

Innovative Approaches to News Reporting Planning in the New Media Environment (Postprint)

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Abstract

With the rapid development of Internet technology, information technology is changing with each passing day. In the current Internet and social environment, new media has rapidly entered the ranks of high-speed development within just a few years since its inception. The emergence of new media has brought considerable impact to news reporting, while also presenting unprecedented challenges and opportunities. The “new media + Internet” paradigm has formed a completely new media environment, providing people with more convenient and efficient channels for information acquisition, enabling them to obtain global developments in real time through network terminal devices such as mobile phones. In the new media environment, news reporting planning must undergo reform and innovation, advancing in step with social development, in order to achieve sound development in the new era and new media environment. This paper first provides an overview of news reporting planning, and through discussion and analysis of the development and importance of news reporting planning in the new media environment, proposes innovative approaches for news reporting planning in the new media environment, aiming to provide corresponding references for relevant industry professionals.

Full Text

Innovative Approaches to News Reporting Planning in the New Media Environment

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Abstract: With the rapid development of Internet technology, information technology is advancing at an unprecedented pace. In today’s Internet-driven social environment, new media has swiftly entered a phase of high-speed growth within just a few years of its emergence. The advent of new media has significantly impacted news reporting, presenting both unprecedented challenges and

opportunities. The combination of “new media + Internet” has created a novel media environment that provides people with more convenient and efficient channels for information access, enabling them to grasp global developments in real-time through mobile devices and other network terminals. To thrive in this new era and new media landscape, news reporting planning must undergo reform and innovation to keep pace with societal development. This paper first outlines the concept of news reporting planning, then explores its evolution and significance in the new media environment, and finally proposes innovative pathways for news reporting planning under these conditions, aiming to provide valuable references for industry professionals.

Keywords: Internet technology; information technology; new media; news reporting; reporting planning

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As society develops and living standards improve, public aesthetic expectations continue to rise. Meanwhile, accelerated life rhythms have created demand for efficient information tools, whether at work or during leisure. In response to these changing market demands, new media has emerged organically, offering faster, more intuitive, and comprehensive news presentation—from major national events (such as the 2020 U.S. presidential election) to everyday matters of people’ s lives (clothing, food, housing, transportation)—delivered directly to users through short videos and live streaming. Although the quality of news information in the new media landscape remains uneven and its accuracy requires verification, new media user bases continue to expand rapidly. At present, traditional news media face declining audiences due to new media’ s influence. History demonstrates that even excellent technologies and operational models will be abandoned by the times if they fail to evolve. To avoid this fate, news reporting planning must advance with the times, break through conventional constraints and outdated mindsets, and integrate new media characteristics to achieve continuous innovation and development.

1.1 Concept of News Reporting Planning

In news communication, news reporting planning serves to organize and arrange news information based on factual reporting. By planning the content, angle, timing, and method of news coverage, it reveals the information value and social significance of news events while reflecting their essential nature. In the current new media environment, news planning professionals must devise optimal reporting strategies to analyze and disseminate news events that have occurred or are about to occur.

1.2 Classification of News Reporting Planning

News reporting planning can be categorized in several ways. First, based on the occurrence status of the reporting object, it can be divided into predictable major event planning (such as national conferences, Olympic Games, or National Day celebrations) and unpredictable major event planning (such as plane accidents, fires, or earthquakes). Second, according to the operational status of the reporting object, it can be classified as periodic planning (for routine news with scheduled coverage cycles like weekly, monthly, or quarterly) or non-periodic planning (for breaking news events that cannot be scheduled in advance). Finally, based on the planning operation mode, it can be categorized as independent planning (where media objectively report on events like policy reforms or people's congress meetings from a bystander perspective) or linked planning (where media participate in and interact with events, such as public relations activities or public welfare initiatives).

2.1 Current Status of New Media Development

In recent years, China's continuous information technology development has expanded the new media industry significantly. According to big data, the new media market reached approximately 750 billion yuan in 2017 and grew to about 900 billion yuan by 2020, with Chinese short video platform users hitting 857 million. As networks continue to evolve, particularly with the advent of 5G, new media platforms will develop even more rapidly, attracting a large pool of media talent and presenting more vigorous growth trends, though media market competition will also intensify [1].

