

## Challenges and Solutions for News Writing in the New Media Environment (Postprint)

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

### Abstract

As China enters the new media era, traditional news methods have been significantly impacted, and news writing has likewise been greatly affected. News writing holds a pivotal position in traditional media, as effective news writing can disseminate news more efficiently. With the transformation of media technology, the methods of news dissemination have changed, and certain problems have emerged in news writing. This article systematically analyzes the issues in news writing within the new media environment, seeking to identify breakthrough methods and resolve these problems.

### Full Text

#### Introduction

As China enters the new media era, traditional journalism has faced significant challenges, profoundly affecting news writing. In conventional media, news writing held a pivotal position, enabling more effective news dissemination. However, with the transformation of media technology, news distribution methods have changed, creating new problems in news writing. This article systematically analyzes the issues surrounding news writing in the new media environment, seeking to identify breakthrough solutions.

Traditional media refers to mass communication methods that emerged before the rise of internet media, utilizing mechanical devices to regularly release information or provide educational and entertainment platforms to the public. This primarily includes newspapers, outdoor advertising, telecommunications, radio, television, and other conventional media forms. Audiences could only access news by reading newspapers or watching television, which demanded professional writing skills from news editors. In the new media environment, however, audiences have diversified channels for obtaining news, with faster dissemination

speeds and greater advantages than traditional methods. Readers have become accustomed to acquiring news through online platforms.

### 1.1 The “Headline-First” Principle

Crafting news headlines constitutes a crucial aspect of news writing. In the new media era, with rapid dissemination speeds and extensive reach, each news item cannot display its full content on a single page—only the headline appears, allowing multiple stories to fit within limited space. Online news prioritizes click-through rates, and compelling headlines often resonate with readers. Therefore, online headlines must directly convey the general content of the news or indicate an attention-grabbing direction, being both concise and capable of highlighting key points.

### 1.2 Dynamic Writing Process

Traditional media reporting methods have certain limitations, primarily disseminating news through newspapers and television. The emergence of new media has broken these conventional patterns, creating live broadcasting formats via internet platforms. In the new media era, the dynamic nature of news writing becomes particularly important, enabling not only the fastest possible news release but also allowing users to access continuously updated news through scrolling feeds.

### 1.3 Visual Layout Design

With the continuous rise of new media, audience demands for news have further evolved. No longer satisfied with purely text-based reading, audiences now prefer audiovisual integration. This requires news editors to incorporate not only textual narratives but also images and videos to provide further description of events, giving readers an intuitive understanding. In terms of language, news writing should incorporate fashionable elements, such as skillfully using internet catchphrases. Internet slang represents a conventionalized expression among netizens, characterized by two main features: youthfulness and cultural sophistication, offering a lighthearted yet meaningful tone. Images and videos significantly enhance readers’ visual experience. When writing news, interspersing text with relevant videos and images can create more intuitive and vivid visual effects, supplementing information that text alone cannot convey and deepening readers’ impressions.

### 1.4 Comprehensive Content Coverage

In the new media era, initial news reports often adopt simple, direct approaches to attract audience attention. However, in follow-up reporting, multimedia must leverage its strengths to integrate various news elements within a single story, presenting them more clearly through special coverage. For instance, in reporting the Malaysia Airlines flight disappearance, after all event elements had been

reported by various outlets and public attention began to wane, most new media platforms analyzed the causes of the incident and created special reports on similar events in recent years, once again capturing audience attention. This approach provides readers with comprehensive understanding, increasing both the depth and breadth of news reporting.

### **2.1 Integrated Thinking in News Writing**

In the new media era, various media channels have converged. Traditional modes of thinking cannot adapt to new media development; news writing must employ integrated thinking to incorporate diverse dissemination methods, enabling audiences to understand news from multiple perspectives. Audiences can access news not only through WeChat and Weibo but also via news client applications. These diverse access methods, each with unique characteristics, enrich news content and allow readers to express their views on news events. The integration of news writing thinking not only increases audience engagement but also enhances the influence of news writing on public affairs.

### **2.2 Diversified Content Forms**

With the development of new media, news has undergone significant formal changes to meet evolving needs. It can now be arranged not only in traditional layouts but also chronologically according to event sequences or character appearances. Readers can also participate in news production by expressing their thoughts and viewpoints, enabling editors to better understand audience preferences and create more engaging content. Contemporary news forms have become diversified, incorporating many elements absent from traditional news, such as videos and hypertext, thereby satisfying audience demands.

### **2.3 Legalization of News Dissemination**

With the establishment of laws and regulations concerning online information, the spread of harmful information has been effectively controlled. These legal frameworks not only regulate the new media industry but also promote healthy development of news writing and facilitate the robust growth of online journalism. Particularly as news-related laws and regulations continue to multiply, news distribution can no longer involve unverified forwarding as in the past, which previously caused negative social impacts. In the future, news dissemination will face increasing constraints to ensure the healthy development of news writing.

