

On the Advantages of H5 in News Reporting in the New Media Environment: Postprint

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Abstract

With the advent of the internet era, the concept of “Internet+” has gradually become widespread, and the speed and channels through which people access information have become increasingly abundant. News media should not remain confined to traditional media dissemination methods, as these can no longer meet people’s needs; digital media is becoming increasingly developed. Consequently, the application of H5 has garnered significant attention, and its advantages in news reporting have become well recognized and continuously utilized. The presentation form of H5 is relatively lively and dynamic, and it has also been widely adopted in party media, enabling such media to shed their previously dull and uninteresting format and become more appreciable and appealing. H5 offers diverse presentation forms in news reporting, with content that is both rich and fresh, thereby increasing public attention to news reports and adding considerable vibrancy to these media.

Full Text

Preamble

A Brief Discussion on the Advantages of H5 in News Reporting Under New Media Environment

Abstract: With the advent of the internet era, the concept of “Internet Plus” has gradually gained popularity, and the speed and channels through which people access information have become increasingly abundant. Traditional media communication methods alone can no longer meet public demands, and digital media continues to flourish. Consequently, the application of H5 has garnered significant attention, and its advantages in news reporting have become widely recognized and continuously utilized. H5’s display forms are relatively lively and dynamic, and it has been extensively adopted in party media, transforming previously dull and uninteresting formats into more appealing and enjoyable

ones. H5 offers diverse presentation forms in news reporting, with content that is both rich and fresh, increasing public attention to news reports and adding significant value to these media outlets.

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2. Breaking the Sender-Centered Model, Increasing Interaction Between Communicators and Audience

The arrival of digital media has led to a direct decline in people' s interest in paper-based reading, while the emergence of new media has satisfied their growing needs. Any product must continuously update and develop to align with the times and meet netizens' demands, and H5 represents one such excellent technical solution. It plays a significant role in the internet era, making news presentation more novel and eye-catching, and has made outstanding contributions to the development of party media. H5 news supports sharing and can be redistributed across network platforms, accelerating dissemination speed and enabling more people to experience its benefits. This development of news information not only gives users the initiative in obtaining information but also facilitates social interaction, allowing them to share information with others and maximize its utilization and propagation. The relationship between usage and satisfaction achieves excellent alignment and mutual reinforcement, increasing news readership and promoting the development of journalism.

Traditional news communication forms were relatively monotonous, with content and presentation failing to effectively attract netizens' attention. H5 technology presents better content through rich and varied means. News can be displayed through gamification, sparking curiosity and encouraging active engagement and reading. H5 technology also finds application in various apps; for instance, it can present news content in a social media "Moments" format, making it more acceptable and interesting to read. Users can also share news in group chats, where people communicate, discuss, and express their opinions. This transforms traditional news communication patterns, increases public interaction, and maximizes information utilization and dissemination. H5 technology has ushered the news industry into an entirely new realm, enabling continuous innovation in journalism.

1. What Makes Quality H5 Works Attractive

H5' s advantages, including low cost, cross-platform compatibility, and strong interactivity, have gained widespread recognition, making it a powerful tool for

attracting audiences. Regarding cross-platform issues, H5 no longer requires adaptation to multiple platforms—it can be used across platforms, reducing barriers and facilitating development. When developing similar products, H5 yields greater returns. H5 can be updated promptly during development to keep pace with the times. For netizens, H5 represents a wave of benefits, enabling faster and more convenient online browsing. H5 is user-friendly and easily accepted by more people, making promotion quicker and more efficient.

H5 finds applications in many fields, including everyday software such as QQ, various apps, and browsers. Its relatively low promotion cost, good effectiveness, and convenient development are sufficient to attract attention, leading to rapid popularization and an expanding range of applications. H5 has secured a significant position in new media, and its advantages in news reporting have been widely recognized, contributing to the improved development of journalism through fresh presentation forms, rich content, concise text, and creative innovation. Although H5 has entered people's lives, understanding of it remains insufficient. H5's development has brought new opportunities to new media, positively influencing both news reporting and party media.

3. Multi-Media Integration Constructing New Information Carriers

As news development forms gradually diversify, H5 plays an important role in journalism. H5 presents content and functions through slideshows, requiring users to actively select and obtain information based on their own preferences—a departure from traditional communication methods. H5 news represents a new way for people in the new era to access information, allowing them to choose content according to their interests. This approach better captures attention, helps people find what they need, and enables discovery of quality news content.

However, because H5 products are of high quality, they also demand better network conditions. Users with poor network connectivity may not have a good experience with H5 products. Therefore, a balance must be struck between quality and accessibility, with proper coordination to deliver better results to the public.

4. Agenda Setting Guiding Public Opinion on Hot Topics

H5 is a technical means that integrates multiple elements, presenting news reports through audio, images, text, and more. Each element plays its role in satisfying people's news needs. Images paired with text make news clearer and more understandable, while audio playback can authentically present the circumstances of news events, enabling empathy. H5 news is designed to meet modern reading habits, and its flexible communication methods increase user favorability, leading to growing adoption.

We live in a fast-paced era, and H5 news acquisition is remarkably swift. With

special access pathways driven by the internet age, people can satisfy their demand for news volume. News content editing must also improve in quality to be rich, understandable, and acceptable to the public, with emphasis on key points and creativity. As more people access and visit H5 news, it can continuously improve itself through review, address its shortcomings, and enhance its quality.

H5's advantages make it an indispensable role in internet development. It is fast, convenient, and easy to operate, enabling broader usage. It can integrate more elements, and although H5 forms are rich, users are becoming familiar with its patterns. Netizens' privacy rights are protected. H5 emphasizes information filtering, organizing timely news so that people can obtain desired information during reading. Its concise and accessible content lowers the reading threshold, accommodating different content choices for different people and meeting the reading needs of various groups. This allows H5 news to spread quickly among netizens and gain widespread adoption and appreciation. H5's advantages in news reporting—its convenience, rich content, and unique communication forms—cater to people's sense of satisfaction.

5. Meeting Audience Needs for Internet Media Reading

Today, mobile phones have become essential for everyone, with more people preferring to access information via mobile devices. To meet user needs and reading habits, H5 has transformed its news communication methods, significantly increasing H5 news acquisition and satisfying people's reading preferences. This allows them to read news comfortably, creating substantial development opportunities for H5 news.

As times develop, all products must keep pace. We now live in an era of information explosion, with continuously increasing information volume that reduces people's ability to select information and significantly decreases interest in dull news. To avoid these negative effects, H5 news creates entirely new reading methods with more eye-catching content, enabling people to obtain the most important information while filtering out useless data.

In the information age, people have freedom in accessing information, with wide-ranging sources and diverse content, and their demand for information is growing. H5 news is designed to cater to user preferences, increasing public interest in H5 news.

In summary, as the internet era continues to develop, news reporting forms will become more diverse. With increasingly high public demands for information, H5 will bring more changes to news reporting to satisfy visual expectations. However, not all news types are suitable for H5, and its development faces limitations; improper use may produce counterproductive effects. For the development of news reporting, editors must possess excellent literacy to make news content concise, profound, and easily understandable. They must also have innovative consciousness, integrating more elements into journalism to promote multi-element development of the news industry while protecting users' rights.

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

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