

## News Theory and Writing in the New Media Era: Postprint

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### Abstract

With the continuous innovation and development of Internet technology, electronic devices such as mobile phones and computers have become favored by the public for their portability and more convenient access to information, emerging as new channels for obtaining news. In the new media era, traditional media have gradually revealed their disadvantages, are being replaced by new media and other communication methods, and are facing unprecedented difficulties and challenges. The conflict and collision between the “new” and the “old” is not merely about elimination and replacement, but rather an opportunity for both sides to absorb each other’s strengths and achieve better development. Based on the challenges faced by traditional media and their underlying causes, this paper is dedicated to seeking higher-quality news that is acceptable to the public.

### Full Text

#### News Theory and Writing in the New Media Era

**Abstract:** With the continuous innovation and development of internet technology, electronic devices such as mobile phones and computers have become popular new channels for obtaining news information due to their portability and convenient access. In the new media era, traditional media have gradually revealed their disadvantages and been replaced by new media communication methods, facing unprecedented difficulties and challenges. However, the conflict and collision between “new” and “old” is not about elimination and replacement, but rather an opportunity for both sides to absorb each other’s strengths for better development. This paper examines the challenges faced by traditional media and their underlying causes, seeking to identify higher-quality news practices that are acceptable to the public.

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New media, as opposed to traditional media, represents a novel form of media that has developed by utilizing new technologies such as network technology, digital technology, and mobile technology to display news content through devices like mobile phones and computers. News communication has evolved from natural dissemination to continuously changing modes alongside technological advancements, which to some extent defines new media as fluid and ever-developing rather than fixed. In the new media era, to retain broad audiences, major media outlets must follow the trend of the times, continue to innovate and develop, and enrich news theory and writing.

### **1.1 The Gradual Erosion of Traditional Media Advantages**

The burgeoning development of the internet has increasingly diminished the luster of traditional media. In current reality, traditional media's control over content production and readership is gradually weakening. The massive volume of modern information, rapid dissemination, and convenient access have made relying solely on traditional media insufficient to meet public demand, inevitably leading audiences to favor certain information acquisition methods. After modern people gained greater freedom of expression, traditional media outlets often restricted individuals from voicing their own opinions. In this context, new media writing must undergo certain changes in content and form compared to traditional media writing.

### **1.2 The Profound Impact of Innovative Thinking and Concepts on Journalism**

In the new media era, which is premised on new technologies, journalists must keep pace with the development of science and technology. Consequently, innovative thinking occupies a pivotal position in news writing. However, under the influence of traditional media, news writers often fall short in terms of writing form and content presentation. Although people access diverse content from countless pieces of information, traditional layout patterns and textual expression have failed to achieve new breakthroughs, remaining routine and conventional.

### **1.3 The Vigorous Development Vitality of New Media**

Traditional media face enormous challenges in the new media era, caused not only by their own inherent shortcomings but also largely by the vibrant developmental energy brought by new media. By leveraging convenient devices and internet technology, new media has enabled people to obtain more convenience

in both access channels and content. For material acquisition, simply entering keywords in a search engine yields massive amounts of information, which is faster and easier for obtaining comprehensive information compared to traditional tools such as journals, newspapers, and books. However, simultaneously, such vast information is of uneven quality, containing much false information, leading people to increasingly doubt the authenticity of news content, which brings new troubles to news writing.

## **2. Analyzing the Reasons for Challenges Facing News Theory and Writing in the New Media Era**

News writing in the new media era differs from traditional media because new media's main characteristics are interactivity, immediacy, massive content, and shareability. These features have changed the characteristics and patterns of traditional information dissemination and reception, thereby transforming news theory and writing. Due to the characteristic of interactivity, the boundary between the public and news writers is not very clear—everyone can serve as both information readers and writers. While this allows the public to access more information and express opinions promptly, it blurs the professionalism of news writing. Journalists face enormous challenges, needing to continuously obtain more timely information and conduct more professional and personalized news editing.

On the other hand, emerging technologies and communication devices are changing with each passing day, developing toward better and more convenient directions. Although previous transformations have not seen new things completely replace old ones, these emerging phenomena inevitably exert varying degrees of influence on communication methods, characteristics, patterns, and even news writing and theory. For example, in terms of news information presentation, the new media era enables more convenient reading methods where only a headline is needed. The work of news writing simultaneously faces challenges brought by technological development.

