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Postprint on the Innovation of News Reporting Methods in the New Media Context

Authors: Tang Yun

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Abstract

With the continuous innovation and rapid development of network technologies, new media has entered people's daily lives at an astonishing pace, thereby exerting tremendous pressure on mainstream media and naturally imposing higher requirements on news reporting methods within the new media landscape. Therefore, this paper will take the new media era as its contextual backdrop, conduct a rational analysis of the current state of news reporting methods, and explore appropriate innovative strategies, thereby injecting new vitality and impetus into new media news reporting.

Full Text

Preamble

Title: Innovation in News Reporting Methods in the Context of New Media

Abstract: With the continuous innovation and rapid development of network technology, new media has entered people's daily lives at an astonishing pace, placing enormous pressure on mainstream media and naturally imposing higher demands on news reporting methods in this new media context. Therefore, this paper will analyze the current state of news reporting methods against the backdrop of the new media era and explore appropriate innovation strategies to inject new vitality and momentum into new media news reporting.

Keywords: new media; news reporting; propaganda methods; innovation

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Author: Tang Yun

1.1 The Meaning of New Media

New media refers to media forms that emerge under new technological support systems, such as digital magazines, digital newspapers, digital broadcasting, mobile text messages, mobile television, networks, desktop windows, digital television, digital cinema, and touch media. Relative to the four traditional media forms—newspapers, outdoor advertising, radio, and television—new media is figuratively termed the “fifth medium.”

Various definitions have been proposed by scholars and industry leaders. *Wired* magazine defines new media as “communication from everyone to everyone.” Professor Xiong Chengyu from Tsinghua University’s School of Journalism and Communication describes it as “media forms that appear and exert influence based on computer information processing technology.” Wang Bin, Secretary-General of the New Media Industry Alliance, states that “new media is media with innovative forms, based on digital information technology and characterized by interactive communication.” Jiang Nanchun, CEO of Focus Media, explains that “dividing audiences means distinguishing audience groups, and Focus Media aims to face a specific audience group that can be clearly described and defined—a group that happens to be the leading or heavy consumers of certain products or brands.” Wu Zheng, CEO of Sun Television Cybernetworks Holdings Limited, notes that “compared to old media, the first characteristic of new media is its power of dissolution—dissolving the boundaries between traditional media (television, radio, newspapers, telecommunications), dissolving boundaries between nations, communities, and industries, and dissolving the boundary between information senders and receivers.” Wei Wuhui, Vice President and COO of BlogBus.com, defines it as “media forms in which audiences can participate extensively and deeply (primarily through digital models).” Huang Shengmin from Communication University of China identifies the basic elements of new media as the three ‘infinities’ built upon network and digital technology: infinite demand, infinite transmission, and infinite production—an understanding at the social relationship level. What is certain is that “new media” comprises various media forms extended from digital and network technologies. The “new” is most fundamentally reflected in technology, but also in form. Some new media are entirely new, such as the internet, while others represent a combination of old and new media after introducing new technologies, such as electronic newspapers. New media is media that can provide personalized content to the masses simultaneously, where communicators and receivers merge into equal participants in communication, and countless communicators can engage in personalized exchanges with each other simultaneously. In recent years, with the rapid development of technology, new media has attracted increasing attention and become a hot topic of discussion.

1.2 Characteristics of New Media

In the current context, new media caters to people's needs for leisure and entertainment, eliminating the requirement to spend large amounts of time reading information completely. In modern life, new media has become the primary channel for information dissemination. As the pace of life gradually accelerates, people's leisure time has become fragmented, and new media satisfies these leisure needs by enabling people to communicate and entertain themselves anytime and anywhere. Obtaining news information via mobile phones is the most convenient method. Today, online information is increasingly categorized in detail, and the content people follow has become more diversified, satisfying the psychological needs of different social strata and age groups.

1.3 Advantages of New Media

New media is characterized by the word "new," making it fundamentally different from traditional media. First, new media's advantages lie in its fast dissemination speed, large information volume, and richer content. Its timeliness, preservation, and selectivity are the strongest, and its linguistic elements are diverse, bringing more freshness and interest to audiences. Second, new media has multiple dissemination channels. Information is updated daily on QQ, WeChat, and Weibo, eliminating the need for people to wait for news in front of television sets. Finally, new media is highly interactive. For each news item broadcast, people can share their thoughts in the comment sections based on their own understanding, reaching a wider audience.

