
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.01012

A Brief Discussion on How New Media Promotes the Development of News Communication in the Post-Print Era

Authors: Zhang Ran

Date: 2023-10-08T00:00:00+00:00

Abstract

Nowadays, with the continuous development of social economy and rapid advancement of science and technology, new media has been significantly propelled forward. Against this broad contextual backdrop, the quantity of new media platforms is proliferating, and the velocity of information dissemination has been substantially enhanced. In accordance with this developmental trajectory, new media and news communication will become increasingly intertwined; new media can harness its inherent advantages to accelerate information transmission, augment the influence of journalistic content, simultaneously elevate public interest in news, and realize the co-development of new media and news communication. This article presents a comprehensive examination of the contemporary context, the advantages afforded by new media, and the specific mechanisms through which new media facilitates the evolution of news communication.

Full Text

Preamble

Title: On How New Media Drives the Development of News Communication

Author: Zhang Ran (Henan Radio and Television Station, Zhengzhou, Henan 450000)

Abstract: In today's society, sustained economic development and rapid scientific advancement have propelled the growth of new media. Against this backdrop, new media platforms are proliferating, and information transmission speeds have improved markedly. Following this trajectory, new media and news communication are becoming increasingly intertwined. New media can leverage its distinct advantages to accelerate information dissemination, enhance news influence, and stimulate greater public interest, thereby fostering mutual development between new media and news communication. This paper examines the

current landscape, the strengths of new media, and the mechanisms through which new media drives the evolution of news communication.

Keywords: traditional media; new media; news communication; digital technology; internet

Introduction: The Rise of New Media and Limitations of Traditional Media

Through careful analysis, we can identify that traditional news media suffer from insufficient interactivity, which hinders their development. Conventional news media operate through unidirectional transmission from broadcasters to passive audiences, offering limited opportunities for viewers to express their opinions. In today's rapidly evolving new media environment, these shortcomings of traditional media have become increasingly apparent, constraining the growth of news communication. In contemporary society, new media has emerged as a novel form of media that leverages digital technology to disseminate information widely, providing users with richer content and superior services while gradually becoming synonymous with contemporary trends. With the rapid development of the internet, new media has become an indispensable part of daily life, exemplified by platforms such as Douyin, Weibo, and Kuaishou. As a product of its era, new media possesses unique advantages that can more effectively drive the development of news communication. Recognizing this potential and promoting continuous integration between new media and news communication will enable us to adapt to contemporary trends and harness new media to advance news communication.

Problems in Traditional Media

In the current era, new media's substantial influence has highlighted numerous problems in traditional media, making the integration of new media and news communication increasingly important. Traditional media's challenges manifest in several specific ways.

Information Transmission Lacks Timeliness: New media's rapid development has significantly advanced news communication through this novel platform. Since news demands high timeliness, audiences increasingly prefer obtaining information via new media platforms. In contrast, traditional media cannot guarantee real-time information delivery. Constrained by fixed operational models, news programs must undergo rigorous, multi-layered review before broadcast, requiring considerable time to reach the public and consequently losing many audiences.

Limited Information Acquisition Channels: In the new media era, public demand for news has become diverse rather than singular. News media must therefore offer varied content with strong appeal to maintain stable audiences.

However, the current reality is that news media lack broad information acquisition channels, resulting in monotonous content that fails to meet public demand and hinders effective news communication.

Insufficient Interactivity: Traditional news media's lack of interactivity adversely affects their development. The one-way transmission model leaves audiences passive and unable to express their views. In this era of rapid new media growth, traditional media's weaknesses have gradually been exposed, restricting the development of news communication.

Advantages of New Media Communication

While not perfect, new media suits contemporary developmental trends and offers many significant advantages, particularly in driving news communication forward.

2.1 Rich and Engaging Content

Modern individuals increasingly depend on electronic devices such as smartphones and computers as their primary information channels, and these devices serve as carriers for new media. Comparing electronic devices to the human brain reveals that devices can store vast quantities of news information, clearly present information that traditional media cannot describe, and even identify patterns in information dissemination to organize content systematically, thereby enhancing reading convenience. Over time, this fosters sustained interest in reading and provides opportunities for in-depth understanding of news. New media not only disseminates news but also serves as a learning platform by transmitting substantial knowledge. Its emergence enables everyone to access information across different fields, record it, and share it, broadening people's knowledge bases and enhancing their capabilities.