### **3.1 The Principle of Objectivity**

Amidst massive amounts of information of varying quality, to make the public develop strong trust in news content, journalists must ensure the objective authenticity of news information. The objective authenticity of news is the authenticity of facts, which requires journalists to make an essential distinction between news and propaganda when editing news. When editing news, they should adopt real events as news materials, not distorting or exaggerating facts, not using sensational images, and should conduct objective evaluations of facts without mixing personal emotions into the content, thereby guaranteeing the objective authenticity of information and enhancing public trust in news.

### 3.2 The Principle of Timeliness

With the rapid development of the internet, people can obtain timely information through Weibo, WeChat, QQ, and various news apps. At the same time, the public can also post personal updates on these apps at any time, forming large-scale dissemination of what they see and think, though lacking certain professionalism and reliability. This requires journalists to be able to more quickly identify news points when gathering news materials, conduct timely writing work, and provide the public with the most up-to-date news content.

### 3.3 The Principle of Purposefulness

The public reads news content with certain purposes, wanting to understand specific matters through it. Therefore, news editors need to establish a clear theme when writing news content, highlighting the purposefulness of the news content. The public browses news with different purposes, which consequently creates diversity in their demands for news content, form, and language style. For example, reading current affairs policies requires a serious language style, while entertainment news requires a witty or relaxed style, which may also be accompanied by more active elements such as audio. This is a requirement for news editors in the new media era.

### 3.4 The Principle of Innovation

To test whether news can achieve ideal dissemination effects, it is more important to consider whether the news can gain readers' favor among numerous news pieces and exert a profound influence on them. In the new media era, to capture the public's attention amidst massive amounts of news information, it is necessary to change the news model of the traditional media era, cater to public tastes, eliminate the old and establish the new, and change the traditional editing model of "text + images" by innovating the format. For example, displaying text through video animation with appropriate background music allows readers to easily obtain certain information while being subtly influenced.

## 4.1 Enhancing the Work Capacity and Quality of News Editors

The new media era, with its various technological innovations and emerging forms, places higher demands on news editors' capabilities to handle diverse news topics. First, journalists must strengthen their writing skills. In the new media era, as the public has developed diverse needs for news reading, news editors must enhance their news writing abilities to accurately grasp the public's reading purposes and interests. Second, a major characteristic of the new media era is the utilization of network technology and new devices. News editors must also be proficient in multimedia technologies to write and publicize news using different multimedia techniques. For news management departments, they should assist editors in cultivating and improving their work capabilities through regular training to shape excellent editors for the new media era.

## 4.2 Enriching News Materials and Continuously Innovating Writing Forms

A crucial aspect of news writing is whether readers are satisfied and whether the news can capture a sense of relevance to themselves. This requires news editors to have greater mastery and certainty over news materials. Journalists should conduct extensive searches for news topics before writing news content, extracting different news themes for compilation, such as lifestyle, national policies, music, learning, and other materials that suit different groups and needs, allowing people to obtain information they require. Second, when determining news forms and styles, innovation is necessary—an essential move to adapt to new demands in the new era. Journalists should change the previous serious and rigid writing style and adopt more measures to adapt different styles to different news themes, enabling news to better integrate with the public.

## 4.3 The Rational Use of Technology as a “Double-Edged Sword”

All developments have two sides. While new technologies bring new development opportunities to news writing work, they also bring new problems. We must correctly understand this “double-edged sword” of technology, and making better use of new technologies is a new requirement for journalists. The development of network technology and the use of devices can bring convenience to news dissemination and format innovation. For example, newspapers previously could not include audio or animation, radio and television lacked immediacy and convenience, and the public could not freely express their opinions. However, when journalists use audio and video technology to compile news content, the public can browse news and express their views anytime on mobile devices and various websites. These complex problems can be well solved through the application of network technology and new devices.

## 4.4 Strengthening Public Supervision of News Work

The widespread use of new technologies in the new media era has enabled better development of news supervision work. Traditional news disseminated linearly from journalists to the public, characterized by journalists interviewing and collecting public feedback, then organizing and editing before finally publishing for public browsing. This traditional news model severely hindered the timeliness of public feedback, and news quality and authenticity could not be well guaranteed. With the arrival of the new media era, everyone can serve as a news editor and reporter, freely and timely expressing their attitudes toward events. Meanwhile, news of questionable authenticity is flooding the reading environment, requiring news editors to supervise news content to ensure information authenticity. This two-way supervision and communication work requires continuous 磨合 to provide a healthy environment for news.

The arrival of the new media era has brought many problems and challenges to news editing work while also pushing news media work forward to a certain ex-

tent. Journalists must actively meet new challenges, create a brand-new media era, and adhere to the writing principles of news theory. Facing different audience groups, they must ensure the vitality and diversification of news writing to meet people' s new requirements for news information.

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

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