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The Impact of New Media on Chinese News Communication and the Post-Print Revolution

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Abstract

Currently, with the continuous advancement of network technology, the development pace of new media platforms in China is accelerating. The distinctions between new media and traditional communication media are remarkably pronounced, and they assume distinctly different roles in journalistic activities. The evolution of new media platforms has exerted a profound influence on the advancement of China's journalism sector, precipitating substantial transformations in news communication and triggering significant shifts in the trajectory of public opinion, thereby offering abundant possibilities for the diversified and systematic development of the news sphere. This study, grounded in the present developmental landscape of new media platforms, analyzes the impact of new media on the development of China's news communication industry, aiming to provide references for research in relevant domains.

Full Text

Preamble

Title: The Impact and Transformation of New Media on Chinese News Communication

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Abstract: With the continuous advancement of network technology, China's new media platforms are developing at an accelerating pace. The differences between new media and traditional media are significant, and they play distinctly different roles in journalistic activities. The development of new media platforms has profoundly impacted the advancement of China's news industry, triggered tremendous transformations in news communication, caused major shifts in public opinion trends, and provided ample possibilities for the diversified and systematic development of the news landscape. This article analyzes

the influence of new media on the development of China's news communication industry based on the current state of new media platform development, aiming to provide references for research in related fields.

Keywords: new media; network technology; news industry; traditional media; interactive communication

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1.2 Analysis of New Media's News Communication Characteristics

For a long time, newspapers, radio, and television have been regarded as mainstream channels for news communication, possessing high credibility value and significant authority in the field of news dissemination. The existence of these traditional media has laid a solid foundation for the construction and development of China's news industry. However, with social development, the drawbacks of traditional media in news communication have gradually become apparent.

Since the 1990s, computer network technology has flourished, giving rise to new media platforms primarily aimed at information release and sharing. Throughout this extended development process, platforms such as forums and Weibo have gradually emerged as representatives of information publishing. The development of these platforms has also spawned an entirely new form of media—new media. The emergence of new media has triggered important transformations in the development of China's news communication industry, broadened news dissemination pathways, and laid an important foundation for the further development of China's news communication sector.

1.2.1 New Media's Communication Advantages

1.2.1.1 Broadening News Communication Channels New media represents a democratized information dissemination platform built upon network technology, following personalized communication pathways and consistently upholding the concepts of sharing, interconnectivity, and interoperability throughout the information dissemination process. This has further expanded the avenues for news reporting and enabled deeper breadth in news content coverage. The emergence of new media platforms also signifies that communication activities have begun to shift from traditional media to the

general public, where everyone can disseminate information on new media platforms and rapidly spread it through network channels. Through new media platforms, the traditional media's monopoly on news has been completely broken, granting everyone the right to information dissemination and the ability to evaluate received information, thereby establishing a feedback mechanism. Simultaneously, the public is no longer positioned as passive recipients of information but has become active disseminators of information and producers of news.

1.2.1.2 Launching a New Trend of Citizen Journalism In the new media era, information is often published directly by the public. Every individual with internet access can disseminate and publicize information, and information recipients may in turn become information disseminators. New media employs dialogue, communication, and information sharing as its primary methods of two-way interactive communication, allowing the public to integrate different roles such as producer, disseminator, and receiver, thereby increasingly blurring the boundaries between these roles.

1.1.1 Authority of News Information

Previously, traditional media monopolized news sources and broadcast content. Over the long course of news communication, traditional media has established a viable operational model, and most practitioners possess high professional media literacy. In news communication and reporting, they consistently adhere to journalistic ethics, earning high praise from audiences. On the other hand, because traditional media largely relies on China's party and government resources, their information collection channels are relatively diverse, resulting in stronger information authority and higher credibility. Especially when sudden public events occur, traditional media generally plays a role in correcting public discourse and clarifying facts.

1.1.2 Traditional Media's Communication Disadvantages

During traditional media's news communication process, audiences always play the role of passive information recipients, unable to make clear evaluations and judgments about the authenticity and quality of information. Information dissemination exhibits obvious characteristics of one-way flow, placing both parties in an unequal relationship within the communication process, which easily leads to audience resistance toward received information.

3.3 News Media Aspects

3.3.1 Changing News Media' s Communication Forms

The forms of news media communication have undergone tremendous changes, with news communication methods and channels significantly broadened. The connection between disseminators and audiences has become closer, with more frequent interactions, gradually pushing the news communication industry toward diversification, which helps enhance overall activity within the journalism sector and increase stickiness between audiences and disseminators.

