

On the Transformation of Communication Research in the New Media Era: Post-print

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Abstract

With the continuous emergence of scientific and technological innovations in the information age, industrial models across various sectors are undergoing transformations of varying degrees. As a dark horse in the cultural publishing industry, new media has gradually gained increasing popularity among users by virtue of its unique advantages. To better provide information reception and transmission services for citizens, strengthening the transformation of traditional research in the new media era is of paramount importance. In response to this issue, this paper will conduct a detailed analysis.

Full Text

Abstract

With continuous scientific and technological innovations emerging in the information age, industrial models across various sectors are undergoing transformation to varying degrees. As a dark horse in the cultural publishing industry, new media has gradually gained popularity among users through its unique advantages. To better provide citizens with information reception and transmission services, strengthening the transformation of traditional communication research in the new media era is crucial. This paper offers a detailed analysis of this issue.

Keywords: scientific and technological innovation; industrial model transformation; news media industry; new media era; communication research transformation

1.1 New Media and Traditional Media

In the new media era, supported by internet and computer technologies, information dissemination has become more convenient, exerting significant influence on traditional media. New media has gradually attracted numerous users

through its characteristics of interactivity, immediacy, vast capacity, shareability, and personalization. However, most users still lack a clear understanding of what new media entails. Simply put, new media represents an environment that encompasses all digital media forms, including not only online and mobile media but also digitized traditional media. The new media era refers to a media form that effectively connects high-tech technologies with digital products to provide users with various information reception and transmission services, evolving from traditional media. Traditional media specifically refers to media that deliver information to users through books, magazines, television, and broadcasting. Under the new media era, traditional media faces considerable impact and needs to actively innovate, making the transformation of communication research in this context both necessary and imperative.

1.2 Development Advantages of Online Media

Compared with traditional media, online media possesses certain developmental advantages that drive its continuous growth, specifically manifested in the following aspects:

1.2.1 National Policy Support

In the new media era, traditional media can no longer meet societal development needs. To address this issue, the government is actively seeking new information dissemination methods, and online media has stood out through its unique advantages, gaining favor among numerous users. To encourage the development of online media, the state has formulated specific policies to provide strong support.

1.2.2 Niche Audience Targeting

Traditional media and new media have different development goals, and their respective development directions and methods should be determined through comprehensive analysis. To better enrich the information resources of online media, fresh elements should be appropriately incorporated to further enhance information entertainment value.

1.2.3 Advanced Technology Support

The development of online media cannot be separated from advanced technology, whose progress also positively impacts online media development, making information dissemination more efficient and methods more innovative. Online media based on advanced technology can better meet the demands of the era and satisfy user needs.

1.2.4 Strong Interactive Participation

Compared with traditional media, online media features stronger interactive participation, representing a unique advantage that better aligns with contemporary trends. Appropriately developing online interaction models can better attract user participation and enrich online media content. Notably, during online media dissemination, users can express themselves freely, satisfying their inner needs.

2.1 Promoting Government Supervision and Leadership

Traditional government supervision under the old model positively influences the positioning of media dissemination and the orientation of values. In the new media era, we should actively promote government supervision, reform, and innovation in media.

2.2 Expanding Communication Platforms

We should seize the opportunity of new media development to expand communication platforms and maximize satisfaction of user needs by providing more channels. This includes achieving precise docking with public accounts, further expanding information dissemination scope, and enhancing information transmission timeliness. Additionally, we should support audiences in establishing information publishing platforms, enabling them to play the role of “citizen journalists” and fully leverage their initiative in information dissemination, thereby broadening information 传播 to a certain extent.

2.3 Coordinating Relations Between New and Traditional Media

As new media develops rapidly, traditional media has also begun to innovate and continuously expand information dissemination channels. With multiple information sources, users can selectively receive information and block unwanted content. The transformation of communication research in the new media era should adopt new media strategies with Chinese characteristics, coordinate the relationship between new and traditional media, and take effective measures to promote their integration.

2.4 Grasping the Cognition of Communication Themes

During the innovation process, traditional media continuously expands information dissemination channels and develops new media products. Communication themes have changed compared to the past; traditional media followed an “I speak, you listen” model where users were in a passive position. In the new media era, greater emphasis is placed on user interaction and participation, and users can selectively receive information. Therefore, for traditional media to achieve

genuine communication transformation, it must deepen its understanding of communication themes.

2.5 Strengthening User Interaction and Participation

In the new media era, the media industry not only needs to provide information and play a public opinion guidance role but also has the obligation to accept numerous user evaluations. To further deepen the transformation of the traditional media industry, we should require traditional media to add humanized service functions, providing a platform for user-media interaction to ensure mutual information flow. Additionally, during information dissemination, media must grasp the “degree” of their freedom of speech, ensure open discussions have certain social value, and resist reactionary 言论.

2.6 Advancing Communication Technology Development

In the context of communication research transformation in the new media era, communication technology has also gradually developed. With the continuous progress and development of new media technology, social civilization has also advanced. The development of communication technology has relatively impacted the communication order and influenced audience concepts and cognition to a certain extent, reflecting the importance of advancing communication technology development and warranting researchers’ attention to such technologies. Internet technology development has also enabled audiences to access various types of information previously unavailable to them, and traditional media should actively transform and strengthen integration with new media.

2.7 Ensuring Research Transformation of Communication Activities

Communication activities have always depended on media selection and content integrity, a view deeply rooted in people’s minds and supported by many. However, in the new media era, the development of new media has gradually broken the inherent view of “treating communication as history-making.” New media communication content more resembles live broadcasts of repeatedly occurring historical events, thereby enabling users to participate in communication activities, which to some extent means participating in the making of history.

Conclusion

In summary, under the new media era and with support from national policies and advanced technology, online media has gradually been chosen and recognized by numerous users through its unique advantages. New era communication changes are mainly manifested in changes to communication carriers, shifts in user concepts, promotion of search engines, and video becoming the

primary communication method. To accelerate the transformation of communication research in the new media era, we should actively promote government supervision and leadership, expand communication platforms, coordinate relations between new and traditional media, grasp the cognition of communication themes, emphasize user interaction and participation, and advance communication technology development. It is hoped that this analysis can positively influence the acceleration of communication transformation research in the new media era.

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

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