

Enhancing the “Four Forces” to Compose a New Chapter for News Publicity Work in the Converged Media Era (Postprint)

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Abstract

In the broad social environment characterized by continuous technological development and widespread application of mobile devices, the universality of new media applications has significantly increased. Based on current analysis, new media has already acquired the capability to compete with traditional media. Consequently, to achieve self-improvement, traditional media has actively integrated new media concepts and technologies, thereby giving birth to media convergence. A simple analysis of media convergence reveals that it refers to the integrated development of new and traditional media. In fact, deeper discussions of media convergence demonstrate that it is not merely a cooperative and integrated manifestation of the two media forms, but also a comprehensive integration of technology, personnel, and other aspects. It can be said that contemporary society has already entered the era of media convergence, and the trends and characteristics of this era are continuously strengthening. In such a broad environment, news propaganda work requires strengthening, with specific factors needing corresponding enhancement. Therefore, this article examines the specific content of enhancing the “Four Strengths” and writing a new chapter in news propaganda work in the era of media convergence, aiming to provide guidance and assistance for practical development.

Full Text

Preamble

Title: Strengthening the “Four Abilities” to Write a New Chapter in News Propaganda Work in the Era of Integrated Media

Abstract: In today’s social environment, continuous technological development and the widespread adoption of mobile devices have significantly expanded the

reach of new media. Current analysis demonstrates that new media has acquired the capacity to rival traditional media. Consequently, to achieve self-improvement, traditional media has actively integrated new media concepts and technologies, giving rise to integrated media. A preliminary analysis reveals that integrated media represents the convergent development of new and traditional media, encompassing not merely superficial cooperation between two media forms but comprehensive integration across technology, personnel, and other dimensions. Contemporary society has now entered the era of integrated media, with its trends and characteristics continuously intensifying. In this broader context, news propaganda work requires strengthening and enhancement of specific competencies. This article examines the concrete content of strengthening the “Four Abilities” to write a new chapter in news propaganda work in the integrated media era, aiming to provide guidance for practical development.

Keywords: Four Abilities; integrated media era; news propaganda work; communication tools; journalists

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In the continuous development and practical application of new media, traditional media has actively integrated new media concepts and technologies to achieve self-breakthrough, thereby realizing integrated media development. In the integrated media era, the broader environment for news propaganda work has undergone significant changes. To achieve further development and improvement in this new environment, news propaganda work must undergo positive transformation, with strengthening the “Four Abilities” representing particularly important content. In essence, enhancing the “Four Abilities” holds crucial value for news propaganda work, as its development and improvement directly affect the actual effectiveness of news propaganda. Therefore, discussions on strengthening the “Four Abilities” and their relationship to news propaganda work possess important practical significance.

1. Overview of the “Four Abilities”

The “Four Abilities” represent a conceptual framework for the specific competencies required of journalists in the integrated media era, comprising footwork (脚力), observational ability (眼力), mental capacity (脑力), and writing ability (笔力). Footwork refers to journalists’ need for a down-to-earth spirit and the physical capacity to pursue news stories. In practice, news does not emerge from thin air; it requires journalists to excavate stories through social practice. News exists across all industries and sectors, and whether it can be discovered depends on journalists’ diligence in seeking it out. Observational ability denotes keen insight. Numerous popular phenomena exist in social practice that can become news content, depending on whether journalists can identify the newsworthy points behind these phenomena.

Mental capacity primarily refers to journalists' thinking abilities and modes of thought. When writing news stories, journalists must consider what perspective to adopt and what effects news reporting should achieve. Writing ability refers to journalists' literary proficiency. Even the best news material, if not effectively processed and organized, cannot fully realize its value. Therefore, journalists must utilize their capabilities to achieve effective textual processing.

2. Factors Influencing News Propaganda Work

Analysis of current news propaganda work reveals that it is influenced by multiple factors. Examining these specific influencing factors holds important significance for the conduct of news work.

First, news propaganda work is affected by the quality of journalists themselves. Journalists constitute crucial support for news propaganda work. If journalists' professional competence is deficient, news work will be impacted. For example, in news production, if journalists lack keen insight and the ability to discover news, their reported stories often revolve around topics that have already generated heated discussion. Although such news reports possess some value, their value is significantly diminished compared to the original reports. In short, journalists' professional capabilities directly affect the value of news reporting.

Second, news propaganda work is influenced by news gathering tools and communication instruments. News production requires obtaining first-hand materials. If interview tools are inadequate, much information may be overlooked, substantially compromising the completeness and authenticity of news. Additionally, after news production, specific dissemination channels also affect its value. In the traditional media era, news broadcasting was often concentrated in specific time slots, while actual events occurred before news reports, creating timeliness issues. However, in the integrated media era, both traditional and new media are utilized, enabling instantaneous news broadcasting and thereby effectively realizing news value. In essence, news propaganda work is significantly affected by specific interview equipment, communication tools, and channels.

