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Research on Innovative Models of News Communication in the New Media Era: Postprint

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Abstract

With the continuous evolution of new media, China's news communication model has undergone tremendous transformation, with communication methods experiencing continuous reform and innovation, thereby accelerating the speed of news dissemination and enhancing its public appeal. Particularly in the current new media environment, it is essential to follow the trend of the times and transform traditional news communication models to better disseminate news content, thereby enabling such content to gain increasing support and favor from the public. This paper examines the state of news communication in the new media era and proposes novel communication approaches to improve the overall level of news communication.

Full Text

Research on Innovative Models of News Communication in the New Media Era

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Abstract: With the continuous evolution of new media, China's news communication models have undergone significant transformations. News communication methods are constantly being reformed and innovated, which has not only accelerated the speed of news dissemination but also enhanced its accessibility to the public. Particularly in the current new media environment, it is essential to follow the trend of the times and transform traditional news communication models to better disseminate news content and thereby gain increasing public support and appreciation. This paper examines the state of news communication in the new media era and proposes novel approaches to news dissemination to elevate the overall standard of news communication.

Keywords: news communication; news characteristics; timeliness; interactivity; diversification

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1.1 Basic Situation of News in the New Media Era

Traditional news media encompass forms such as newspapers, broadcast news, and print journalism, which have been particularly prominent in information dissemination. Their distinctiveness manifested in strong brand recognition for their products, high organizational capacity in news promotion, and rich content in information dissemination activities. It was precisely these news communication activities that shouldered the responsibility of news dissemination for a considerable period. However, for the emerging new media news, this clear brand recognition is absent; instead, new media news communication operates on the basis of diversification.

1.2 Characteristics of News in the New Media Era

In the new media environment, news communication has undergone tremendous changes, primarily in three aspects: expanded audience reach, accelerated information transmission speed, and diversified news content. The Internet itself possesses compatible and inclusive characteristics, enabling people to discover vast amounts of information within new media. Although news information represents only one category among the many types of content disseminated through new media, it nonetheless maintains distinct brand characteristics within this diversified landscape—an important reason why media news can develop rapidly and maintain a stable position in the Internet age.

2.1 Improved Timeliness of News Communication

In traditional news communication processes, print media and television news served as the primary channels for obtaining information. Generally, most news that people consumed was from the previous day or concerned events that had already been resolved, resulting in low timeliness for both television news and newspapers. In the new media environment, however, people can access news through multiple terminals within the shortest possible time; some news is even broadcast simultaneously as it emerges, significantly improving timeliness and greatly benefiting the preservation of news authenticity. People can follow developments synchronously and make decisions quickly, which directly demonstrates the intrinsic value of news.

2.2 Enhanced Interactivity in News Communication

Traditional news communication was unidirectional, preventing audiences from offering effective suggestions for improvement or influencing final decisions [1]. This hindered citizens from exercising their rights and affected the healthy and stable development of journalism. The new media era has reversed this passive situation for audiences, substantially increasing interactivity. For many news stories, reader voting mechanisms determine recognition, while comment sections create bridges for communication between readers and editors, as well as among readers themselves. Enhanced interactivity contributes to the proper direction of public opinion and promotes harmonious and stable social development.

2.3 All-Media Nature of News Communication

Traditionally, news primarily relied on print media and television for dissemination, using text, audio, and images as main transmission methods. In the new media era, both news communication platforms and forms are gradually evolving toward all-media orientation. News communication forms have become increasingly rich, with animation and video presentations emerging [2]. Platforms have also been improved, with mobile devices and the Internet flourishing. Alongside the continuous development of all-media news communication, the efficiency of news selection and reading has significantly increased. Moreover, this enables people to read news of interest anytime and anywhere, allowing audiences to stay informed. Influenced by the new media era, news can be published anytime to provide the most timely content, greatly satisfying public demand for news consumption.

2.4 Diversification of News Communication Subjects

Undoubtedly, the new media era has brought substantial changes to news communication subjects. In traditional news communication, journalists and editors were the primary sources. Now, in the new media environment, anyone in society can become a news communication subject. This diversification of subjects leads to diversified news communication characteristics, as every social member can disseminate valuable news through self-media platforms such as blogs and Weibo [3]. Consequently, news communication subjects are no longer limited to journalists and editors but encompass multiple actors. This diversification can provide journalists with valuable news information for continuous reporting, thereby enhancing social impact while saving human and material resources. Additionally, diversified news subjects help gain audience recognition and ensure news authenticity.

3.1 Blind Pursuit of Timeliness

New media era news communication models exhibit extremely strong timeliness. When a hot news event emerges, whoever can provide content in the shortest

time wins. As competition among news platforms intensifies, news organizations begin to blindly focus on timeliness to gain comprehensive attention, with negative social impacts gradually manifesting. For instance, when Chinese scientist Yuan Longping fell in his later years, numerous journalists waited outside his hospital room for updates, hoping to be the first to disseminate the news and capture audience attention.

3.2 Pan-Entertainment of News

In the new media environment, the cost for audiences to obtain news information is decreasing while access methods multiply, leading audiences to focus more on topics of personal interest. To attract attention, news media often enhance headline appeal and content entertainment value to meet audience demands, resulting in numerous news writing templates such as the “UC Shock Style.” To achieve entertainment goals, many significant but non-entertaining news stories may be filtered out by platforms. News editors and journalists may selectively report content and employ exaggeration to attract readers, directly affecting the fundamental requirements of objectivity and authenticity and reducing audience trust in news media. New media’s lowered standards for journalists, combined with loose content supervision on Internet platforms, frequently result in false news.