3.3.2 Promoting Development and Reform of Media Platforms

With the in-depth development of new media platforms, new media and traditional media have complemented and supported each other. Program formats have evolved from single print media and television broadcasting to diversified new media platforms built upon information technology. Traditional media can leverage the advantages of new media platforms to rectify programs, answer audience questions, and form positive interactions [2].

3.4 Audience Aspects

Due to relatively standardized screening and review processes, traditional news communication could not disseminate news messages very timely, quickly, or extensively. However, in the new media era, anyone with a mobile phone can report news. When people witness a news event, they can immediately take out their phones to report and forward it, enabling a news message to spread very rapidly. Furthermore, the internet has closely connected the world, breaking through geographical limitations in news reporting and allowing Chinese readers and viewers to know what is happening abroad, greatly increasing the breadth and width of news communication.

The complementarity and mutual promotion between new media and traditional media have gradually blurred the boundaries between disseminators and audiences. Audiences are no longer just news recipients but have also become excavators of news clues, witnesses to news events, and reporters of news truth. The emergence of new media platforms has significantly elevated the status of audiences. On the one hand, audiences' opinions and viewpoints are increasingly being heard and accepted by professional media. Currently, most traditional media have opened telephone hotlines to encourage the public to provide news leads and express opinions. On the other hand, audiences can also witness the occurrence of news events and promote the dissemination of news content.

2.2 Facilitating Discussion Functions

Discussion plays an important role in news information dissemination. First, for disseminators, the emergence of discussion mechanisms can urge news producers to hold themselves to higher standards, improve news accuracy, and further effectively purify the news environment. Second, for information recipients, when discussion is introduced into the communication process, everyone gains opportunities for expression and exchange, and their viewpoints can be heard and seen. At this point, different opinions create intellectual confrontations in the public opinion arena, eventually converging toward consensus and forming group opinions. The information discussions triggered by the complementary advantages of new media and traditional media not only provide broader platforms for individual viewpoints but also further push news information toward authenticity and transparency.

3. Impact and Transformation of New Media on Chinese News Communication

3.1 Broadening the Scope of News Content

Traditional media's news content is filtered through media institutions. The news broadcast by traditional media primarily focuses on official facts, emphasizing coverage of major political events, cultural affairs, and people's livelihood issues, with comprehensive content, relatively long length, and more in-depth event analysis [4]. After the rise of new media, everyone becomes a media professional, and everyone can report news. Diversified and multi-angle reporting makes news messages more objective and can be presented to readers and viewers in a more intuitive and comprehensive manner, enabling them to think about news information content more rationally [3]. The arrival of the new media era has continuously broadened the coverage of news content, with more pronounced characteristics of information diversification.

3.2 Weakening the Gatekeeping System for News Content

In traditional news production processes, the news information gatekeeping 环节 is crucial, and only news that has passed gatekeeping can officially enter the news circulation field. Nowadays, much information can circulate on the internet without review, creating certain problems. Due to the highly autonomous characteristics of new media communication subjects, while achieving the unification of information dissemination and reception roles, it has also brought negative issues of information gatekeeping in the communication process. During dissemination, ordinary people can choose their own media according to their interests and hobbies, and the information released by platforms can also be selected entirely according to their preferences. This information can come from daily life or be commentary on current affairs. Meanwhile, the relatively low

threshold for new media access means that during dissemination, information lacks necessary review, making it difficult to distinguish truth from falsehood.

3.5 Communication Effects Aspects

The complementarity of new media and traditional media places the views and opinions of citizens from different identities and social strata onto public platforms for discussion across the entire society, which, after dissemination, transforms into social group opinions, powerfully driving social reform and development. For example, the COVID-19 pandemic that broke out in early 2020 was fierce, with high fatality rates, strong infectivity, long incubation periods, and coincided with the Spring Festival travel season—the largest annual population migration in China—creating a severe situation. However, facing the pandemic, the government responded promptly and swiftly, initially controlling the spread in a short time. In this event, new media professionals played a very important role. Through timely and rapid news reporting, the public gained full cognition and prepared to face the pandemic. It also played an important role in guiding public opinion during the pandemic, such as through reporting on medical staff, government control measures, and pandemic progress on platforms like Douyin, Weibo, Kuaishou, and video channels, which actively guided public opinion. (Continued on page 122)

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

Source: ChinaXiv – Machine translation. Verify with original.