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A Preliminary Analysis of Model Innovation in News Communication under the New Media Environment: Postprint

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Abstract

In recent years, amid the rapid development of China's journalism industry, audience groups have transitioned from acquiring news information through television, radio, and other traditional platforms to mobile internet terminals. Coupled with the emergence of 5G technology, traditional news dissemination models have become unable to satisfy audience demands, rendering reform and innovation imperative. Based on this, this paper investigates the characteristics of news communication in the new media environment, analyzes the significance of innovating news communication models, and proposes several recommendations, aiming to provide assistance for enhancing the level of news communication.

Full Text

Preamble

ChinaXiv Partner Journal: An Analysis of News Communication Pattern Innovation in New Media Environments

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Abstract: In recent years, as China's news industry has developed rapidly, audiences have shifted from obtaining news through traditional platforms such as television, radio, and broadcast receivers to accessing information via mobile network terminals. The emergence of 5G technology has further accelerated this transformation, rendering traditional news communication models unable to meet audience demands and making reform and innovation imperative. This paper examines the characteristics of news communication in new media environments, analyzes the significance of innovating news communication patterns,

and proposes several recommendations aimed at enhancing news communication effectiveness.

Keywords: news industry; audience groups; new media environment; news communication; pattern innovation

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News communication in new media environments exhibits characteristics of interactivity, timeliness, and diversity. Utilizing new media platforms for information dissemination can broaden transmission channels and enhance content diversity through text, video, audio, and images, moving beyond traditional work forms. Reasonable innovation in news communication patterns not only expands communication channels and space but also improves work efficiency, holding significant importance. Therefore, news communication work should align with new media environment characteristics and development patterns, reforming and innovating communication models to achieve desired developmental outcomes.

1. Characteristics of News Communication in New Media Environments

1.1 Interactive Features

Traditional news communication in China has suffered from limited interactivity, with fixed content and forms that prevented audiences from expressing their opinions. This made it difficult for journalists to comprehensively understand audience thoughts, psychological characteristics, and needs, hindering targeted innovation and reform of communication forms to better attract attention. In contrast, new media platforms enable interaction through comment functions and other interactive features, strengthening communication between journalists and audiences. Audiences can express their views and raise questions, which journalists can address through interaction, gaining deeper insights into audience needs and facilitating targeted news dissemination that enhances audience satisfaction and loyalty.

1.2 Timeliness Features

Compared with traditional media, new media platforms and technologies accelerate information dissemination, improving overall communication efficiency and effectiveness. No longer limited to television, radio, and newspapers, jour-

nalists can collect and integrate trending topics online, releasing objective and authentic news information in the first instance to describe event causes and processes. Content can be refreshed in real-time, and audiences can even participate directly, meeting the psychological needs of contemporary audiences.

1.3 Diversity Features

As network technology continues to advance in China, people increasingly use smartphones, laptops, and other devices to access news information through platforms such as WeChat and Kuaishou. In this context, news communication workers using new media platforms can broaden transmission channels and increase content diversity through text, video, audio, and images, enhancing information richness and moving beyond traditional work forms. This not only improves service quality and information dissemination effectiveness but also effectively attracts audiences.

1.4 Comprehensive Features

Traditional work primarily relied on text and image dissemination, introducing content in a singular and limited manner that lacked explanation of event processes and situational analysis, failing to ensure comprehensive communication. However, applying new media technologies and platforms ensures platform richness and content diversity, using more varied means to explain event information and processes to different audiences. Detailed explanations enhance audience attention, create sensory stimulation, and increase interest.

2. Significance of News Communication Pattern Innovation in New Media Environments

2.1 Expanding Resource Channels

Using advanced new media platforms for information dissemination not only broadens communication platforms but also increases resource channels. This is primarily because new media and network systems contain many topics of audience interest and concern. Journalists can collect information on various topics and produce corresponding news images or videos, truly using audience needs as the foundation for innovation. This not only enhances the influence of disseminated content but also ensures objectivity and advancement in implementation.

