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## Exploring Information Dissemination Strategies for Current Affairs News in the New Media Context (Postprint)

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### Abstract

With the continuous development of new media in contemporary China, news communication has encountered new development opportunities. In the process of disseminating current affairs news information, it is necessary to break free from the constraints imposed by traditional media in terms of communication, and to transform the methods and channels of news information dissemination based on the characteristics of new media development, leveraging its strong interactivity and rapid transmission speed. This will enable current affairs news dissemination to possess complete timeliness characteristics and regain vitality. Therefore, in the current era, it is essential to achieve successful transformation and upgrading on new media platforms to enhance the efficiency and level of news information dissemination.

### Full Text

## Strategies for Disseminating Current Affairs News Information in the New Media Era

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**Abstract:** As new media continues to develop in China, journalism has encountered new opportunities for growth. In disseminating current affairs news, it is essential to break free from the constraints of traditional media, leverage the interactive nature and rapid transmission speed characteristic of new media, and transform both the methods and channels of news dissemination. This will enable current affairs news to achieve optimal timeliness and regain its vitality. Therefore, in the present era, successful transformation and upgrading on new media platforms are required to enhance the efficiency and quality of news dissemination.

**Keywords:** current affairs news; information dissemination; homogenization; communication pathways; deep integration

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## 1. Common Problems in Current Affairs News Dissemination Under New Media

With the rapid development of new media in China, the ways people access information have fundamentally changed. However, news information is also vulnerable to the adverse effects of new media, which can diminish the impact of current affairs reporting. Given that current affairs news contains substantial political and policy-related content and is closely connected to people's livelihoods, it is crucial to adapt to the direction of the times and highlight the effectiveness and quality of current affairs communication. Overall, the main problems in current affairs news dissemination under the new media background are as follows.

### 1.1 Severe Information Homogenization and Insufficient Authority

In the new media era, the public availability of news sources and the rapid development of communication technologies have led to serious information homogenization. Major platforms often exhibit convergence in reporting perspectives, similar styles, lack of distinctive features, and uniform coverage of the same news events. Additionally, while new media has transformed information access pathways and broken previous temporal and spatial limitations—allowing people to access current affairs news anytime and anywhere through various apps or official accounts—the complexity of these platforms means that information disseminators face potential conflicts of interest and 立场 issues from the outset, introducing interfering factors into information publication [1]. To stand out in the information overload, some publishers tend to release content that is highly entertaining and engaging. Although this caters to audience preferences, it undermines the authority of current affairs news and can easily mislead the public, disrupting the normal course of social discourse.

Furthermore, as people's information consumption habits become increasingly fragmented, fast-food-style reading has gained popularity. New media attracts audiences through novel approaches, appealing images and videos, or eye-catching, exaggerated headlines, yet often fails to ensure the accuracy of these headlines—sometimes merely extracting specific paragraphs to grab attention. This not only reduces public trust and identification with current affairs news in the new media environment but also causes current affairs news to lose its original authority, challenging its status.

### 1.2 Professionalism and Timeliness Need Improvement

Influenced by big data technology, new media has broadened communication channels and pathways while increasing information volume and diversifying the types of content audiences receive. However, actual information dissemination has not

sufficiently emphasized or improved news quality, and problems remain in the professionalism of production standards. This creates interfering factors when people access current affairs information on new media platforms. The new media era allows individuals to express personal opinions across various platforms, but significant differences in comprehensive quality and educational levels can lead to information misinterpretation. Combined with the rapid speed of information dissemination in the new media context, erroneous ideas are inevitable.

Meanwhile, the substantial increase in news publication volume means that some current affairs news on certain platforms is not edited or published by professional journalists, making it difficult to guarantee professionalism and creating obvious interference for subsequent normal dissemination of current affairs news. In the new media era, the diversification of communication methods and channels, coupled with accelerated public news reading speeds, has gradually made timeliness a decisive measure of news dissemination value. The public craves the most accurate information first, on authoritative platforms, with in-depth, rational, and objective analysis, commentary, and interpretation. Therefore, only by continuously strengthening internet thinking, enhancing news sensitivity, and seizing the initiative in public opinion “at the first moment” can optimal communication effects be achieved.