2.2 Faster Dissemination Speed

New media's most prominent feature is its rapid transmission speed, which traditional news media cannot match and which has earned it widespread popularity. Timeliness is a crucial factor in news communication, where traditional media shows significant deficiencies. While disseminating a news item through new media may take only minutes, traditional media requires a complex series of processes—on-site investigation, writing, and publication—before communication can begin. By the time these procedures are completed, several days may have passed, rendering the news obsolete. New media is therefore better suited as a platform for rapid news dissemination.

2.3 Democratization of Communication Subjects

With the 普及性 (universal accessibility) of internet development, increasingly more citizens can access news information online. After learning about news,

individuals themselves become disseminators. Thus, news communication is no longer exclusive to media organizations; ordinary citizens also play a significant role. In this participatory model, public engagement is higher, and attention to news information increases, thereby facilitating news communication. During major events, people often obtain information through new media. Due to new media's rapid speed, younger individuals may learn about events sooner and then popularize them among older generations, serving as an effective way to maintain family connections.

Characteristics of New Media Communication

3.1 Instantaneous Transmission

Internet technology holds significant importance for our era, driving new media development and creating new forms of news communication. Through new media platforms, news transmission has entered an era measured in seconds. Fully leveraging this advantage can enhance media influence. Comparing new media with traditional media reveals stark contrasts. Typical traditional media like television broadcasting suffer from high costs, cumbersome procedures, and substantial investment requirements. New media operates entirely differently: with just a smartphone and stable internet, anyone can disseminate information, demonstrating higher efficiency and lower costs. For instance, Handan Television Station completed live broadcasts for both middle school and college entrance examinations within a single month, with 15 journalists covering over 20 locations and attracting millions of viewers—an achievement impossible without new media.

3.2 Personalized Expression

In the new media era of big data, mobile devices have enabled broader information dissemination, highly fragmented reception patterns, and stronger interactivity. The formerly rigid, formulaic news reporting model is gradually exiting the market. People now prefer personalized expression and equal communication. For major events, coverage is no longer limited to serious traditional reporting; instead, diverse personalized “short videos” and “VLOGs” have emerged, both popular among audiences. For example, at the 2019 China International Import Expo, Xinhua News Agency employed new media forms for news communication, quickly capturing public attention with substantial click-through rates for each news item. Compared to traditional methods, such personalized expression better aligns with contemporary developmental trends and satisfies public demand.

Development Trends in New Media News Communication

4.1 Popularization

New media has broken the temporal and spatial constraints of traditional media, enabling more convenient access to news information. As news audiences continuously expand and internet technology matures, public attention to news has increased, creating a virtuous cycle. News communication is now developing toward popularization, with dissemination methods becoming more pronounced. Due to internet technology, people can search for news information anytime and anywhere online, conduct targeted retrieval based on their needs, or leverage big data to enhance their initiative in accessing news. Regardless of the method, news communication is becoming increasingly democratized. The proliferation of internet platforms and mobile applications has expanded news audiences, thereby enhancing news reach and influence.

4.2 Diversification

With accelerating technological development, news communication forms are no longer singular, and scientific technology is being widely adopted. For instance, big data technology can better understand user preferences to enable targeted news 推送 (push notifications). Only when users develop greater interest will they actively follow and share content. New media technology's positive role in driving news communication has made dissemination more specific, providing users with high-quality experiences both visually and auditorily. Due to diversification in news communication, dissemination fields are multiplying, requiring integration with scientific technology to understand public demand and make news communication more impactful.

4.3 Sustainability

In the new media era, news primarily spreads through online platforms. However, as online media proliferate, dissemination methods have diversified from singular to multiple forms. With increasing usage of mobile devices like smartphones, people can quickly read news during fragmented minutes and even comment or share. Higher click-through rates can make a news item trend, creating a chain reaction in dissemination. As interaction between media and the public, as well as among the public themselves, gradually increases, online media's information coverage becomes more extensive, resulting in higher dissemination efficiency.

4.4 Innovation

First, work models have been innovated. New media offers significant advantages, including flexibility and diversity, which align well with contemporary developmental trends. During the 2020 pandemic prevention and control period, CCTV employed various promotional methods for news communication and

emphasized rumor-refutation work, which played an important role in China's anti-pandemic efforts. This process demonstrates that media forms must evolve with contemporary needs and achieve continuous innovation. Whether through internet television or digital television platforms, efforts should be made to disseminate news. Under special circumstances, emerging 5G technology should be utilized to improve remote video smoothness. This illustrates the crucial importance of new media for news communication. Second, new media enables real-time communication. Only by strengthening interaction between media and the public can we better understand their preferences and needs. Through comments and real-time 弹幕 (bullet comments), media can obtain immediate public feedback and engage in instant interaction. Further innovation in news communication methods will yield even better dissemination results.

