

An Exploration of the Impact and Influence of We-Media News Communication on Traditional News Communication: Postprint

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Abstract

With the continuous development of network technology, self-media news platforms have been extensively and deeply developed and applied, exerting significant impact on traditional news dissemination. Due to their advantages of timeliness, convenience, participation, and interactivity, they have become the mainstream trend in news communication and development. This paper primarily analyzes the impact and influence of self-media news dissemination on traditional news dissemination, and provides specific optimization measures for reference.

Full Text

Preamble

Abstract: With the continuous development of network technology, self-media news platforms have been extensively and deeply developed and utilized, exerting significant influence on traditional news dissemination. Leveraging advantages such as timeliness, convenience, participation, and interactivity, self-media has become the mainstream trend in news communication and development. This paper analyzes the impact of self-media news dissemination on traditional news communication and provides specific optimization measures for reference.

Keywords: self-media news dissemination; traditional news dissemination; impact and influence

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Self-media, also known as citizen media, typically relies on advanced internet technology and expands through platforms accessible to all. Commonly used platforms include Weibo, QQ, forums, and WeChat. Given the open and ubiquitous nature of self-media, it has substantially impacted traditional news dissemination.

1. Characteristics of Self-Media News Dissemination

1.1 Prominent Timeliness

The most outstanding advantage of self-media news dissemination is its timeliness. Today, using mobile terminals to transmit information, the speed and coverage of news events are remarkable. For instance, on Weibo, journalists, passersby, and others can broadcast and report through live streaming, achieving simultaneous transmission. In the self-media environment, the timeliness of news dissemination is increasingly enhanced, eliminating the need for the layered review processes characteristic of traditional news dissemination [1].

1.2 Information Fragmentation

Self-media news exists in large quantities, serving not only as a platform for information dissemination but also as a space for people to express their thoughts and opinions, thereby strengthening interactivity between media and the public. The most evident characteristic of this environment is information fragmentation.

Regarding the same news event, different perspectives yield different information fragments. For different news events, the introduced themes further contribute to fragmentation. A representative example is Weibo, where character limits and considerations for readers' patience make the fragmentation of information even more pronounced in large-scale dissemination.

1.3 Multi-Dimensional Content

Self-media news dissemination has transformed the traditional text-only approach, effectively utilizing video, images, audio, and other methods. These diversified news presentation techniques ensure that news events are displayed more comprehensively, gaining greater public recognition. Currently, given the fast pace of life, text-based information no longer meets people's actual needs. Modern audiences prefer news rich in visual elements and multi-dimensional content, which helps them understand and analyze news events from multiple perspectives.

2. Impacts on Traditional News Dissemination

2.1 Impact on News Content

Traditional news dissemination methods are relatively monotonous, and the news content people receive is often processed and refined, preventing them from fully understanding the specific circumstances of news events. Self-media, as an open platform, operates with news materials, content, and scope in an open atmosphere. People can not only obtain first-hand information about news events but also understand the actual situation through self-media platforms. With the assistance of the internet, news dissemination becomes faster. Whether in terms of news interviews, content compilation, or creation, self-media has exerted considerable influence [2].

Self-media emphasizes audience participation, and active public involvement inevitably generates extensive social commentary. Integrating self-media and news dissemination can attract large audiences and effectively meet their actual demands. Self-media news content is closely related to people's daily lives, and its published content is easily recognized and accepted by the public, helping to satisfy audience needs. Additionally, self-media news content aligns well with social opinion trends, creating favorable space for news dissemination. While traditional media cannot conduct interviews immediately when news events occur, people on self-media platforms can promptly provide on-site interviews and video reports, demonstrating strong timeliness. If traditional media can efficiently utilize relevant materials from self-media during the news dissemination process, it will inevitably increase news value. Integrating self-media into traditional media helps enhance the timeliness, universality, and practicality of traditional media dissemination. Consequently, the development of self-media has profoundly impacted traditional media news content.

2.2 Impact on the Audience

In traditional news dissemination, news was delivered through television, radio, and other forms. For example, CCTV's *Xinwen Lianbo* (*News Broadcast*) represents a common news dissemination format where people are simply the audience (viewers of the program) and disseminators are simply broadcasters (announcers). Their roles are clearly defined and independent, with news only achieving one-way transmission. However, in self-media dissemination, the platform's openness means people can be not only news audiences but also news disseminators, significantly narrowing the gap between these independent roles and enabling them to complete news dissemination in a more harmonious form within the platform. This approach not only enhances news timeliness but also ensures news authenticity. Evidently, the continuous development of self-media platforms has substantially influenced the role positioning of the general audience.