**1.3 Insufficient Depth in News Information and Language Should Be More Accessible** Different events carry different news values. For some current affairs news, the value lies not merely in the event itself but in the extended connotations and social significance. Many media outlets only report on the event superficially, with insufficient depth in extending news connotations and content. Simultaneously, while some self-media accounts use witty and humorous language in disseminating current affairs news, mainstream media coverage remains overly serious. To enhance professionalism and authority, editorial staff fail to align with contemporary development directions and people’s most interesting reading styles, resulting in overly grand and professional narratives. News content also involves excessive political jargon, and when conveying important documents, fails to consider public information needs, with numerous slogans and specialized terms throughout. This not only leads to confusion among news consumers but also prevents comprehensive understanding of the news content. Consequently, people feel distant from current affairs news when reading it, eventually losing interest over time and affecting the efficiency and quality of dissemination.

In summary, the problems encountered in current affairs news dissemination under the new media background are complex. If left unresolved, these issues will not only hinder the improvement of dissemination effectiveness but also challenge the authority of current affairs news. Therefore, practitioners must emphasize the transformation of current affairs news dissemination, clarify subsequent work responsibilities and priorities based on new media characteristics, and enhance dissemination effectiveness and quality.

## 2. Approaches to Current Affairs News Dissemination Under New Media

**2.1 Leveraging New Media Technology Advantages** To comprehensively improve the effectiveness and quality of current affairs news dissemination, it is essential to fully utilize new media technology advantages to facilitate current affairs journalism. The social nature of new media injects new strength and vitality into the widespread dissemination of current affairs news. New media technology can simplify dissemination processes, shorten publication time, improve timeliness, and help bridge the distance with audiences. Therefore, under the new media background, it is necessary to strengthen the rational use of new media technology and continuously expand and extend current affairs news dissemination pathways [2]. This requires increased investment in equipment and technology to achieve extensive integration between old and new media, providing broad development prospects and vitality for current affairs news information.

For instance, we should pay attention to and understand the application of new media technologies such as 5G, AI anchors, holographic imaging, and mobile screen projection, disseminating current affairs news information through multiple means, methods, and diversified approaches. Simultaneously, under the new media background, it is necessary to fully consider user concerns, regularly and irregularly collect and integrate information, and when necessary, use big data technology to comprehensively analyze readers' experiences and needs. By accurately pushing relevant current affairs news information according to audience needs, we can continuously enhance the influence and authority of current affairs news and promote the stable development of the journalism industry.

**2.2 Deepening Audience Understanding of Current Affairs News** The primary audience for current affairs news consists of the general public, so it is crucial to deepen their understanding and awareness. Current affairs news is mainly responsible for conveying the Party and government's deployment arrangements and recent priority work to the audience, characterized by a top-down approach with considerable coverage of leadership activities, major decisions, and policy-related professional information. While relevant staff have the right to express personal opinions as first-hand news acquirers and important disseminators, they must also clarify their responsibilities and obligations in information transmission.

In practice, effective dissemination requires standing from the audience's perspective, using a more equal approach to narrow the distance with them, and considering their difficulties in understanding specialized vocabulary to highlight accessibility. When encountering professional terms, explanations can be provided alongside them to improve dissemination effectiveness. Since much current affairs news relates to social group interests, content that audiences find difficult to understand should be addressed according to their needs, using more accessible language for daily communication and respecting their status to

improve comprehension [3]. Additionally, comment sections can be established on relevant platforms for workers to communicate with audiences, gather timely feedback, and comprehensively understand their perceptions and views. If audiences show understanding deviations, journalists should communicate to prevent interference factors from affecting news influence and to provide direction for subsequent work.