Strategies for New Media-Driven News Communication Development

5.1 Optimize Communication Mechanisms

With scientific and technological development, new media has achieved comprehensive growth. This situation presents both advantages and disadvantages, challenges and opportunities. Conversely, new media also promotes technological development. As news communication platforms diversify and information volume increases, news can easily be reprocessed during dissemination. When this occurs, news content may lose authenticity, reducing public trust and offering new insights for new media development. In the era of rapid new media growth, speed should not be pursued at the expense of content quality. Regardless of dissemination methods, authenticity remains a crucial element and the most fundamental characteristic of news. Overemphasis on immediate speed will adversely affect future development. To ensure content authenticity, journalists must thoroughly understand the causes and consequences of events and clarify relationships among involved parties. During news reporting, personal emotions must not be added; complete fairness and impartiality must be maintained. This requires optimizing communication mechanisms to create favorable conditions and environments for news dissemination.

5.2 Enhance News Integration Capabilities

To ensure sufficient influence, news content must integrate the strengths of both traditional and new media to improve quality. News must have depth, and editors and reporters should focus on reporting quality and influence—an effective approach. This can be pursued from two angles: first, collecting information through online platforms to understand news events; second, screening information content. Due to the large volume of collected information with uneven quality, targeted review and screening are necessary to ensure content rationality and scientific validity.

5.3 Adjust News Reporting Structure

In the new media era, people's lifestyles are continuously changing. Individuals use fragmented time for reading, making them more interested in brief news. To make news information highly influential, reporting structures must be adjusted. This requires integrating information obtained through multiple channels and approaching from various perspectives. Only through such methods can we obtain higher-quality news information. Several points require attention when adjusting structure. First, select clear and concise titles that are brief, not overly complicated, and directly indicate the news theme. Second, extract the essence from lengthy news to express its objective nature. Finally, carefully select materials because individuals have different needs, requiring scientific news classification and matching appropriate content to audience demand for greater utility.

5.4 Create Distinctive Online News Platforms

In the new media era, we must emphasize the construction of characteristic news. However, the sheer volume of news on online platforms makes it difficult for people to quickly select content meeting their needs. To increase news appeal, distinctive online news websites should be created. News communication is undergoing tremendous transformation, and online platforms must identify their unique characteristics to enhance competitiveness. With uniqueness, platforms can continuously attract readers, contributing to sustainable website development.

5.5 Increase Information Diversity

Only increasingly rich information presentation modes can create greater appeal for readers. Formerly, news reporting primarily employed text, but now it includes video, images, and more, offering not only excellent visual effects but also content that text cannot express. Video provides certain impact that significantly influences news communication. Additionally, when processing news information, scientific classification based on content facilitates reader understanding and increases news diversity.

Conclusion

In summary, new media plays a crucial role in driving news communication development. Today, new media has become an indispensable part of people's lives, ensuring news communication's timeliness and stability while increasing public attention and active participation. The new media era demands high-quality news content that earns public trust and interest. As people continuously use new media, they experience its convenience. With widespread new media adoption, news spreads more rapidly and extensively, creating a win-win situation for both new media and news communication.

References

- [1] Wang Yuntao. How to Enhance the Influence of Online News Communication in the New Media Era[J]. News Research Guide, 2021(3): 193-194.
- [2] Liu Shuoyu. Analysis of Challenges and Opportunities for News Communication Education in the New Media Era[J]. News Outpost, 2021(1): 47-48.
- [3] Hou Jianxun. Analysis of Development Trends in News Communication in the Converged Media Era[J]. Collection, Writing, and Editing, 2021(1): 114-115.
- [4] Zhu Shaoli. Innovative Approaches to News Communication Under the Background of Media Convergence[J]. News Research Guide, 2021, 12(1): 154-155.
- [5] Wang Shuai. Research on Characteristics and Development of News Communication in the New Media Environment—A Review of “The Transformation of Journalism in the New Media Era” [J]. News and Writing, 2021(1): 115.
- [6] Yue Caiyao. On How New Media Drives the Development of News Communication[J]. Journalist Cradle, 2020(12): 122-123.
- [7] Li Yang. Discussion on the Integrated Development of Radio and Television News Media Under New Media[J]. Media Forum, 2020(24): 51-52.
- [8] Qian Wei, Wang Wei. Research on the Current Situation and Countermeasures of Traditional Television News Media Under the Background of New Media[J]. News Culture Construction, 2020(17): 143-144.

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

Source: ChinaXiv –Machine translation. Verify with original.