2.3 Impact on Public Opinion

Traditional media faced certain constraints when disseminating news content. Regarding published news content, people basically had their own opinions, but after the emergence of self-media, significant transformations occurred in news content and scope, while news supervision levels were greatly enhanced. For instance, when television reports news events, audiences cannot easily express their opinions, but if internet live broadcasting is enabled during news reporting, people can voice diverse views in the comment section, and disseminators can promptly grasp their genuine reactions.

In the self-media social environment, there are no absolute news audiences or news disseminators; these roles can even be interchanged, making public opinion more free. Different from traditional news, people in self-media platforms can more easily access authentic content, which helps increase opportunities for audience participation. In the rapidly developing self-media environment, audiences can not only obtain more news content but also efficiently supervise news quality and promptly correct inaccuracies. Under these circumstances, people's comprehensive discussions of various news stories help mobilize their social participation and sense of responsibility. Furthermore, most audiences can participate in news events, amplifying minor stories and deepening news supervision.

Regarding public opinion, the impact and influence of self-media on traditional news dissemination cannot be underestimated.

3. Optimization Strategies

3.1 Cultivating New Media Literacy Among Journalism Professionals

A highly qualified journalism workforce constitutes an essential element for both self-media and traditional news dissemination. Improving team cohesion, work efficiency, and quality all depend on talent support. Therefore, in the self-media era, strengthening personnel training and management is imperative. Especially with continuous technological development, specialized talent has become a societal necessity [3].

First, journalism professionals must be proficient in applying advanced technologies. Second, in the self-media environment, they must understand audience interests and deliver news in formats that people recognize and accept. Most critically, acuity is a fundamental quality for journalism practitioners—the ability to keenly perceive social and epochal transformations, promptly adjust their thinking, and follow the pace of development through continuous learning and practice. Journalism professionals should actively participate in training and continuing education to identify their shortcomings during the learning process and promote continuous improvement in professional standards, thereby producing news content that gains public recognition and favor.

3.2 Integrating New Technologies into Traditional News Dissemination

Alongside self-media development, traditional news dissemination faces not only significant impact and challenges but also unprecedented development opportunities. Under these circumstances, traditional media must keep pace with social development and integrate emerging methods and technologies into the news dissemination process. Traditional news dissemination forms should be transformed to properly incorporate new technologies such as internet and wireless transmission. For short video content and similar materials, these transmission forms can be utilized. Social software most frequently used by people—including QQ, Weibo, and WeChat—has transformed communication patterns and continues to increase its influence. During dissemination, traditional news should effectively leverage these platforms by creating WeChat official accounts, applying for Weibo accounts, and launching new sections to attract audiences and garner widespread attention. Moreover, traditional journalism professionals should strengthen connections with influential self-media personalities to disseminate relevant content through them, thereby increasing news coverage.

3.3 Optimizing the Public Opinion Environment Through Regulatory Oversight

Regardless of whether notable online events are important or not, or whether they are positive or negative, represent opposition or support, they cannot be excluded from suspicion of media irresponsibility pursued for self-interest. Some media outlets' hype fans the flames of news events for mutual benefit. In this complex and ever-changing media environment, China's regulatory agencies must pay close attention and make every effort to fill legal gaps, thereby purifying the internet public opinion atmosphere, ensuring freedom of speech, and protecting personal safety.

3.4 Enhancing Dissemination Speed and Scope

Self-media dissemination belongs to niche communication, enabling large numbers of people with shared interests to gather and engage in like-minded activities. Regardless of location, it can bring together strangers who have never met. This niche media communication format demonstrates the humanization of interpersonal communication. Self-media storage, transmission, and search are all highly convenient, making news dissemination not only fast but also extensive in scope.

Conclusion

In summary, in the context of a developed internet environment, self-media news dissemination has brought considerable impact and influence to traditional news dissemination. However, both share the goal of joint development. Therefore,

it is essential to actively integrate self-media and traditional media. Journalism professionals must continuously improve their own competence and skills, utilizing advanced technology to support the healthy advancement of the news field.

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

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