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Postprint: Application of New Media Technologies in News Reporting

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Abstract

Amidst the ongoing development of information technology, new media has gradually integrated into the daily lives of the general public, exerting a certain impact on traditional media and, to varying degrees, transforming the populace's modes of entertainment, lifestyle, and work, particularly the ways in which news and public opinion information are accessed. In news reporting practices, traditional media, in response to the challenges posed by new media, has incorporated new media technologies into journalistic workflows, continuously improving reporting methodologies, elevating the quality of news reporting, and enhancing its influence and dissemination capabilities. Consequently, journalists should analyze the application of new media technology within news reporting, ascertain the specific conditions of such applications through analytical examination, and actively pursue integration and extension, thereby improving the quality of related endeavors and advancing the further development of the journalism industry.

Full Text

Application of New Media Technology in News Reporting

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Abstract: As information technology continues to develop, new media has gradually integrated into people's daily lives, impacting traditional media and fundamentally transforming how citizens entertain themselves, work, and particularly access news and public opinion information. In response to this challenge, traditional media has incorporated new media technology into news reporting to continuously improve reporting methodologies, enhance quality, and increase both influence and dissemination power. Consequently, journalists must analyze

the application of new media technology to clarify its specific usage patterns, actively pursue integration and extension, improve work quality, and advance the news industry' s development. Amidst intensifying competitive pressure, news organizations at all levels must recognize new media' s current influence, expand its application in news reporting, and promote innovation in reporting forms to secure advantageous positions in fierce competition and maintain sustainable development. However, before integration, journalists should systematically analyze new media technology' s role, characteristics, and shortcomings in news reporting. Such a targeted approach enables news producers to leverage new media to improve news quality and help organizations achieve transformational convergence development.

Keywords: new media technology; information technology; news reporting; new media application; news dissemination

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Introduction

The competitive pressure facing news organizations at all levels has intensified under new media' s impact on traditional media. To enhance their influence on audiences, journalists must clearly understand new media' s current impact, increase its application in news reporting, promote innovation in reporting formats, secure advantageous positions in fierce industry competition, and maintain sustainable development. Before integrating new media technology into news reporting, journalists should effectively analyze its functions, characteristics, and deficiencies. A targeted approach will enable news producers to leverage new media technology to improve news quality and help organizations achieve transformational convergence development.

The Role of New Media Technology in News Reporting

1.1 Promoting Media Convergence to Maximize News Dissemination Impact

In recent years, rapid socio-economic development has propelled scientific and technological advancement, enabling new media technology to play an increasingly important role in people' s lives and work and fundamentally transforming their lifestyles. With the rapid development and popularization of new media technology, citizens now have richer channels for accessing information, conveniently obtaining news through mobile phones, tablets, and other devices, while their reliance on traditional media like television and radio has significantly declined. Applying new media technology in news reporting can promote media

convergence and maximize news dissemination impact, thereby strengthening influence over the public [1]. As society and technology progress, news organizations at all levels have gradually recognized new media technology's advantages and functions, actively experimenting with its implementation. By building integrated dissemination platforms for both large and small screens under a mobile-first strategy, these organizations have effectively improved news reporting efficiency, satisfied public demand for news, and expanded their competitive advantages.

1.2 Leveraging Cutting-Edge Technology to Enrich News Production Formats

In the current landscape, new media technology has achieved significant development and widespread application, substantially improving news reporting timeliness and providing greater convenience for citizens accessing information. News organizations must correctly view the opportunities and challenges brought by emerging technologies, attaching great importance to their application in practice to elevate reporting standards, provide higher-level services, and further improve public quality of life [2]. In practice, news organizations should actively experiment with new technologies such as drones to overcome environmental limitations on information gathering and accumulate broader and more diverse reporting materials. In the 5G era, information transmission speeds have increased dramatically, creating new development opportunities for VR technology. News organizations should increase VR technology application to provide audiences with enhanced news experiences.

1.3 Establishing Converged Data Centers to Create Audience-Favored Content

Against the backdrop of widespread new media technology application, citizens receive substantially more information in their daily lives and work through increasingly diverse channels. Consequently, they often face interference from multiple information sources, inevitably experiencing some negative impacts on their normal lives and work [3]. In this multimedia coexisting era, the public is not merely information receivers but also producers and transmitters, making it difficult to effectively guarantee news content quality and authenticity. News organizations must address existing problems in news reporting, adhere to correct guidance of public opinion, attach great importance to content control, and ensure reporting quality. In practice, organizations should establish data centers, analyze news consumption patterns using emerging technologies, integrate and process data, judge audience reading preferences accordingly, and push relevant news to provide more authoritative, higher-quality reading experiences [4].

Characteristics of New Media Application in News Reporting

2.1 Emphasizing Diversification and Simplifying Complexity

Traditional news reporting involves complex workflows for collection, editing, and publication, often requiring multiple review stages. This makes it difficult to guarantee timeliness, while content remains relatively monotonous and insufficiently attractive to the public. New media technology application can improve timeliness, enrich content and format, and increase audience appeal. It also enables better data processing and preservation while maintaining quality, substantially increasing operational space and dissemination speed while effectively reducing editorial workload. Furthermore, new media technology facilitates content diversification and simplifies complex processes, thereby improving overall reporting standards [5].

