

Analysis and Discussion on the Laws of News Dissemination by Radio and Television Media under All-Media Conditions (Postprint)

Authors: Li Xingxia

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

Abstract

In the all-media environment, news dissemination methods have become increasingly diverse, and changes in how people access news information have impacted the effectiveness of broadcasting media news communication. Accordingly, this paper analyzes the communication patterns of broadcasting media news under all-media conditions and elaborates on strategies for improving the effectiveness of broadcasting media news dissemination.

Full Text

ChinaXiv Cooperative Journal: Discussion and Exchange • Research

Analysis and Discussion on News Communication Patterns of Broadcast Media Under Omnimedia Conditions

Abstract: Under omnimedia conditions, news dissemination methods have become increasingly diverse, transforming how people access information and impacting the effectiveness of broadcast media news communication. This paper analyzes the communication patterns of broadcast media news under such conditions and proposes strategies for enhancing communication effectiveness.

Keywords: omnimedia; broadcast media; news communication

CLC Number: G229.2

Document Code: A

Article ID: 1671-0134(2018)10-105-02

DOI: 10.19483/j.cnki.11-4653/n.2018.10.042

By Li Xingxia

Currently, the continuous development of society, economy, and culture has propelled the growth of China's media industry, with various forms of media emerging into public view. Under such circumstances, information dissemination methods have also diversified, making it more convenient for people to access information. Under omnimedia conditions, media development requires continuous integration to expand news communication methods, enabling people to obtain desired information through different channels. In the omnimedia era, although the audience for news communication has expanded, the authenticity and effectiveness of news are difficult to guarantee due to the disorderly nature of various media forms. Therefore, broadcast media must accurately grasp the patterns of news communication to ensure its effectiveness.

1.4 Coexistence of Supervision and Being Supervised

The arrival of the omnimedia era has transformed the role of audiences in traditional news communication. Audiences are no longer merely recipients of news information but have also become disseminators or providers of news. Against this backdrop, the supervisory function traditionally held by media has gradually evolved into a state of both supervision and being supervised, with audiences' supervisory capabilities continuously enhanced. Under omnimedia conditions, every individual possesses the functions of a journalist and news editor, while equally enjoying the right to discourse. It can be said that the function of news media being supervised has been fully realized. Once news fabrication occurs, it is likely to be instantly exposed and trigger widespread social attention and discussion.

1.1 From Single Source to Universal Participation

From the perspective of news content production under omnimedia conditions, analysis reveals that under traditional media development conditions, news production and dissemination primarily relied on journalists. However, under omnimedia conditions, audiences directly participate in both news production and dissemination, with media news production in particular shifting from traditional single sources to universal participation. Regarding program formats of broadcast media news under omnimedia conditions, traditional single-mode communication can no longer meet the demands of the times. Currently, news communication places greater emphasis on real-time interaction with audiences, with communication methods continuously evolving toward participatory, multi-scenario, and convergent forms. In this process, the roles of media and audiences have shifted, with audiences becoming integral components of programs in news communication.

1.2 Accelerated Effect of Aggregation and Differentiation

Under omnimedia conditions, relevant personnel must pay attention to the accelerated effect of aggregation and differentiation in news communication, which manifests as rapid aggregation enhancement and rapid differentiation decline.

Specifically, when a news event becomes a hot topic of public concern, it spreads explosively at high speed during the aggregation phase. However, under omnimedia conditions, focal news emerges frequently, and the pace of information updates accelerates, causing public attention to that news event to rapidly diminish. This accelerated effect of aggregation and differentiation means that a news event widely concerned one second may be ignored the next, undoubtedly increasing the difficulty for broadcast media to control hot news.

1.3 Negligible Communication Time Difference

With the continuous development of information technology, news communication methods have also been updated, with live news dissemination means such as text messages, phone calls, phone connections, and live streaming being enriched. Correspondingly, the speed of viewpoint dissemination for news events has also increased. Under omnimedia conditions, a call to action can be rapidly responded to, and a viewpoint can be quickly spread. This increases the difficulty for broadcast media to control breaking news events and focal issues of social contradictions, often resulting in difficult-to-control situations before they can be addressed. It can be said that under omnimedia conditions, the time difference in news communication is relatively small and can essentially be ignored.

1.5 Expanded Operational Scope and Functions

Under traditional media conditions, news information services served as the main window, while other services functioned as secondary windows for news media [1]. With the deepening development of the omnimedia era, China's traditional media has also entered a period of major integration. During this stage, various news media no longer exist merely as government broadcast stations or party organs, but also as interest units and economic entities. Currently, the group-based development of the broadcasting and newspaper industries, along with intensified competition between foreign and domestic media, all require relevant personnel to understand media operations. Audience behavior in accepting media should be analyzed and studied as consumer behavior, with film and television entertainment included within the scope of traditional media business strategies. Under omnimedia conditions, the operational scope of traditional media has expanded.