### **2.4 Changes in News Writing Carriers**

With the rapid development of multimedia technology, China has entered the information age, where smartphones have become the primary tool for news dissemination. People can access the latest news reports via mobile devices, and differing audience needs have transformed news topics. Individuals can also

record content of personal interest and share it through WeChat, TikTok, and other platforms, shifting news editing from traditional editors to universal content creation. This represents a significant change in writing carriers, meeting the needs of most people and diversifying and simplifying news dissemination channels.

### **3. Dilemmas of News Writing in the New Media Environment**

As new media continues to develop and evolve, news writing—an essential component of new media—faces numerous dilemmas in adapting to current forms.

#### **3.2 Changing Reader Habits**

With the continuous rise of the media industry, the editing of news messages and communications has also changed. Rather than systematic thinking during editorial work, the process now mostly involves “copying and pasting,” making news one-sided and superficial in content, yet still capable of attracting readers’ attention. The fundamental reason lies in the significant transformation of how audiences read news and their consumption habits. Previously, readers were willing to actively engage with news; now they prefer “fast-food” style journalism.

#### **3.3 Expanding Scope of News Writing Subjects**

We-media, also known as personal media, involves individuals or enterprises providing value or services to followers to achieve influence. News writing is no longer confined to professional journalists; the scope of subjects is gradually expanding. However, individuals often lack professional writing abilities and skills, having received no systematic training and possessing poor professional qualities. Their reported content fails to provide effective public opinion guidance, causing professional journalists to lower their self-imposed quality standards and hindering their reporting capabilities.

#### **3.4 Insufficient Research on News Writing**

Currently, research objects and methods play a critical role in news writing, yet certain problems exist in this area. The determination of research objects and methods constitutes a key factor in completing news writing studies. Research objects in news writing often overlap with those in journalism studies. Journalism is the science of studying news work patterns and the news industry, but traditional journalism has struggled to break free from political constraints, featuring singular methods, narrow perspectives, and limited operability. The research object of news writing has been erroneously expanded to encompass “news reporting” as a whole. News reporting involves the entire process from news gathering to final production, but conflating the two diminishes the true meaning of news writing, creating logical errors in research. Some studies also

combine news interviewing with writing, yet interviewing discovers news while writing describes discovered news for readers. Therefore, news writing constitutes an independent research system, and the absence or overstepping of research objects and methods negatively impacts news writing.

## **4. Breakthrough Strategies**

### **4.1 Strengthening Talent Cultivation**

Adapting news writing to the constant changes in new media requires high-caliber writing talent, yet current cultivation methods are monolithic and lack innovative spirit, resulting in talent shortages. Specific manifestations include: First, university journalism teaching models are singular and lack innovation, with relatively backward training methods and insufficient new media teaching approaches. Consequently, graduates approach their work with outdated thinking and produce news lacking innovation. Second, as the saying goes, “practice is the sole criterion for testing truth,” and improving news writing abilities also requires practical experience. However, contemporary journalists often lack social experience, mostly composing their news by referencing others’ work, which diminishes self-driven innovation. Third, a disconnect between learning and application exists. As media continuously evolves and the media environment changes, journalists struggle to adapt. Since many internet terms have become widely recognized, journalists should appropriately incorporate online vocabulary to enhance news literary quality and fashion sense, facilitating better audience acceptance.

### **4.2 Enhancing Online News Review Mechanisms**

With the advent of big data networks, changes in audience reading habits demand enhanced review mechanisms for online news, particularly the removal of vulgar, meaningless, and valueless content. Major online platforms should coordinate efforts to gradually raise the threshold for news publication. Self-media reporting formats require improved professionalism to stimulate audience reflection on news reports and enable journalists to better grasp news authenticity.

### **4.3 Increasing the Role of Writing in News Production**

The news reporting system remains imperfect, lacking sufficient supervision of news content, which allows low-quality news to easily reach readers, misguiding their judgment about important matters and causing negative impacts. To address this issue, we need to elevate the role of news writing in journalism, continuously strengthen writing capabilities, provide correct guidance to readers, eliminate reports lacking substantive meaning, and enable writing to fulfill its proper function in news reporting.

#### 4.4 Strengthening Content Depth and Richness

Traditional news, primarily constrained by layout limitations, generally lacks detail and richness. Prolonged adherence to this format has led authors to develop standardized writing approaches. New media breaks through these traditional constraints, allowing journalists to use new media technology to deeply excavate the roots and connotations of news, refine specific details, increase information volume, and enhance readability. First, journalists must grasp key news content, applying the ability to craft keywords and headlines from traditional formats to the new media environment. They should accurately extract news information to create more eye-catching titles and keywords. Second, they should be flexible in selecting news materials, choosing visualized and life-oriented content that aligns with public comprehension and cognitive patterns to attract reader attention. Third, they must dig deeper into details, carefully describing key news stories and particularly using case demonstrations to transform news impact. Finally, they should emphasize conclusion writing to strengthen readers' impressions and expand news dissemination reach.

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

*Source: ChinaXiv – Machine translation. Verify with original.*