2.2 Media Convergence as Regional Norm with Continuously Innovative Carriers

In the past, people primarily obtained information through traditional media like television and newspapers. Under new circumstances, traditional media has actively adapted to social development trends, promoting and applying new media based on mainstream platforms, effectively enriching information dissemination channels, enhancing influence, and maintaining industry dominance. The convergent development of old and new media has gradually formed a regional norm of media convergence, achieving further innovation of traditional carriers and laying a solid foundation for the news production industry's development. For example, People's Daily has actively experimented with new media by leveraging Douyin and WeChat public accounts to gain recognition among young audiences and achieve breakthrough development [6].

2.3 “Decentralization” of News Reporting Content Production Processes

Under new circumstances, the public's role in news reporting has changed significantly. Citizens are no longer merely information recipients but also serve as producers and disseminators in new reporting models. News reporting content production processes exhibit obvious decentralization characteristics, and the public's subject position has received considerable attention. News organizations at all levels should pay sufficient attention to public sentiment in practice, improve their work according to audience requirements, enhance work quality, promote the development and popularization of diversified cooperative production models, and ensure mainstream media maintains discourse power in news and public opinion [7].

Shortcomings of New Media Technology in News Reporting

3.1 New Media Technology Requires Further Improvement

To rationally apply new media technology in news reporting, journalists, particularly grassroots reporters, must first analyze its deficiencies to utilize it effectively, help mainstream media achieve breakthroughs, and realize rapid industry development [8]. Although practitioners continuously strengthen high-tech application to enhance industry innovation, contradictions often emerge during improvement processes, resulting in many deficiencies in new media technology application that ultimately diminish audience experience.

3.2 Threatening Facts Behind News Information

New media technology usage may threaten the facts underlying news information, gradually causing audiences to doubt information authenticity. Some audiences become excessively engrossed in the novelty that new media brings to information dissemination, producing adverse effects. Additionally, malicious actors exploit multimedia technology to spread false information, reducing the overall cleanliness of the media environment and negatively influencing audience thinking. In traditional news dissemination, strict control over interviews and editing ensured information authenticity and reliability. However, some individuals pursuing timeliness have compromised information authenticity [9].

3.3 Insufficient Depth in News Reporting

Integrating new media technology into news reporting has resulted in insufficient depth. While new media can effectively improve information timeliness and provide real-time information through live streaming, this hinders producers from conducting in-depth editing and mining of relevant information. This leads to superficial information expression, gradually creating a fast-food information phenomenon that fails to influence audience thinking through dissemination. Instead, it becomes simple information transmission that reduces intrinsic meaning [10]. Addressing these deficiencies requires targeted measures to further advance the industry.

Recommendations for Optimizing New Media Application

4.1 Leveraging Existing Strengths to Break Technical Bottlenecks

Under new circumstances, new media technology plays a crucial role in news reporting and can advance the news production industry's development. However, its application still faces technical limitations that negatively impact utilization levels. News organizations should identify social development trends, fully recognize multimedia technology's important role in news reporting, pay sufficient attention to its application, and actively purchase multimedia equipment to meet new-era news production demands. Furthermore, news organizations, particularly municipal and county-level grassroots media, should increase investment

in new media technology research, development, and application to provide reliable material support and ensure effective multimedia technology application. Additionally, news organizations should focus on hiring technical talents to ensure high-level multimedia technology application and improve news reporting quality [11].

4.2 Accelerating Technology Improvement to Enhance Audience Experience

Against the backdrop of rapid scientific and technological development, news organizations at all levels have actively experimented with new media technology in their work, achieving notable results and effectively improving news reporting quality. However, due to technical limitations, some deficiencies remain in new media technology application, requiring further technological improvement. Relevant personnel should analyze existing problems, judge technology development and application trends according to current public needs, and continuously innovate technology to ensure it plays a positive role in news reporting [12]. For example, current VR technology application faces problems such as heavy helmets and poor precision, negatively impacting application effectiveness. Technicians should address these issues with targeted improvements.

4.3 Avoiding “Technology Carnival” and Strengthening Content Depth

With social development and changing public perceptions, audiences have placed higher demands on news reporting. To achieve further development, news organizations at all levels have actively applied new media technology. However, due to insufficient experience and lack of effective supervision, technology abuse has emerged in news reporting while quality management has been neglected [13]. Under new circumstances, relevant personnel should guard against “technology carnival,” strengthen news content management, focus on content review and management, correctly understand multimedia technology’s role and positioning, and improve news reporting quality through rational new media technology utilization.

4.4 Strict Content Review to Maintain News Authenticity

New media technology has effectively enriched news reporting content and provided audiences with diversified information. However, due to new media’s special characteristics, news organizations at all levels often struggle to strictly review and manage information, making it difficult to guarantee content authenticity. To some extent, this undermines the credibility of news reporting and threatens the healthy development of the news industry. Therefore, news organizations must establish robust content review mechanisms, strengthen information verification, ensure authenticity, and maintain news credibility. Only through the combined effect of technological innovation and institutional safeguards can new media technology truly serve news reporting’s healthy development.

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

Source: ChinaXiv – Machine translation. Verify with original.