2.2 Current Status of News Reporting Planning Development

2.2.1 Emergence of News Reporting Planning The rapid development of China's media industry after integrating with the Internet has produced diverse media platforms. In this online environment, increasing social information transparency has transformed limited news resources from an "exclusive" to a "shared" status, shifting media competition into the realm of shared resources. Under these conditions, strategic planning becomes a winning strategy [2]. Additionally, in the fiercely competitive online media landscape, every platform prioritizes how to gain competitive advantages, making news reporting planning increasingly vital in the media industry. While debates persist about how to maintain factual accuracy while pursuing originality, news reporting planning represents an inevitable product of the times and a necessary response to intense media competition.

2.2.2 Development of News Reporting Planning The continuous development of information technology has revolutionized communication methods. The proliferation of the Internet and network terminal devices (mobile phones, computers, etc.) has further facilitated new media growth, enabling digital and

short video platform dissemination. Traditional media's information dissemination efficiency lags far behind that of new media, leading to its gradual decline. Supported by Internet and information technology, news events can be transmitted more rapidly, achieving visual and digital planning and dissemination. Simultaneously, the Internet provides crucial channel resources for news reporting planning. In the new media environment, identifying exclusive perspectives through strategic planning to enhance dissemination efficiency has become a primary objective.

2.2.3 Current Status of News Reporting Planning Previously, the news media industry operated as a monopoly with low public demand for news and media, resulting in a stable market. However, times have changed, with emerging media flourishing and public demand for news and media undergoing tremendous transformation. Today, both the news and cultural industries have shifted from a seller's to a buyer's market. News reporting planning now encompasses not only news release planning but also reporting efficiency and leveraging popular platforms like Douyin and Kuaishou for real-time dissemination. Innovative news reporting planning has gradually become the soul of news reporting, representing a distinctive trait that media outlets pursue to stand out in fierce market competition while maintaining common ground.

2.3 Development Space for News Reporting Planning

Currently, new media-based news reporting planning enjoys enormous development space. As we are still in the early stages of new media development without established regulatory frameworks, phenomena such as scattered reporting, similar planning content, unclear ethical boundaries in some media, and weak planning awareness persist. Therefore, China's new media environment requires further improvement in news reporting planning. The lack of innovation, pioneering advantages, and originality in planning makes content largely homogeneous. Additionally, problems such as unethical practices and clickbait headlines must be addressed. Only by confronting these challenges can news reporting planning achieve continuous innovation and development.

3.2 News Reporting Planning Enhances News Depth

As society develops and people's work and life structures change, the public demands increasingly higher-quality and more precise information about their surroundings, society, nation, and world. In the modern new media environment, with multiple information sources and faster access speeds, news reporting planning has also become fast-paced work. A key challenge for media professionals is how to maintain authenticity, flexibility, and innovation in news reporting planning without producing superficial, "fast-food" news. Effective planning enables journalists to deeply explore substantive content within news events, derive novel themes, and foster deeper connections with audiences. Planning must emphasize content authenticity while capturing the central focus of events.

Through careful preparation and publication scheduling, planning can reduce errors in the reporting process and enhance audience attention and understanding of news events.

3.3 News Reporting Planning Improves Media-Audience Interactivity

Traditional media lacked interaction with audiences, who played only passive “viewer” roles. In the modern new media environment, many platforms offer user registration and follow functions, transforming news audiences into news users. Features like @ mentions and comment sections increase engagement between audiences and media, boosting user interest and enthusiasm for news reporting. For instance, on new media platforms like Douyin, users frequently “urge updates” or wait online for reports on news items of interest. In this evolving landscape, users have shifted from passive news consumers to dominant positions, prompting media to prioritize user experience and satisfaction, thereby fostering healthy industry development [3].

