

An Analysis of Innovative Strategies for News Convergent Communication in the All-Media Era (Postprint)

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Abstract

With the elevation of socioeconomic development levels, society has ushered in an era characterized by intelligent mechanization, artificial intelligence, big data, and all-media. People's lives are saturated with vast quantities of information, including considerable amounts of junk information from which they cannot escape. The advent of informatization thus constitutes both a fortune and a catastrophe for humanity. While it entails certain drawbacks, it also yields numerous benefits, facilitating interpersonal communication and contributing to improved living standards. The emergence of these modern technologies has created opportunities for numerous industries, the news communication sector being no exception. Nevertheless, innovation remains an indispensable prerequisite for the development and expansion of any industry. In the all-media era, new media dissemination suffers from numerous maladies—a phenomenon that is entirely normal and requires incremental improvement by practitioners. The all-media era can broaden the channels of news communication, generate substantial profits for the news communication industry, and provide conditions conducive to innovation in news communication modalities.

Full Text

Analyzing News Convergence and Communication Innovation Strategies in the All-Media Era

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Abstract: As socio-economic development advances, we have entered an era characterized by mechanical intelligence, artificial intelligence, big data, and all-media. People's lives are inundated with vast amounts of information, including considerable junk information from which they cannot escape. While

this information age brings both benefits and drawbacks, it facilitates interpersonal communication and improves living standards. The advent of these modern technologies has created opportunities for many industries, including news media, yet innovation remains an indispensable prerequisite for any industry's growth. In the all-media era, new media communication suffers from many deficiencies—a normal state of affairs requiring gradual improvement by practitioners. The all-media era can broaden news communication channels, generate substantial profits for the news industry, and provide conditions for innovating news communication methods.

Keywords: Mechanical Intelligence; Artificial Intelligence; News Convergence; Communication Innovation; Interactivity

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In the era of information explosion, mobile phones, computers, and televisions have all become important channels for news dissemination. Traditional television communication methods have many drawbacks in contemporary society. In modern society, regardless of industry, innovation is essential in practice, as it is the inexhaustible driving force for an industry's upward development and a society's progress. This paper primarily discusses the deficiencies of traditional news communication, the areas where news requires innovation, and the significance of news convergence and communication innovation, elaborating specifically on three aspects.

1.1 Lack of Interaction with the Audience

Traditional media communication suffers from many deficiencies—a normal state of affairs requiring gradual improvement by practitioners. The most serious issue is the lack of interaction with the audience. The most traditional news dissemination method, newspapers, involves minimal interaction with readers. When journalists cannot understand readers' psychological tendencies, it hinders news dissemination. In the past, traditional media struggled to understand which news topics readers needed, reducing people's enthusiasm for obtaining news. This disconnect prevented people from understanding actual social issues and prevented news organizations from gauging public attitudes toward certain hot topics, easily causing these topics to diverge from social reality. Continuing to use such traditional communication methods would cause the news industry to stagnate and fail to meet the innovative development trends of news in the current all-media era.[1]

1.2 Slow Update Speed

Another drawback of traditional communication methods is slow update speed, which cannot keep pace with contemporary demands. Besides newspapers, television also suffers from this issue. The slow update speed of newspaper dissemination is undeniable: when a hot event occurs, it must go through writing, typesetting, printing, and distribution to vendors before reaching readers. By the time newspapers reach people's hands, the hot event may have already evolved in different directions or lost its appeal due to the time lag. Television communication also exhibits certain delays—by the time journalists have gathered information about a hot event, the optimal publication window has often passed. Some television stations only update every few days, making news dissemination even slower. Slow news dissemination reduces content authenticity and prevents the public from promptly understanding social trends. Consequently, television news broadcasting is now on the verge of obsolescence, replaced by internet communication with its timeliness: events occurring one minute can be known by the public the next. However, such immediacy also has drawbacks, as unprocessed news may cause public opinion to deviate from the actual event.[2]

1.3 Singular Communication Methods

Several decades ago, news communication methods were indeed relatively singular, and people's curiosity about news was limited. This singular approach restricted many news stories from reaching the public. The traditional news industry lacked personalized innovation and could not meet people's diverse needs for news, hindering multi-faceted development of the industry. This was detrimental to both keeping pace with the times and the development of the news industry. With the arrival of the big data and information age, broadening news communication methods has become an inevitable trend. Nowadays, with just a mobile phone, people can instantly learn about the causes, processes, and even outcomes of various hot events the second they occur.

2. What Aspects Require Fusion Innovation in News?

2.1 News Creation Requires Fusion Innovation

In news creation, content must be filtered and processed according to current social issues and hot topics. Innovation in news creation should encompass four aspects: concept innovation, content innovation, form innovation, and characteristic innovation. Concept innovation requires abandoning traditional news communication concepts and learning to utilize internet-based methods. This demands that journalists possess innovative minds and flexibly apply various innovative means in practice, with particular attention to market awareness and public opinion orientation. Content innovation involves using clever methods to make content more eye-catching while maintaining factual accuracy, such as employing attractive headlines to stimulate readers' interest—making simple

matters novel. Form innovation refers to innovations in article layout and formatting. Traditional news forms generally lack emotional engagement, merely presenting the causes, processes, and outcomes of events. Innovative forms can adopt dialogue-style interviews, chart-based interviews, story-style interviews, etc. Chart-based interviews can combine charts with on-site photographs and explanatory notes, allowing readers to determine their interest level at a glance. Characteristic innovation means news organizations must develop their own communication characteristics and establish clear market positioning. Some local television stations incorporate regional characteristics into their news dissemination, creating a sense of familiarity that makes them stand out. Organizations adept at leveraging these characteristics thrive in the industry. All four aspects of innovation require fusion innovation. The news industry must embrace reform and innovation; otherwise, it will fall behind and be eliminated by the times. Contemporary society has witnessed many innovative approaches, such as IoT+ and AI technologies, that enrich organizational communication and expression methods, making them more “colorful.” Proper innovation is the lifeblood of an enterprise, determining its survival, as innovation is the inexhaustible driving force for development.

