

Exploration of Media Development and Communication Channels in the New Media Era: A Post-print

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Abstract

New media has gradually permeated people's daily lives, and the rise of online news platforms has exerted a profound impact on traditional television journalism. Through the internet, individuals can access current affairs information, comprehend national and social trends, unrestricted by temporal or spatial constraints. The application of the "Internet Plus" model to news dissemination facilitates the information-driven development of journalism, optimizes reform and advancement within the news media industry, fosters innovation in the internet sector, and enhances convenience in people's reading experiences. The evolution of "Internet Plus" promotes information transmission, transforms lifestyle patterns, and optimizes the platforms through which individuals consume news. This study investigates the developmental trajectories and dissemination pathways of media in the new media era, grounded in analyses of the contemporary media landscape and the characteristics of the new media epoch.

Full Text

Abstract

New media has gradually integrated into people's daily lives, and the rise of online news platforms has profoundly impacted traditional television journalism. Through the internet, individuals can access current affairs and understand national and social trends without temporal or spatial constraints. The "Internet Plus" model applied to news dissemination enables the information-driven development of journalism, optimizes reform within the media industry, strengthens innovation in the internet sector, and facilitates convenient access to news consumption. The development of "Internet Plus" promotes information transmission, improves lifestyles, and enhances news reading platforms. This paper

analyzes the new media era and the current state of the media industry to explore development pathways and communication channels for media in the age of new media.

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As society progresses and the information age gradually arrives, people's living habits and traditional lifestyles are being transformed. The development of the information age presents both opportunities and challenges for the media industry, raising important questions about how to achieve digital transformation. New media development processes traditional news into digital formats, facilitating convenient reading and appreciation. New media is characterized by real-time delivery and flexibility, eliminating temporal and geographical limitations on news consumption—features that stand in stark contrast to traditional media's constraints. Consequently, new media poses a significant challenge to traditional media.

At present, the drawbacks of traditional media have become increasingly apparent, including outdated technology, limited coverage, and monolithic communication methods, all of which constrain the development of news media. These phenomena directly impede media transformation efforts. In today's information and technology-driven era, traditional media's communication methods fail to keep pace with the times, restricting effective dissemination. Technical issues have become a critical problem for traditional media in its current stage. Therefore, in developing new media, it is essential to achieve efficient growth, broaden communication channels, innovate new media technologies, and strengthen connections with "Internet Plus."

1.1 Characteristics of the New Media Era

The advent of the new media era has influenced lifestyles and optimized reading concepts. New media is highly flexible, unconstrained by time or space, and possesses strong information-driven characteristics, enabling news reading anytime and anywhere through internet access. This allows people to understand social policies, local events, and national development plans. The information age demands the information-driven development of news media, freeing it from the constraints of television and newspapers while building upon television broadcasting to achieve media digitization.

A prominent feature of the new media era is "speed"—the accelerated pace of information transmission. In traditional media, information dissemination relied primarily on television, newspapers, and magazines, which limited distribution and often featured day-old content, causing news to become outdated and failing to meet public demand for timely information. Additionally, news-

papers and magazines had limited space and word counts, preventing readers from understanding detailed contexts and satisfying their need for comprehensive news coverage. A second distinctive characteristic is strong interactivity. In traditional media, audiences could only read news unilaterally without expressing their opinions or evaluations, limiting media's potential role. In contrast, new media enables people to use online social platforms to express their feelings and perspectives on news events. Through effective interaction with other readers, they can discuss topics collectively, promote issue development, and fully exercise their freedom of speech.

The third characteristic is heightened risk. Under open internet platforms, people can access desired content and information without regulatory constraints on news promotion. However, inadequate internet supervision and monitoring allow false information and inappropriate discourse to spread online, misleading the public and causing serious consequences that hinder the development of internet-based new media.

1.2 Current Development Status of New Media

In the current development of new media, traditional concepts continue to constrain progress, with solid barriers between various news media departments preventing genuine information sharing. The persistence of traditional concepts restricts the realization of "Internet Plus" network platforms.

With the arrival of the "Internet Plus" era, informatization has become ubiquitous in daily life, including news consumption. The vigorous development of Weibo, WeChat public accounts, and Baidu Tieba has rapidly attracted large user bases, capturing the new media market and severely impacting traditional news media.