2.2 Increasing Storage Capacity

New media technology transforms traditional communication carriers and work forms, enabling large-scale, rapid storage of various data information with expansion potential across multiple dimensions. Meanwhile, advanced technical tools allow flexible execution of layout and information publishing work, en-

abling audiences to watch and understand different news event information on demand at any time.

2.3 Enhancing Communication Effectiveness

In the new era, workers using new media technology and platforms can utilize network systems to report various information in real-time and rolling broadcasts. Through live streaming and broadcast formats, they can expand influence and even break international boundaries for global dissemination, achieving broad coverage and high volume. During dissemination, pop-up windows can enhance timeliness and influence. Compared with traditional work models, private message interaction and comment forwarding can improve communication forms and enhance overall work effectiveness.

3. Measures for Innovating News Communication Patterns in New Media Environments

News communication work using advanced new media platforms has certain advantages. Therefore, work should combine actual conditions to create different models, using innovative methods to enhance influence and attraction in audience fields, promote news industry development, and strengthen competitiveness. The main pattern innovation measures are as follows.

3.1 Building an Audience-Oriented Communication Model

The most important service object in news communication is the audience. If audience needs cannot be met, even the newest communication models cannot enhance competitiveness. Therefore, in new media environments, audiences should be actively used as the guide to create more complete communication models, comprehensively considering the broad channels of information transmission in the new media era. Audiences can use network and new media platforms to read text and images and even watch videos. News communication should also be reformed and innovated according to audience behavior patterns.

First, most audiences no longer limit themselves to obtaining news information from television, radio, or newspapers but prefer viewing images and videos on new media platforms. Therefore, during news dissemination, content should be produced in combined forms of text, images, and video, disseminated through network media on the basis of traditional news communication to win audience trust and attention. Second, different audiences have different psychological characteristics, and their purposes for obtaining news information also differ. In this case, different viewing behavior patterns should be set for audiences with different psychological characteristics. During content production, detailed textual explanations should be provided alongside corresponding videos and images, allowing audiences to meet their news acquisition needs through reading text, watching videos, or viewing images. Third, current audiences exhibit fragmented characteristics in online reading and information acquisition, which

conflicts with traditional media' s complete and large-scale information dissemination. In this situation, short text and brief news videos should be created to meet fragmented information needs, enabling audiences to read and disseminate news content during their fragmented time and satisfying their diverse demands.

3.2 Creating an Integrated Communication Model with New Media

Innovating news communication patterns in new media environments should focus on building integrated communication models with new media, striving to continuously improve overall communication efficiency and effectiveness through new media platforms.

First, new media technology should be integrated. In traditional news communication and production, journalists first interview on-site to obtain information, then staff edit and write secondary news content and elements. The final transmitted information may be influenced by editors' subjective consciousness, and audiences can only passively receive news information unidirectionally without expressing their views, lacking interactivity and making it difficult to satisfy audiences. Therefore, news communication can use new media as a foundational platform to integrate resources for releasing news information. For example, using Weibo, WeChat, Kuaishou, and other platforms to release news information, videos, and images allows audiences to express their views and share news information, enhancing interaction between audiences and news communication and improving audience satisfaction.

Second, various news resources in new media environments should be integrated, no longer limited to traditional news production and communication thinking patterns but highly utilizing various network platforms to report and disseminate relevant news information. Under official reporting, negative impacts at the social level can be eliminated, timeliness during news communication can be enhanced, and authentic and correct public opinion information can be provided to audiences. Traditional work required relevant editorial staff to go on-site to find hot topics, while in new media platforms, the latest hot discussion content can be understood simply by clicking on web pages. Editorial staff can select controversial information or information that affects audience public opinion to create positive and active news reports, using hot topics to attract audience attention and enhancing news communication effectiveness by integrating platform resources.