4.1 Innovation Based on Audience Habits

Changes in news communication methods and continuous Internet technological reforms have transformed people’s reading habits, making news communication increasingly diversified. While many media outlets hope to win more audiences and gain favorable reviews through news dissemination, they often overlook the real needs of people in the new media environment. As socio-economic levels rise and market competition intensifies, people’s leisure time decreases, making them more selective about news consumption. Heavy work pressures burden many individuals, leaving them unwilling to spend leisure time on meaningless content; most people directly filter out valueless news. Therefore, when innovating news communication models in the new media environment, it is essential to align with audience needs, abandon flowery language, and directly articulate key news points. Media should excavate more valuable news content and present facts using the most direct and simplest methods. Simultaneously, news categories should be scientifically organized, viewership tracked and analyzed, and the most popular content identified as the primary direction for news communication models. Additionally, creating news columns tailored to audience characteristics and regularly updating content enables audiences to access information quickly, enhances their identification with news, and satisfies their curiosity.

4.2 Innovation Through Pursuing News Depth and Value

News communication value must comprehensively consider timeliness, accuracy, and authenticity while emphasizing depth and breadth to evaluate overall news

value. With the development of interactive news communication, news categories have multiplied, producing much worthless information that not only affects people's values, outlooks on life, and worldviews but also generates content that threatens social stability and unity [5]. In the competitive new media environment, some media organizations resort to exaggerated reporting and fact distortion to increase audience numbers and attract attention, violating fundamental journalistic requirements.

In the new media environment, news communication innovation must focus on overall quality, pursuing healthy and stable development while building brand identity. Like *Xinwen Lianbo* (News Broadcast), disseminated news must have depth and focus on both national affairs and grassroots livelihoods. To innovate news communication models requires a discerning eye to identify the most valuable information, necessitating enhanced cultivation of news communication professionals and the establishment of specialized, personalized training programs to inject fresh blood into the reform of news communication models in the new media era.

4.3 Technology-Supported Innovation

In the new media environment, innovating news communication models is essential for ensuring journalistic development. Traditional models primarily employed point-to-point or one-to-many communication, characterized by poor timeliness and low accessibility. With the rapid development of mobile Internet, news media platforms have undergone major reforms. Mobility, convenience, portability, and timeliness have fundamentally transformed news communication models, giving rise to all-media platforms, self-media platforms, and live streaming platforms like bamboo shoots after a spring rain, including WeChat, Weibo, and various media apps. Innovation in news communication models can begin with platforms, particularly focusing on the comprehensive application of self-media and all-media.

As modern life accelerates, news communication value primarily depends on having immediate access to news information. Currently, self-media is particularly representative among widely used news communication platforms, as it efficiently ensures timeliness, aggregates major events, and provides ample opportunities for communication and exchange. Meanwhile, live streaming platforms, with their accessibility and entertainment value, serve to relieve pressure for many audiences and have gained popularity. Compared with the impact of self-media and live streaming, traditional news communication models that adhere to conventional rules can no longer meet people's basic needs. Since 2008, all-media has leveraged triple-network convergence to create new communication channels, delivering high-quality news content, improving dissemination efficiency, and advancing the overall development of the news industry.

4.4 Formation of Innovative Evaluation Systems Integrating Public Opinion Big Data

The rapid development and application of Internet technology have ushered the world into both the information age and the big data era. In this environment, the big data industry has developed swiftly. The comprehensive application and development of big data technology have prompted many traditional news enterprises to enter the new media field. New media industries supported by big data technology have thrived in the Internet age, prompting many traditional enterprises to transform into technology service companies, with major corporations paying close attention to new media industry development. Particularly in recent years, emerging new media news companies have achieved high profits while promoting their own and the broader new media development. In this technological environment, scientific methods must be adopted to apply big data technology to evaluation and management systems. Only by reasonably integrating public opinion big data into new media evaluation can we better promote the comprehensive development and improvement of new media companies and related industries.

4.5 Connecting Evaluation, Release, and Law Enforcement Supervision

The above content reveals many issues concerning the credibility of new media news and the use of big data technology. The following discussion on evaluation and law enforcement supervision integrates these two fundamental management approaches. Everyone lives in a socialist country governed by the rule of law, making legal compliance essential. When disseminating news through new media, the application of public opinion big data must strictly adhere to legal regulations. Since news communication inherently involves making information public, evaluating information accuracy requires attention to public opinion assessment. If false news is disseminated through legitimate new media platforms, it directly undermines the platform's function and causes significant losses to news providers. Therefore, when using new media for news communication, laws and regulations must be observed, public opinion must be applied scientifically and normatively, and news must be disseminated on a legal foundation to enhance its influence.

5. Future Prospects for Innovative News Communication Models in the New Media Era

Currently, news communication has become fully integrated into people's lives as a major component of work, life, and learning. As China's scientific and technological levels gradually improve, hardware equipment applied to news communication continues to be updated, international exchanges and cooperation on news communication model innovation continue to increase, providing strong support for news communication models. Relevant educational departments are continuously adjusting resources to scientifically cultivate news communi-

cation professionals aligned with social development directions. The reform of micro-news communication models has cultivated numerous advanced new media personnel who, based on their unique perspectives, have transformed news communication methods. In the new era environment, China's news communication model innovation will achieve new development.

Contemporary society is an Internet society. In this vast network environment, people's methods of obtaining information have changed, shifting from traditional platforms like radio, newspapers, and television to new media approaches for news dissemination. In this environment, news communication channels have undergone tremendous changes, with news gradually transitioning from traditional to new media. In the Internet age, the rapid development of new media and its inherent advantages have made it a reality that new media can effectively promote information dissemination. To vigorously develop news communication models within new media requires emphasis on innovation, continuous accumulation of relevant experience and lessons in practice, gradual updating of systems for news dissemination and application in new media, and ultimately promoting the comprehensive development of news in the new media environment.

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

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