Continuous development of information technology and its application in new media journalism promotes the advancement of the new media era, aligning with societal progress trends. As people's reading levels improve and their reading methods and habits change, new media must constantly innovate and refine related technologies.

1.3 Significance of New Media Era Research

Research on the new media era is essential for social progress and the realization of an information-based society. It can effectively break free from traditional concept constraints and inject fresh vitality into media development. New media era development can transform reading methods, deepen informatization, promote social transformation and enterprise optimization, and enhance corporate vitality, competitiveness, and confidence. The new media era represents a necessary trend in social development. Strengthening news media development in this context requires maintaining the healthy and stable development of traditional news media to prevent obsolescence.

Such research promotes new media development and progress, optimizes the industry's current state, and ensures stable and sustainable growth. The new media era is a new epoch of exploration and discovery. Its development facilitates information transmission, drives optimization and reform of traditional media, breaks the limitations of traditional reading methods, and advances the new media industry.

2.1 Expanding New Media Internet Communication Platforms

In new media era development, communication channels are paramount. Rational and effective channels enable faster public access to current affairs and national trends. Therefore, the primary task in new media development is expanding information dissemination pathways. For instance, news media can utilize Weibo, forums, and similar platforms integrated with "Internet Plus" to establish proprietary mini-platforms, compiling and publishing news in text format. This transforms traditional news presentation forms and brings them closer to people's daily lives.

Additionally, newspaper and magazine sales can adopt the "Internet Plus" model through popular e-commerce platforms like Taobao and JD.com by creating dedicated stores. This approach effectively reduces labor costs, enhances user experience, builds brand recognition, opens new markets, and significantly promotes media enterprise development.

Television media can employ similar strategies. For example, Hunan TV's Mango TV represents a successful case that effectively promotes programs and improves user experience. Integrating television media with "Internet Plus" substantially facilitates new media internet communication.

2.2 Optimizing and Integrating Departments to Achieve Information Sharing

New media era development in news media marks a sign of informatization, requiring effective integration of enterprise departments to break down existing barriers and achieve information sharing. This demands that news media leaders develop sufficient awareness to strengthen interdepartmental connections, achieve collaborative informatization development, promote information sharing, and advance industry progress.

Optimizing and integrating new media departments to achieve information technology sharing can effectively enhance corporate competitiveness and employee cohesion. For example, organizing networking activities within the company can strengthen departmental connections and change the phenomenon of departmental separation under traditional models. Additionally, companies can establish proprietary information sharing systems and databases to effectively integrate and publish information, allowing employees to independently search the information repository, improving work efficiency, achieving digital information processing, and promoting enterprise optimization and development.

2.3 Strengthening Information Technology Awareness and Innovative Concepts

The new media era is an information and internet age. With internet development, the “Internet Plus News” model has emerged in public consciousness, effectively raising brand awareness and transforming traditional media drawbacks to promote industry optimization. The principle of survival of the fittest remains unchanged. In enterprise development, those unable to adapt to social progress face elimination.

Strengthening innovation consciousness in news media enterprises can effectively enhance competitiveness and prevent obsolescence. First, corporate managers must strengthen innovative awareness and encourage employee creativity to inject fresh vitality into enterprise development. Second, enterprise development designs should incorporate unique elements to create distinctive experiences that promote progress. Finally, enterprises must continuously innovate in alignment with social development changes.

Innovation consciousness is the driving force for enterprise development; only through innovation can long-term growth be ensured. Strengthening information technology and innovation awareness in new media era news media promotes development and progress. For example, Weibo homepage designs can incorporate unique elements that immediately attract attention and provide visual feasts. Throughout development, enterprises must keep pace with the times while ensuring news quality and optimizing layout content to enrich connotations. The same principle applies to WeChat public account design—maintaining information quality while attracting visual attention and enhancing user experience. In television media promotion, dedicated apps can strengthen media communication channels. In app design and promotion, enterprises should effectively meet user needs, reduce interference such as lagging, and enhance user experience effects. Moreover, development should incorporate contemporary elements, integrate with social progress, and increase user satisfaction. Through effective methods, enterprises can ensure user experience and expand communication channels.

