requires close cooperation between one or multiple journalists and photographers to obtain footage, write manuscripts, and edit films before submitting these diversified materials to professional editors. From the editors' perspective, news processing constitutes a secondary creation stage where modern editing methods can improve overall program quality and fully manifest editors' creative concepts. Today' s editing work no longer simply rearranges news materials but rather treats news programs as artistic works for secondary creation based on sufficient respect for news events, enabling audiences to comprehensively understand event developments and obtain quality viewing experiences. During digital technology-based news compilation, besides utilizing quality video technology, corresponding auxiliary equipment support is also required. Digital media's professional nature demands that technicians flexibly employ digital management platforms to transmit news materials to platforms in various forms, improving editing efficiency while satisfying multi-party simultaneous editing needs. Completed news programs can still be stored on media platforms and converted into different formats according to transmission and publication requirements.

2.3 News Program Packaging

Traditionally, most news programs adopt the format where program hosts connect multiple television news programs, organically combining commentary with news footage to deliver information. In other words, audiences gain preliminary understanding of events through host introductions, while images and text highlight reporting priorities, improving overall visual presentation effects and winning higher audience evaluation. Large-scale news programs must report diverse content, including human interest news of widespread concern to audi-

ences, entertainment news that satisfies recreational needs, sports news favored by some, and political news related to various industries. Relying solely on oral broadcasting would strip news programs of emotional color and vitality, reducing visual effectiveness. To change their rigid and serious impression, some programs add decorative fonts and special effects to news footage, providing audiences with refreshing feelings and richer emotional experiences. Whether it is the most authoritative television news program "Xinwen Lianbo" or local news programs with relatively narrow audiences, all have begun employing flexible and varied packaging formats. The seemingly brief host introductions actually serve as introductions and summaries of news content. Large news programs require not only reporting diverse content but also emphasizing audience experiences in visual, emotional, and auditory aspects during information acquisition to provide higher-quality digital media services.

2.4 News Information Dissemination

Overall, pre-production work serves subsequent information dissemination. Under digital media' s influence, traditional media positioning has changed significantly, with more targeted and precise information dissemination forms that clearly define audience groups. Previously, due to complex production processes, even when media organizations obtained and processed news information promptly, substantial time was required, often resulting in audiences receiving information the day after events occurred. Against the backdrop of thriving new media, information dissemination efficiency has improved markedly. Continuing traditional production methods would turn news into old news, naturally reducing audience evaluations. Today, traditional media actively communicates and collaborates with new media to build integrated development platforms, utilizing modern technologies such as the Internet and big data to construct information transmission systems that satisfy personalized audience needs. From a long-term development perspective, widespread digital media application has become an inevitable trend. Diversified news information dissemination forms have expanded news program audiences and filled the gaps in traditional news dissemination systems' one-way communication limitations.

3. Development Directions for News Production and Dissemination from the Digital Media Perspective

3.1 Emphasizing the Promotion of Live Streaming Technology and VR Digital Media Technology

Digital media technology has improved year by year, achieving increasingly prominent results in news production and dissemination applications. News production and dissemination determine the final quality of news presented to audiences. Digital media technology application in this process may pose new challenges for some media practitioners but represents a forward opportunity that the media field must seize promptly. We actively encourage applying dig-

ital media technology in news media to optimize news dissemination methods, creating favorable conditions for news material collection, program production, program packaging, and information dissemination, thereby strengthening the precision and reliability of news information transmission. Notably, in the current social context, news program quality has improved significantly, with increasing intuitiveness and richness in information presentation. We recommend paying sufficient attention to VR digital media technology application, enabling audiences to obtain panoramic news experiences, placing them at news scenes to experience the reality of events as they occur, providing more varied emotional experiences, and transforming originally flat news information into more three-dimensional content.

3.2 Continuously Integrating New Digital Media Technologies into News Production

Digital media technology has gained favor in the news field due to its outstanding information feedback capability and targeting precision. People' s demands for news quality have increased yearly, while digital media continues developing and advancing. Both digital media' s own innovation and television media' s actual development requirements demand continuous enrichment of digital media technologies in news production, greater consideration of audience needs, and the creation of personalized digital media to enhance media industry competitiveness and build excellent news platforms with better service characteristics and stronger social influence. Additionally, digital media emphasizes user experience, and news program users are the audiences. We should emphasize the visual, emotional, auditory, and other multifaceted experiences audiences obtain during information acquisition to provide higher-quality digital media services.

3.3 Ensuring Final News Presentation Effects Meet Audience Expectations

While digital media has gained widespread recognition, it has also faced skepticism. Many believe digital media distances people from real life, and since news emphasizes authenticity and reliability, they discourage integrating digital media into news production and dissemination. In future digital media applications, we should focus on improving news reporting quality and enriching the intrinsic value of news information. Especially against the backdrop of serious news information homogenization, news media cannot blindly cater to audience demands or attract attention through one-sided or exaggerated reporting methods, as this undoubtedly reduces public trust in news media. Many audiences even adopt a "casual browsing" attitude toward news content, paying no attention to reporting depth and value. Moving forward, news media should maintain correct public opinion guidance, strengthen in-depth reporting, excavate potential values contained in news events, and help audiences establish correct perspectives. Additionally, as life rhythms accelerate noticeably, although information access paths have become more abundant, most audiences are unwilling to spend

much time screening information and prefer using fragmented time to access valuable content. Flexibly applying digital media to optimize news production and dissemination requires adapting to audience information acquisition habits, improving news production processes, categorizing news information targeted, increasing news ratings, clarifying news targeting, and reducing audience time spent on information screening.

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