**2.3 Enriching Current Affairs News Dissemination Pathways** As new media technology continues to develop in China, the popularization of the internet has provided effective pathways for current affairs news dissemination. Some current affairs news publishers can establish multiple interactive platforms, such as news official accounts, to conduct multi-channel publicity and reporting for comprehensive effect enhancement. In the current era, WeChat has become a widely used tool. Official WeChat accounts can be established with assigned professionals responsible for operation and management, continuously updating relevant developments and integrating and collecting information in comment sections to understand audience views and needs, laying a solid foundation for subsequent dissemination. These accounts should also be maintained to gradually cultivate followers and continuously enhance influence.

Beyond WeChat, official accounts can also be established on platforms with large user bases such as Xuexi Qiangguo, Douyin, and Kuaishou for necessary news publicity.

**2.4 Balancing Novelty and Authority, Enhancing Depth, and Avoiding Homogenization** In the current era, people's fragmented information consumption habits are evident—when browsing information, they first look at headlines before deciding whether to read based on their needs. This shows that headlines are crucial for continued reading. It is necessary to enhance the appeal of current affairs news through effective headline innovation and optimization to meet reading needs, better understand social concerns, and attract public attention through diversified expression. The People's Daily official account and CCTV's "Anchor Talks News" serve as excellent examples, making current affairs news engaging without being dull while effectively communicating key information—approaches worth learning from. However, moderation is essential to avoid becoming sensationalist headline-grabbers.

Current affairs news possesses objectivity and authenticity as inherent advantages, but care must be taken to avoid dull language that prevents in-depth reading. Content should be organized scientifically and orderly, preserving objectivity and authenticity while enhancing language interest to cater to public reading needs, allowing people to understand current affairs news in a relaxed atmosphere. As reading interest increases, so does news influence, requiring continuous optimization of content and form to integrate news dissemination into daily life and provide more valuable content. However, it is crucial to maintain proper balance and avoid incorporating false information to gain attention at

the expense of authority.

In-depth reporting is often more popular because it truthfully reflects causal relationships in news events and reveals their essence and significance. Merely superficial reporting cannot demonstrate potential news value. Therefore, news media should be adept at 挖掘 ing in-depth current affairs content, uncovering deep thoughts and new perspectives, using comprehensive, three-dimensional, multi-level thinking and techniques to thoroughly analyze news facts and reveal their essence, truly making in-depth reporting the killer advantage of journalism rather than allowing high-quality, deep reporting to become a scarce resource.

In subsequent editorial work, content homogenization must also be avoided. Traditional current affairs reporting focuses primarily on various government meetings or leadership requirements and emphases. Under the new media background, it is necessary to enhance dissemination effectiveness by broadening reporting scope and shifting focus to leadership deeds and current hot topics, enriching content. Increased coverage of leadership figures can enhance their 亲和力 while highlighting the uniqueness of current affairs news. Policy requirements and meeting emphases can be enriched with deeper analysis, with each point edited and published separately. Such reporting can expand the positive influence of current affairs news, emphasize each platform's distinctive characteristics, and ensure the longevity of current affairs news under the new media background.

**2.5 Integration of Old and New Media** Under the new media background, current affairs news dissemination requires continuous innovation and adjustment based on traditional journalism to achieve extensive integration between old and new media. On open and interactive platforms, traditional media's integrative function and authority are particularly evident and advantageous. Therefore, during transformation under the new media background, it is necessary to grasp the essence of news content, master the core of communication, and improve efficiency and quality. Traditional news media mostly place current affairs content on new media platforms, maintaining appropriate seriousness and accessibility in content presentation to enhance influence.

In the new media era, information is not scarce—what is lacking is news value and appeal. Valuable information that can be effectively utilized has become a primary advantage for development and competition across industries. In practice, it is necessary to grasp the development characteristics and advantages of the internet age to establish stable reading portals for people. Current affairs news dissemination should realize the construction of interactive platforms, using current affairs information as the core to establish knowledge-sharing networks such as community or forum topic gathering points like Tianya Club and Baidu Tieba, widely connecting news users to form an integrated network that achieves complementary advantages in information exchange and strengthens emotional 归属 in current affairs news.

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

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