

Challenges and Response Strategies for News Publicity in the Era of Media Convergence: Postprint

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

Abstract

The emergence of big data technology and information technology has transformed the media communication modalities of news propaganda, necessitating the rational application of converged media within news propaganda practice. This paper analyzes the challenges and opportunities confronting news propaganda work in the era of media convergence, and proposes recommendations for integrated development from the perspectives of enhancing practitioner competencies, integrating media resources, broadening propaganda channels, clarifying positioning and objectives, and cultivating a converged media news propaganda workforce.

Full Text

Challenges and Response Strategies for News Propaganda in the Era of Integrated Media

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Abstract: The emergence of big data technology and information technology has transformed the media communication methods of news propaganda, necessitating the rational application of integrated media in news propaganda work. This paper analyzes the challenges and opportunities facing news propaganda in the era of integrated media, and proposes recommendations for integrated development from the perspectives of enhancing the capabilities of news propaganda workers, integrating media resources, expanding propaganda channels, clarifying positioning and purpose, and building an integrated media news propaganda team.

Keywords: big data technology; information technology; integrated media; news propaganda; integrated development

CLC Number: G214

Document Code: A

Article ID: 1671-0134(2021)06-043-03

DOI: 10.19483/j.cnki.11-4653/n.2021.06.010

The advent of the integrated media era has brought both significant challenges and new development opportunities to the field of news propaganda. News propaganda should move beyond traditional, single-channel communication methods by leveraging multi-platform media to provide audiences with more targeted, richer, and higher-quality news content. Integrating various media within news propaganda work can satisfy diverse audience needs for different types of news information.

1.1 Challenges Facing News Propaganda in the Integrated Media Era

News propaganda in the era of integrated media faces significant challenges, characterized by increasingly diverse propaganda methods and content. Integrated media represents an innovative and optimized working model in media development, capable of consolidating various media resources and carriers while synthesizing the strengths of different media types to maximize their effectiveness in news propaganda. The application of integrated media in news propaganda can promote the common development of both the media industry and the news propaganda sector.

In traditional news propaganda work, the singularity and limitations of media resulted in extremely monolithic propaganda methods, limited audiences, and slow dissemination speeds that can no longer satisfy people's information acquisition needs in the integrated media era. This demands continuous innovation in propaganda methods and enrichment of communication channels, with rational utilization of internet and information platforms to promptly meet diverse audience demands for news information, enabling audiences to access content of interest anytime and anywhere.

Furthermore, as media integration accelerates, news platforms proliferate, and propaganda methods diversify, propaganda content has become increasingly rich and multifaceted, imposing higher demands on content innovation among news propaganda workers. The growing number of practitioners in the integrated media era has broken traditional media patterns, with more high-quality content emerging across diverse platforms, presenting both inspiration and challenges for news propaganda content. Consequently, the trend toward diversified propaganda methods and content poses substantial challenges for innovating news propaganda work models and enhancing staff competence.

1.2 Development Opportunities for News Propaganda in the Integrated Media Era

Although the integrated media era imposes higher demands and presents significant challenges to news propaganda work methods, it also offers opportunities for further development and transformation. News propaganda must adapt to the trends of the times and the actual needs of audiences, strengthening the application of integrated media to enrich propaganda methods and content by merging resources and content.

News propaganda can transform past propaganda methods by integrating resources from traditional and new media, broadening communication channels while ensuring content uniformity. By integrating media resources, traditional media such as radio and television can be combined with new media websites and platforms. Establishing dedicated integrated media propaganda departments with scientifically arranged staff and clearly defined responsibilities can facilitate this integration, which represents both a challenge and a developmental opportunity for news propaganda work models and personnel.

In the integrated media era, news propaganda can integrate media content, break down barriers between traditional and new media, and achieve optimal communication and integration. By leveraging the advantages of internet media, it can overcome limitations in timeliness, reach, and audience scope. News propaganda can fully utilize new media platforms to interact with audiences, grasp their needs through the internet and various platforms, and adjust content accordingly, making propaganda more targeted and enriched under the influence of integrated media.[1]

2.1 Enhancing Editorial Competence and Innovation Awareness Among News Propaganda Workers

In the integrated media era, news propaganda work should prioritize enhancing staff capabilities. Only by improving editorial competence and cultivating innovation awareness can news propaganda keep pace with integrated media development. Integrated media news propaganda relies on numerous new media platforms and advanced technologies, requiring comprehensive capability development among staff to strengthen professional competence, particularly editorial skills and sensitivity to trending information.

News propaganda in the integrated media era can innovate through three forms: same-industry integration, cross-industry integration, and multimedia information integration. Same-industry integration refers to the fusion of communication methods within the same media organization; cross-industry integration requires combining different media types in communication; and multimedia information integration involves applying multimedia technological means. To flexibly utilize these forms and technologies, news propaganda workers should enhance their professional and innovative capabilities through continuous learning, practice, and reflection.

Innovation awareness and capability are crucial in integrated media news propaganda. Staff with strong innovation awareness can quickly identify advantages during media integration development and better apply integrated media strengths to propaganda work. Cultivating innovation awareness also stimulates curiosity and learning motivation, enabling staff to proactively study news propaganda and media integration, effectively integrating old and new media to facilitate propaganda work.[2]

2.2 Integrating Media Resources to Enhance Timeliness in News Propaganda

To ensure timeliness in integrated media news propaganda, it is essential to promote the integration of traditional and new media, leveraging their respective advantages to guarantee both timeliness and dissemination effectiveness. Staff can employ cross-media integration methods, such as multi-faceted integration of television (traditional media) and online platforms (new media).