2. The Necessity of Innovating News Reporting Methods in the New Media Context

News reporting exists in all aspects of society and in the daily lives of the public, thus holding high application value. Against the backdrop of new media, the public's demands for obtaining news information have become increasingly high, encompassing aspects such as the types of news information and the value and significance of news content. Traditional news reporting is overly monotonous and can no longer adapt to the rapid development of modern media technology. Therefore, to actively respond to the public's greater expectations for news reporting, it is necessary to innovate news reporting content. In this process of innovating news reporting methods, by transforming news reporting concepts, following existing principles of news reporting, targeting the general public as the audience, and leveraging the interactive dissemination of digital information in the new media context to jointly serve news reporting work, the practical needs for news reporting methods in the new media era can naturally be satisfied.

3.1 Analysis of External News Propaganda in Traditional Media

The current state of news reporting and propaganda in traditional media is characterized by both untimely and limited dissemination. On the one hand, the public has fewer opportunities to receive news from traditional media and has even lost interest in obtaining new information from these sources. Conversely, new media, with the internet and mobile phones as carriers and platforms such as Weibo and WeChat, has exerted increasing influence on people, leading them to spend most of their leisure time on popular new media platforms like WeChat official accounts and Weibo hot topics.

3.2.1 Transforming Propaganda Concepts and Creating a New Pattern

News reporting methods are critical factors affecting reporting quality and public interest. Therefore, to address the drawbacks of external news propaganda under traditional media and adapt to the inherent needs of the new media era, the first step is to transform external propaganda concepts. Innovation in ideology and propaganda concepts can establish a new pattern for external propaganda, providing a foundation for innovative news outreach. This requires news media professionals to enhance their professional competence, clarify the details, characteristics, and innovative approaches for different news types based on sufficient professional capability, and apply these to external news propaganda. For example, traditional media such as television news broadcasts and newspapers can no longer meet modern social development trends. Instead, solutions should be formulated from the public's perspective, such as using questionnaires to understand audience needs, transforming traditional passive propaganda into active participation, and ultimately identifying the latest news entry points.

3.2.2 Consolidating the Foundation and Strengthening the Propaganda Platform

The development of new media technology presents both opportunities and challenges for the news media industry. In the new media context, the integration of various new media forms has enabled the digitization and informatization of news reporting and dissemination. Therefore, to achieve innovation in external news propaganda, it is essential to consolidate the propaganda foundation. On the one hand, relevant news media departments should attach importance to this by establishing dedicated external propaganda offices and equipping them with a sufficient number of professionally proficient staff responsible for external propaganda work. By skillfully building communication platforms between news media and the public, a foundation for external news propaganda can be laid. On the other hand, external news propaganda is subject to various restrictions regarding reporting authority and content. Therefore, it is necessary to formulate implementation and management rules for external news propaganda

to ensure accuracy and rigor.

3.2.3 Keeping Pace with the Times for Comprehensive External Propaganda

New media provides a broad platform for the propaganda of news reporting content, expanding the comprehensive external propaganda that was previously difficult to achieve due to subjective factors from traditional media. With the popularization of networks, social platforms such as WeChat, Weibo, and Baidu Tieba have gained increasing popularity among young audiences. These media can be leveraged to build real-time propaganda platforms. For instance, since younger generations prefer entertainment news, these platforms can be used to push content of interest to different age groups. By capturing the interests and hobbies of the public, different types of news reporting can be quickly positioned, ultimately achieving comprehensive external propaganda. Additionally, online live streaming can be utilized for external propaganda. For example, CCTV channels frequently hold live events such as press conferences, which can serve as a model for implementing advance online live propaganda for different types of news reporting to attract public attention.

4.1 Innovation in Reporting Content

News reporting content innovation should proceed in two aspects. First, increase the depth of news reporting content. News content must be truthful and accurate, conveying events authentically to audiences so they can clearly understand what happened, while objectively evaluating the entire news event to guide audience thinking and perspectives. Second, news reporting content must meet audience needs. In the new media context, people can obtain information through various channels, so ensuring news quality is essential to enhance influence. This requires analyzing different demographic groups to understand their needs and interests, making reported content appropriate for audience levels, and explaining news content in accessible language to facilitate audience understanding and prevent misinterpretation that could affect reporting quality.

4.2 Innovation in Reporting Forms

Current society has diverse needs, and therefore, in the new media context, news reporting forms should be innovated to emphasize audience needs. At present, news reporting achieves rapid dissemination through information technology, bringing convenience to people. However, in areas with poor communication networks, such as mountainous regions, news information may be inaccessible. Therefore, when innovating reporting forms, it is essential to fully consider audience regions, using not only traditional news reporting methods but also new reporting approaches to enrich dissemination channels and enable more comprehensive sharing of news resources with audiences.