4.1 Innovating News Gathering and Editing Channels

News reporting planning comprises three key components: news gathering and editing, content planning, and news dissemination. As the foundation of planning, news gathering and editing currently suffers from serious homogenization. Therefore, strengthening innovation in news gathering channels is essential to fundamentally improve originality and creativity in reporting.

4.1.1 Mining News Sources Through Social Platforms To expand news sources, media should excavate information from social platforms like Weibo, Zhihu, and Tieba, and encourage whistleblowing through these channels by offering rewards. Private messaging via WeChat and QQ, as well as short video and live streaming for news tips, should be utilized. News gathering journalists must ensure timely collection of valuable tip-offs and provide appropriate rewards to tipsters, thereby facilitating communication between the public and media.

4.1.2 Live Streaming as a News Gathering Channel For breaking news events, live streaming maximizes dissemination efficiency. Therefore, convenience for live news reporting should be enhanced. For example, in November 2016, when a boy fell into a 40-meter-deep well in Hebei, hundreds of media outlets used live streaming to allow collective public attention to the rescue process, attracting hundreds of millions of online viewers who prayed for a miracle. Similarly, the 2020 total solar eclipse enabled real-time viewing with clear timelines across China [4]. Live streaming requires minimal equipment—just a mobile phone and Internet access—greatly ensuring news timeliness.

4.1.3 Improving Information Value Judgment Among News Gathering Personnel In the new media environment, news gathering personnel

must scientifically process vast information to extract news value, combining this with media platforms to enhance information value and public opinion guidance. Therefore, improving judgment of information value is crucial. First, journalists must maintain sensitivity to news information during collection. In the network-driven new media environment with diverse audience aesthetics, only by maintaining sensitivity can journalists quickly and effectively obtain valuable resources. Second, they must dig deeper into news perspectives to break limitations and creatively elevate news value, potentially tailoring collection to audience needs and habits to maintain news popularity and dissemination. Finally, they should innovate reporting formats to break monotonous patterns and increase flexibility, appealing to younger audiences and achieving channel innovation.

4.2 Innovating News Reporting Forms

“Innovation” carries myriad meanings in news reporting forms. In today’s news landscape, accessing information via mobile phones and computers has become the norm. According to big data, by the end of 2019, domestic Internet users reached 1.156 billion. Faced with these numbers, many media outlets have leveraged their brand advantages to enter new media platforms, utilizing news resources, planning expertise, and rapid release speeds to maximize brand effects across multiple platforms. Numerous official media outlets have established verified accounts on platforms like Douyin. For instance, Sichuan Radio and Television’s official Douyin account, through continuous online and offline news mining and rapid release via short videos and live streaming, had attracted 36.5 million followers by November 2020. Similarly, Zhejiang TV’s official Douyin account, using short videos, live streaming, and program replays, had gained 16.69 million followers by November 2020 [5].

4.3 Innovating News Planning Methods

The new media era demands higher standards for news reporting planning methods. News gathering personnel must flexibly combine text, video, and images while maintaining authenticity, objectivity, and professional ethics to enhance public discourse. Effective dissemination through official websites, WeChat official accounts, short video platforms, and Weibo requires different planning methods for different platforms. Traditional television media must emphasize depth and authority, while new media platforms demand rapid dissemination. Media should fully utilize their professionalism and brand image to expand business through short videos and headlines on new platforms, achieving valuable dissemination under their brand influence. For example, Sichuan Guancha’s coverage of the 2020 Two Sessions through anchor commentary in short video series format explained various meeting contents, accumulating 140 million views across multiple episodes. This innovative approach proved more effective than traditional conference reporting while fostering a positive social atmosphere.

Conclusion

In summary, the new media environment imposes increasingly high demands on media outlets and journalists. Amid fierce industry competition, news reporting planning plays a crucial role in understanding audience preferences and orchestrating news coverage. Both media platforms and planning professionals must base their work on factual accuracy, employing flexible methods, precise language, and innovative planning to reveal the truth of news events while fulfilling their social oversight responsibilities. It is hoped that new media news reporting planning professionals will continue to rise to these challenges.

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