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On the Postprint of News Authenticity in the New Media Environment

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Date: 2023-10-08T00:00:00+00:00

Abstract

In modern society, individuals' lives are inextricably linked to news information; through news, they comprehend the specific transformations in contemporary developments, and the dynamic information regarding current affairs and news enables individuals to obtain fundamental information updates on issues of concern such as livelihood, politics, and economics. The development of new media can deliver news information to the public more comprehensively and expeditiously, both expanding the channels for information acquisition and enabling the possibility of diversified news development. However, at the current stage, certain new media frequently encounter issues of distortion, even resulting in societal information misguidance. In order to deliver authentic news content to the audience, correct guidance of new media development becomes essential. Against the backdrop of the new media era, news authenticity assumes increasingly paramount importance; this constitutes a processing model centered on news authenticity, achieving rational development in accordance with societal demands.

Full Text

Integration and Development • Research: A Brief Discussion on News Authenticity in the New Media Environment

Abstract: In modern society, people's lives are inseparable from news information. Through news, they understand contemporary developments and dynamic changes in current affairs, enabling them to obtain basic information updates on issues of public concern such as livelihood, politics, and economics. The development of new media can provide news information more comprehensively and rapidly, expanding channels for information acquisition and enabling diversified

news development. However, some new media platforms currently suffer from frequent authenticity problems, even causing social misinformation. To deliver authentic news content to audiences, new media development must be properly guided. Against the backdrop of the new media era, news authenticity has become increasingly important, representing a processing model centered on news authenticity that achieves rational development according to social needs.

Keywords: new media era; news authenticity; realization

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2.1 Journalists Must Persist in In-Depth Investigation and Research

In-depth investigation and research constitute the foundation of news authenticity. Journalists must immerse themselves in reality, daily life, and among the masses to obtain first-hand materials through thorough investigation and research. They must verify news facts through multiple channels, adhere to the principle of seeking truth from facts, and avoid hearsay, speculation, or fabrication. Information that has not been verified must not be published. Journalists bear responsibility for their reporting, for society, and for their audiences.

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2.2 Journalists Must Maintain a Clear Mind

In a complex social environment, journalists must maintain an objective and impartial stance, not allowing themselves to be swayed by personal emotions, interest relationships, or external pressures. They must uphold independent thinking and make accurate judgments about news events.

2.3 Journalists Must Possess Professional Competence

Journalists must possess solid professional knowledge and skills, including news interviewing, writing, and editing capabilities. Simultaneously, they must uphold journalistic professional ethics and adhere to the principle of news authenticity.

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

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