4.3 Innovation in News Reporting Concepts

Innovation in news reporting methods cannot be separated from conceptual innovation. Social development has increased people's demands for spiritual pursuits, indicating that news reporting must continuously innovate to meet audience requirements. Therefore, news concepts must be renewed, as only new concepts can produce new reporting that is more timely and effective. First, new concepts require a thorough understanding of the current new media environment, mastery of various professional skills in this environment, continuous improvement of professionalism, and enhanced learning of news reporting knowledge. Second, staff must emphasize innovation, ensuring content accuracy while innovating to secure advantages in the fierce competition of new media news reporting.

4.4 Enhancing Visual Effects

The visual effects of news reporting methods directly influence audience interest. In the new media context, both the forms and content of news reporting have changed, but relying solely on traditional reporting forms cannot attract people's interest. Therefore, visual effects can be improved through technology by combining text with images and videos to disseminate news content in more intuitive forms, enhancing the visual impact of news communication.

4.5 Perfecting Laws and Policies

In the new media context, news reporting methods have changed, and various emerging media have appeared, requiring specialized laws and policies to regulate the development of the news industry. After understanding the forms of new media news development, laws and policies should be perfected, while regulatory departments adjust inappropriate situations in news reporting, supervise reporting content, standardize dissemination forms, and correct erroneous news dissemination behaviors, such as spreading false news, to ensure the healthy development of the news industry.

5.1 Analysis of the Current Situation of “Hotline” Programs

“Hotline” tracking is a public radio program format. In recent years, impacted by new media, such programs have exposed many problems. First, program content lacks innovation. The development of broadcast programs primarily depends on innovation, and persisting with a single approach inevitably leads to problems. The development of “Hotline” programs has tended toward proceduralization, inevitably causing audience fatigue and loss of interest, resulting in the declining popularity of this news acquisition format. Second, reporting is insufficient, and program feedback is incomplete. Analyzing the programs themselves reveals that some reports only touch upon superficial aspects of events, with the programs unwilling to conduct in-depth investigation and exploration

of the essence and truth of events. Finally, the news dissemination of broadcast media constrains program effectiveness. Compared to other traditional media, broadcast media has inherent disadvantages, as listeners must follow a sequential order and cannot selectively receive content of interest, making its dissemination effect less than ideal.

5.2 Innovation Strategies for “Hotline” Programs

In summary, the path to innovating news reporting methods in the new media context remains long, requiring news professionals to invest more time and energy in continuous exploration and research. Only by fully considering the needs of the public can we better utilize the advantageous resources of new media, seize the opportunities provided by the new media era, and innovate novel and effective news reporting methods.

Author Affiliation: Anhui Chuzhou Radio and Television Station

As a news feedback platform, “Hotline” programs typically incorporate a series of reward and punishment mechanisms, such as feedback notifications. To make news feedback more timely, relevant radio stations must emphasize institutional innovation to inject new vitality into programs. For example, based on the feedback from such programs, field research and interviews can be conducted to produce in-depth news reports for broadcast. Simultaneously, the power of new media should be harnessed to create public opinion supervision platforms by effectively integrating multiple new media formats involved in such programs to expand news coverage and strengthen the dissemination effect of current events. Additionally, problems that have been resolved through feedback on these programs can be disseminated to the public through new media channels, such as WeChat official account promotions.

5.2.1 Institutional Innovation

Institutional innovation provides developmental momentum for “Hotline” programs from the source. As news feedback platforms, these programs typically feature a series of reward and punishment mechanisms, such as feedback notifications. To ensure more timely news feedback, relevant radio stations must focus on institutional innovation to inject new vitality into programs. For instance, based on program feedback, field research and interviews can be conducted to form in-depth news reports for broadcast. Meanwhile, new media power should be leveraged to build public opinion supervision platforms by effectively integrating multiple new media formats for simultaneous broadcasting, thereby expanding news coverage and strengthening current affairs dissemination effects. Furthermore, problems resolved through program feedback can be disseminated to the public via new media channels such as WeChat official account promotions.

5.2.2 Establishing “Hotline Tracking” for Real-time Governance

For “Hotline” programs, attention should be paid not only to problem generation and outcomes but also to the entire process from occurrence to development to conclusion. Therefore, columns such as “Hotline Tracking” can be established, where the first few minutes of each program provide follow-up reports on unresolved issues from the previous episode, enabling listeners to understand event progress daily and ultimately achieve real-time governance.

5.2.3 Technical Innovation

With the continuous advancement of new media technology, the channels and methods through which the public receives news have gradually changed. Seizing this opportunity and leveraging the advantages of new media technology to launch “digital” live broadcasting can transform programs from being merely “audible” to platforms that are both visible and audible. Programs can broadcast news information while simultaneously opening communication channels, directly increasing opportunities for interaction and feedback with the public. If audiences miss a particular program, they can use new media to access “previous episode reviews” online for detailed listening and follow-up. Moreover, the number of online viewers and their engagement can be recorded and preserved to gauge public opinions on specific news topics.

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