2.2 News Expression Requires Fusion Innovation

News expression requires innovation in both expression methods and techniques. Traditional news communication often employs argumentative techniques that can test readers’ patience. Innovative expression methods can adopt story-type or dialogue-type formats to attract readers’ interest. In terms of expression techniques, journalists can focus on crafting news headlines using suspenseful approaches that create curiosity and encourage further reading. For instance, in covering India’ s recent COVID-19 outbreak, writers can create timelines based on factual events, enabling readers to understand clearly what happened at each time point. Regarding expression techniques, the recent Nth Room case in South Korea, which caused a sensation there and considerable reaction in China, demonstrates how headlines can be crafted: “South Korea’ s Largest Pornographic Live Broadcast” or “Is Watching but Preventing Minor Abuse Considered Accomplice?” Such headlines generate greater curiosity about the event, and the news report serves as a warning to the public. The quality of news expression can influence readers’ perspectives on hot events, requiring news writers to possess strong literary literacy, general knowledge, and writing skills. News writers must have innovative capabilities, striving for innovation not only in expression methods and techniques but also in other aspects.

2.3 News Dissemination Requires Fusion Innovation

While innovating news expression, we must also pursue fusion innovation in news dissemination channels. News dissemination is the most critical link in the news chain—essential and vitally important. Although traditional news dissemination methods have many drawbacks, they possess one major advantage: strong au-

thenticity, greater objectivity, and fairness. Building upon this foundation, we can adopt all-media means to overcome the singular communication method inherent in traditional models, constructing more standardized and professional news organizations. By grasping public psychology, we can innovate news dissemination patterns. Typically, a news portal such as Tencent News or Sina News can have its content pushed across multiple platforms, including Douyin, Weibo, and WeChat Official Accounts, thereby disseminating news through various channels. After integrating all-media communication methods, we must uphold principles of fairness, impartiality, objectivity, and authenticity. Only then can we enhance an enterprise's competitiveness within the industry. In the current internet context, information resources are extremely abundant, requiring practitioners to develop information screening capabilities. This presents a significant challenge for traditional media to quickly adapt to the timeliness characteristics of modern news dissemination. Enterprises must keep pace with the times, continuously learn and innovate, and earnestly study various aspects of news innovation.

3. Strategies for News Fusion Innovation

3.1 Strengthen Interaction with the Audience

Without audience participation, news becomes rigid and lifeless. Therefore, to achieve news fusion innovation, strengthening interaction with the audience is essential. Weak audience interaction means journalists cannot understand readers' psychological tendencies, hindering news dissemination and causing readers to lose interest. It also makes it difficult to understand which news topics readers need, reducing their enthusiasm for obtaining news. Thus, strengthening audience interaction is absolutely necessary.

3.2 Expand Communication Channels

Expanding communication channels can be said to be a matter of life and death for many contemporary enterprises. Relying solely on newspapers and television fails to capture people's attention, as these communication methods are relatively singular. Such singular approaches limit opportunities for news to reach the public. The traditional news industry lacks personalized innovation and cannot meet people's diverse needs for news, hindering multi-faceted industry development. To ensure healthy enterprise development, broadening communication channels has become an inevitable trend. Expanding communication channels also involves fusion innovation.

3.3 Cultivate Innovation Awareness Among Practitioners

Practitioners must develop the ability to screen effective information, keep pace with the times, continuously learn and innovate, and earnestly study various aspects of news innovation. News writers must possess innovative capabilities, pursuing fusion innovation in news creation, expression, and dissemination, while

also striving for innovation in other minor aspects. Traditional communication methods have many drawbacks in contemporary society. Relevant staff should recognize the most serious problems and innovate news dissemination pathways by integrating all-media applications. Currently, with many automated tools available, cultivating innovation awareness among professionals is particularly important, as innovation is the driving force for enterprise development and the source of social progress.

3.4 Improve News Quality

With the arrival of the new media era, the pace of social development has accelerated. Most people cannot calm down to experience life or immerse themselves in improving their professional knowledge, causing many news practitioners' knowledge levels to stagnate. News quality is the foundation for a news media organization' s competitiveness against industry peers and the basis for the sustained healthy development of news enterprises.[3]

4. Significance of News Fusion Innovation

4.1 Benefits for Healthy Development of the News Industry

News fusion innovation facilitates the sustained healthy development of the news industry. News serves as a channel for people to understand the outside world and a bridge for individuals to communicate with the world. Changing mindsets to pursue fusion innovation and leveraging the advantages of the all-media era can promote the sustained healthy development of the news industry.

4.2 Benefits for Enhancing International Visibility

News fusion innovation can enhance China' s international visibility. International news reports about China are ubiquitous, and fusion innovation in the news industry can better promote China' s positive image to the world, helping the world understand China and discover its beautiful local customs and excellent traditional culture. For example, the news piece "China in the Eyes of the World" effectively showcases China' s magnificent landscapes, vividly describing China' s mountains, waters, and people. Through such coverage, foreigners can see China as an environmentally beautiful, hospitable, and economically developed Eastern power.[4] Promoting China to the world and leaving a positive impression enhances China' s international status and visibility. News fusion innovation is beneficial for elevating China' s position and reputation on the global stage.

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

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