1.6 Blurred Boundaries Between Disseminators and Recipients

Due to the continuous development of information technology, the boundaries between disseminators and recipients of news events have gradually blurred. Under omnimedia conditions, the dominant role of traditional mainstream media has been continuously weakened, with enhanced interactivity between disseminators and recipients in news communication. This interactive effect has been overlooked, and relevant personnel must clearly recognize that it is precisely

the enhancement of such interaction that has gradually weakened the absolute dominant position of traditional mainstream media in news event dissemination.

2. Strategies for Enhancing Broadcast News Communication Under Omnimedia Conditions

2.1 Effective Mastery of Broadcast News Communication Patterns

Under omnimedia conditions, for broadcast media to achieve better development and enhance news communication effectiveness, they must conduct news event dissemination in accordance with the patterns of news communication in the omnimedia era. Specific measures include the following:

First, rapid dissemination of news events. In news event communication, broadcast media must quickly occupy communication positions to foster the formation of public opinion advantages. When publishing news content, they must release it swiftly while tracking feedback on published content to guide non-mainstream media releases.

Second, guiding audience focus. Broadcast media must maximize their role in guiding public opinion, promptly collecting and analyzing various feedback information emerging from news events to correctly and timely guide audience focus and social opinion orientation.

Third, leveraging positive audience responses to enhance news event influence. In news event communication, not all audiences share the same views. Under omnimedia conditions, these different voices are amplified, generating greater impact. Based on this, broadcast media need to strengthen positive responses to achieve positive guidance of public sentiment.

Fourth, timely control of negative audience reactions. They must promptly monitor hot news on media platforms such as Weibo, forums, blogs, and communities. After news events occur, they should investigate audience reactions across various platforms, focusing on controlling negative audience responses and conducting timely processing and guidance.

Fifth, expanding broadcast media influence based on service. Service is the foundation of operations, and relevant personnel must deeply explore audience service needs and services that media can provide, continuously innovating service content to attract audiences. This can enhance media credibility and promote the formation of news dominance.

2.2 Utilizing New Communication Resources to Enhance News Influence

With the continuous development of new media, public attention to and trust in new media have significantly increased. Against this backdrop, broadcast news media must fully utilize new communication resources to achieve influence enhancement. Currently, the deep integration of networks and media has created

more convenient conditions for news dissemination [2]. To leverage such convenient conditions for media influence enhancement, broadcast news media must master certain strategies. Under omnimedia conditions, strategies for transforming the convenience of news communication into broadcast news media influence include the following:

First, lead trends rather than be led. Relevant personnel in broadcast news media must focus on researching the development of omnimedia news communication, establishing media operation models and teams adapted to the omnimedia environment. In this construction, they should emphasize openness and guidance, strengthen the development of citizen journalist teams, and reasonably manage and guide netizen groups. They must establish an omnimedia public opinion monitoring system to enable timely and correct guidance of social sentiment when emergencies occur, and accelerate the development of broadcast technology platforms and triple-network convergence.

Second, guide audience focus. Broadcast media must maximize their role in guiding public opinion, promptly collecting and analyzing various feedback information emerging from news events to correctly and timely guide audience focus and social opinion orientation.

Third, leverage positive audience responses to enhance news event influence. In news event communication, not all audiences share the same views. Under omnimedia conditions, these different voices are amplified, generating greater impact. Based on this, broadcast media need to strengthen positive responses to achieve positive guidance of public sentiment.

Fourth, timely control of negative audience reactions. They must promptly monitor hot news on media platforms such as Weibo, forums, blogs, and communities. After news events occur, they should investigate audience reactions across various platforms, focusing on controlling negative audience responses and conducting timely processing and guidance.

Fifth, expanding broadcast media influence based on service. Service is the foundation of operations, and relevant personnel must deeply explore audience service needs and services that media can provide, continuously innovating service content to attract audiences. This can enhance media credibility and promote the formation of news dominance.

References

- [1] Hou Shuai. Research on News Communication Patterns of Broadcast Media Under Omnimedia Conditions [J]. West China Broadcasting TV, 2017(24): 41.
- [2] Jiao Jian. Research on News Communication Patterns of Broadcast Media Under Omnimedia Conditions [J]. New Media Research, 2016, 2(10): 11, 17.

(Author affiliation: Henan University of Economics and Finance)

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

Source: ChinaXiv – Machine translation. Verify with original.