Third, news media should leverage the interactive advantages of new media to create two-way communication platform systems where every audience member can express their opinions and raise questions after watching news. Journalists can provide official answers, not only solving audience doubts but also enhancing audience stickiness to news platforms and creating stable relationships.

3.3 Building a New Technology Application Communication Model

During China's rapid network technology advancement, not only have new media platforms emerged, but also corresponding virtual reality technologies. In future development, virtual reality technology may become an advanced and primary technical form in news communication. By simulating news scenes, hosts, and anchors, or simulating news sites, it can provide audiences with intuitive feelings to the greatest extent, creating immersive experiences that enhance authenticity and interest during dissemination and better attract audiences. Therefore, in news communication pattern innovation under new media environments, new virtual reality technologies should be emphasized to make complex news form concrete patterns, enhancing audience understanding and experience.

For example, when news causality is very complex, involving many locations and characters with high time spans, it is difficult for users to fully understand news content using only language, text, images, or video. In this case, virtual reality technology can be applied to create corresponding scenes, simulating the before-and-after situations of news events to help audiences quickly and accurately understand news logic and event content. Meanwhile, virtual reality technology can better expand and enrich news communication patterns, enhance interest, improve audience viewing experience, save time, and ensure viewing efficiency. This is an important news communication technology for winning more audience favor in new media environments and should be given sufficient attention and actively applied during innovation and reform.

3.4 Creating an Innovative Reporting Model

Although advanced new media technology can broaden news communication space and platforms and enhance interaction effects with audiences, if reporting lacks depth, value, and innovation, it cannot better attract audiences in new media environments. Therefore, in actual innovative development, reporting models should be innovatively reformed according to audience needs on new media platforms to avoid homogenization of news communication content and prevent unreasonably spreading news content simply to attract audience attention, which could harm news industry development.

First, reporting innovation should explore how to innovate communication pathways in the new media era while enhancing reporting depth and breadth and accurately judging news content and information. In collection and editing work, all information should be guaranteed authentic, have correct public opinion guidance functions, and adhere to journalistic principles. Responsible reporting should be made after accurately understanding news events, deeply analyzing social events and hot topics, proposing unique insights, and providing correct guidance for audiences.

Second, news communication reporting in new media platforms should innovatively transform concepts and ideas, avoiding exaggeration while objectively spreading news content using images, text, video, and simulation forms. This

enhances interest and authenticity, uncovers more potential audiences, and improves viewing experience.

Third, reporting innovation should reform and improve the information collection and editing system, excavate more hot and attention-grabbing news information content in new media and network platforms, and conduct repeated reviews during editing to meet innovation requirements while eliminating negative impacts.

3.5 Establishing a Supervision Model for New Media News Communication

To enhance news communication effects in new media platform fields, fulfill responsibilities, ensure all news maintains objectivity, authenticity, and public opinion guidance value, a complete supervision model for new media platform news communication should be established. Through supervision and control, high-quality and standardized services can be provided to audience groups.

First, due to the inherent risk characteristics of news communication in new media environments, supervision models should be established in every link to avoid negative or out-of-control impacts. News communication management departments should arrange professional supervision staff for new media platform news information collection, using various review methods to promptly identify negative issues and violations in news communication and make timely responses. This is particularly important for widely influential new media platforms such as Douyin and Kuaishou, where strict supervision and control are necessary to prevent problems.

Second, the behavior of news workers should be managed and guided to fully recognize their role as creators of news information with audience public opinion guidance and attraction functions. Each individual's behavior should be managed and supervised, requiring staff to maintain rigorous and innovative concepts. While using diversified new media communication methods, they should create interesting, rigorous, objective, and authentic news for audiences, using innovative methods to enhance news communication effects.

Third, to effectively prevent news communication problems, a complete responsibility system should be established to clarify each person's responsible scope and area. Once news communication problems or deficiencies occur, corresponding penalties should be imposed to enhance staff's serious and responsible work attitudes.

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