Finally, news propaganda work is substantially related to the subject of news dissemination. Current analysis shows that news reported by well-known television stations or online media receives relatively broad attention, whereas news broadcast by self-media or obscure small platforms has significantly reduced social influence. Therefore, selecting appropriate media platforms is essential in news propaganda practice.

3. Specific Measures for Strengthening the “Four Abilities”

In the integrated media era, improving the overall effectiveness of news propaganda work requires journalists to strengthen their “Four Abilities.” Consequently, journalists in the new era must achieve self-breakthrough. Based on current analysis, specific enhancement of journalists' “Four Abilities” should

proceed from the following aspects.

3.1 Achieving Ideological and Capability Breakthrough Through Continuous Learning

First, journalists must achieve ideological and capability breakthrough through continuous learning. The integrated media era differs significantly from the traditional media era, requiring news work to utilize new media concepts and technical methods. If journalists remain trapped in traditional media thinking, not only will work efficiency fail to improve, but work quality will also be difficult to enhance significantly, which is highly detrimental to news work development. Therefore, in the integrated media era, journalists must break the status quo.

Regarding journalists' self-ideological and capability breakthrough, specific measures include two aspects: (1) Reflecting on the value and significance of news work based on the integrated media era. In different eras, the value and significance of news work vary. Without genuine understanding of news work, ideological lag will occur, which is highly disadvantageous for practical work. Therefore, in the integrated media era, to strengthen the "Four Abilities," journalists must conduct in-depth analysis of news work in the new environment and shape their ideological concepts based on news value and significance, thereby renewing their thinking modes in news acquisition and reporting and significantly strengthening their "Four Abilities." (2) Mastering new media concepts and ideas based on integrated media era characteristics. News value lies in timeliness and authenticity, which aligns perfectly with new media's concept of rapid dissemination. In other words, new media concepts and methods are meaningful for news work. Therefore, in the integrated media era, actively learning advanced concepts and ideas to keep one's thinking current will significantly enhance journalists' "Four Abilities."

3.2 Strengthening Professionalism Through Continuous Practice

The enhancement of journalists' "Four Abilities" requires strengthening professional competence through continuous practice. Current analysis shows that as journalists, to more effectively realize news value, they must actively improve their professionalism, enabling them to report socially topical and authentic news in the first instance, thereby providing catalysts for in-depth discussion of social issues. Based on current practice analysis, numerous phenomena in social life can attract public attention, yet some journalists fail to utilize them, or even when they do, they struggle to realize the material's full value, which actually reflects insufficient capability and weak professionalism.

In reality, qualified journalists must possess keen observational ability—their best weapon for discovering news—and the capacity to find news points in ordinary material, which constitutes the ability of a professional journalist. Naturally, as professional journalists, literary proficiency, theme organization, and editing capabilities are all essential competencies that require accumulation through

long-term practical work. In other words, journalists' professional capabilities are partly innate, related to talent, and partly require accumulation through practice, related to work experience.

In the integrated media era, to improve their professionalism and strengthen their "Four Abilities," journalists must adopt a pragmatic attitude, earnestly approach every news assignment, and extract experience from them, thereby enhancing their professional capabilities and strengthening their "Four Abilities."

3.3 Overcoming Personal Shortcomings to Achieve Work Improvement

Finally, in the integrated media era, journalists must strive to overcome their shortcomings to effectively improve their work. Everyone has weaknesses and deficiencies, and overcoming them is challenging work. However, once successful, the rewards are substantial. Journalists are discoverers and revealers of social reality, who must possess a strong sense of justice and mission, overcome certain character weaknesses, and resist social temptations, because once journalists succumb to society, the chaos underlying social phenomena will receive no attention.

Analysis of current social practice reveals that many journalists have forgotten their original aspirations as news professionals, with many gradually losing their commitment to justice in the face of social reality, causing them to become spokespeople for vested interests. If this phenomenon remains unchanged, the entire industry's value will cease to exist. Therefore, in the integrated media era, journalists must remember their original aspirations, use their tools to uphold the justice they defend. In work practice, journalists must continuously refine their character and resist external interference, thereby significantly strengthening their "Four Abilities" and enhancing their demonstrated value. In essence, journalists' active efforts to overcome their shortcomings and deficiencies for the purpose of strengthening the "Four Abilities" hold crucial value for work improvement.

Conclusion

In summary, the "Four Abilities" hold important significance for journalists—in fact, they constitute essential competencies that every journalist must emphasize. In the integrated media era, journalists face a markedly different work environment, requiring significant capability enhancement to perform news propaganda work effectively. As factors determining journalists' specific work effectiveness, strengthening the "Four Abilities" holds important significance. Therefore, discussions on specific measures for strengthening the "Four Abilities" possess notable practical relevance.

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

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