In an era of parallel media development, establishing separate departments for each communication method is impractical. Integrating multiple media for propaganda can maximize information consistency through unified allocation of information resources, media materials, and editorial personnel, thereby improving the efficiency and dissemination effectiveness of integrated media news propaganda. While traditional media's newspaper and television operations follow standardized procedures that affect dissemination speed, integrated media news propaganda can rapidly spread urgent information through online and multimedia platforms.

The influence and credibility of news propaganda depend on the timeliness and accuracy of information dissemination, which media integration can ensure by enabling audiences to access news promptly across various channels. During the integration process, propaganda workers must analyze the characteristics, advantages, and patterns of both traditional and new media, identifying commonalities to serve as the foundation for integration. This approach allows media to maximize their strengths during integration, using advanced information technology to consolidate resources and provide audiences with efficient, accurate, and high-quality news content.[3]

2.3 Expanding Communication Channels for News Propaganda in the Integrated Media Era

As an inevitable trend of the times, integrated media represents a crucial pathway for innovation in propaganda work across industries. News propaganda in this era should utilize various media forms to broaden communication channels and diversify working methods. After analyzing the advantages of different media, staff should also consider audience needs, propaganda methods, and communication scope to facilitate the integration of traditional and new media based on their respective characteristics.

News propaganda can integrate traditional media content into online platforms to adapt to modern audience reading and viewing habits. For instance, website-based propaganda can be integrated with newspaper information, while television content can be simplified into short videos for distribution on video platforms. Expanding propaganda channels requires integrated media awareness from the planning stage, with different information content and communication methods designed according to the characteristics of various media forms.

Compared with new media, traditional media is more standardized with more complete propaganda procedures and methods. Many new media propaganda methods have only emerged in recent years, and their application in news propaganda remains in the preliminary stage requiring continuous exploration. Combining traditional and new media can enhance propaganda effectiveness, enabling audiences to access news promptly. New media interaction helps understand audience discussions and perspectives on reporting, further strengthening propaganda influence.[4] Additionally, new media can utilize big data technology to statistically analyze audience information reception, providing data support for improving propaganda methods, forms, and content.

2.4 Establishing Clear Positioning for News Propaganda Work

Against the backdrop of integrated media, news propaganda should reform its working mechanisms and propaganda models by establishing clear positioning for integrated media news propaganda. Clear positioning enables the maximization of integrated media advantages and functions, allowing propaganda work to meet the demands of the times.

To accurately position itself in the integrated media era, news propaganda must conduct research on propaganda work, various media platforms, and audiences, considering multiple factors comprehensively. Precise positioning ensures uniformity in style and form, helping attract regular audiences and create lasting impressions. As information dissemination channels multiply and information volume increases across platforms, ensuring content quality becomes critical. Accurate positioning can effectively guarantee the validity, depth, and quality of news information, enhancing audience recognition and dependence.

Through positioning and research, propaganda workers can better understand audience preferences and information reception habits. For example, contemporary youth rarely watch television, preferring instead to browse news content on various mobile software platforms, while elderly audiences frequently watch television news and listen to radio broadcasts. News propaganda should adjust formats according to the specific characteristics of different media and audience groups, while unifying content and materials to ensure consistency.

2.5 Clarifying Purpose and Content in News Propaganda

Innovating news propaganda work models in the media integration era requires clarifying positioning, purpose, and content. Staff should understand news op-

erations, communication patterns, and propaganda themes. Planning and topic selection should clearly define propaganda purposes—for instance, propaganda about party and government concepts, guidelines, and policies must ensure simplicity, accuracy, and positive orientation.

The application of multimedia in news propaganda demands familiarity with news operations and workflows. Staff must master these fundamentals before conducting news collection and editing, researching topics and interview questions according to propaganda purposes, and utilizing different platforms, interview methods, and propaganda approaches. Propaganda workers must analyze media communication patterns and adjust dissemination strategies according to propaganda objectives.

While traditional media channels often have limited reach, new media in the integrated media era offers larger audiences and interactive capabilities for timely feedback. Clarifying propaganda purposes helps staff define topics. Despite diverse information dissemination methods in the integrated media era, propaganda purposes and themes must remain unified. News propaganda should comprehensively collect and integrate information resources around the same theme, promoting and exploring it across different platforms and perspectives.[5]

Integrated media news propaganda must emphasize content quality. Based on clear positioning and purpose, it should determine content, titles, and formats, ensuring news content is concise, truthful, and effective, thereby guaranteeing quality and enhancing propaganda authority.

2.6 Building an Integrated Media News Propaganda Team

News propaganda is highly professional, and the integrated media era imposes higher requirements on propaganda teams. To advance the application of integrated media in news propaganda, it is essential to accelerate the construction of composite, highly capable news propaganda teams. Staff should maintain strict professional standards regarding topic selection, collection, editing, and content, developing keen information capture abilities, insight, innovation awareness, and information sensitivity.[6]

Only by improving professional levels and building specialized teams can the demands of media integration development be met. Staff must understand which media platforms are suitable for each news item, what format to use, and how to guide public opinion. Integrated media news propaganda should emphasize professional capability guidance and new media technology training to provide high-quality talent.

All aspects of news propaganda—from topic selection, collection, and editing to propaganda and feedback—require highly capable talent. Topic selection should emphasize factual accuracy, depth, and breadth; editing should employ appropriate methods tailored to different writing styles for traditional and new media; and media communication channels should be selected rationally. Interaction

with audiences on new media platforms helps understand their information pathways and acceptance of different news content. To meet these requirements, news propaganda workers must continuously improve their professional competence to form an integrated media news propaganda team.

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

Source: ChinaXiv – Machine translation. Verify with original.