3.1 Breaking Down Departmental Barriers to Enhance Corporate Vitality

New media era development in traditional media can effectively break down solid barriers between departments and achieve genuine information sharing. In new media development, optimizing corporate departments, strengthening connections, and promoting collaborative development can effectively enhance corporate vitality. Breaking down original barriers and promoting interdepartmental integration can improve work efficiency, facilitate news information dissemination, and achieve effective information sharing.

3.2 Promoting Informatization Development to Enhance Competitiveness

New media era development in traditional news media promotes industry informatization, effectively enhancing corporate competitiveness and boosting employee confidence during maturation. Internet informatization represents the current social development background. Informatization development in the new media industry can strengthen connections between news media and society, effectively preventing the industry from becoming disconnected from social progress.

3.3 Breaking Traditional Media Limitations to Facilitate Reading

New media era development helps break the limitations and constraints of traditional media, greatly facilitating people's daily lives. Integrating new media development with "Internet Plus" realizes its rationality and achieves information-driven development of news media, presenting current affairs on information platforms for more convenient reading without temporal constraints. Breaking traditional media limitations enables unrestricted information sharing, facilitates daily life, and provides users with better news reading experiences.

4.1 Internet Forums

Internet forums represent an important communication method emerging from current information development, facilitating exchanges between two or more participants through the internet. Effective communication through forums leverages internet advantages to achieve information sharing. Forums provide comprehensive and systematic information that users can access quickly without geographical limitations, requiring only an internet-connected computer. Communication forums cover extensive ranges with diverse content, effectively providing users with various news, online and offline entertainment activities, and social networking opportunities. Simultaneously, users can extensively discuss and explore news, clearly express their views, track national current affairs, and effectively obtain detailed news content.

4.2 Weibo Platform Dissemination

Weibo is currently a popular social platform where most people can share their daily activities and access other information. Weibo features convenient operation, broad applicability, rapid information dissemination, and allows anonymous posting with strong flexibility and autonomy, making it widely welcomed. People can understand hot news through readership and attention metrics, follow event progress, and express their opinions. The new media news industry can adjust appropriately based on user feedback to understand public interests.

Currently, China has numerous Weibo platforms, with popular ones including Sina Weibo, Sohu Weibo, Tencent Weibo, and NetEase Weibo, which command

substantial user bases, led by Sina Weibo. Weibo transforms news communication methods with rapid dissemination speeds, allowing users to effectively spread news through text, images, and other formats to achieve information sharing. Weibo's forwarding and commenting functions enable people to exchange views and promote new media news development.

4.3 Mobile Phone Dissemination

Mobile phones have become essential tools in daily life, serving as primary channels for new media information dissemination in the new media era. People can access social hotspots, obtain firsthand news reports, and acquire images and videos through mobile devices, effectively sharing information via Weibo, WeChat, and other platforms. Mobile phones enable news reading, commentary, and opinion exchange, providing accurate understanding of event development.

Currently, most news information is promoted and disseminated through mobile phones. For example, new media journalists compile news into text, images, and videos uploaded to WeChat public accounts, allowing people to receive the latest news reports through push notifications and express their comments and opinions. In the new media era, traditional news industries have numerous pathways to effectively promote news information dissemination and greatly facilitate traditional media optimization and transformation.

4.4 Social Networking Site Dissemination

The rise of social networking sites represents an important manifestation of internet development, with extensive coverage and promotion populations that effectively achieve information sharing. In new media industry development, numerous daily active users on social networking sites can obtain needed information through social software and websites, share news information, and promote information sharing. Social networking sites provide effective convenience for daily life through internet-based information dissemination that leverages interpersonal relationships for effective news communication and interaction, allowing users to share their views and promote new media era development and traditional media optimization.

Currently, Renren and Kaixin dominate social networking sites, commanding most traffic. For example, traditional media industries can publish effective information on Renren to gain substantial views, attention, and comments, thereby acquiring more followers. News media dissemination through these platforms enables comprehensive reading and understanding, transforming reading methods.

In summary, the arrival of the new media era and the transformation and development of news media have achieved information-driven sharing, facilitated daily life, and eliminated news reading limitations. Optimizing and reorganizing traditional news media to realize the "Internet Plus News" model strengthens

industry integration and optimizes information communication channels. “Internet Plus” represents the trend of modern social environmental development, and the news media industry should actively integrate with this new paradigm to promote its own development. The new media era optimizes the news media industry, expands effective communication channels, and enhances corporate competitiveness.

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

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