

Changes in News Dissemination Methods Under Media Convergence and Coping Strategies for the Post-Print Era

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Abstract

With the rapid development of modern science and technology, media convergence has become a characteristic and direction of media development. Forms, content, terminals, and networks are constantly changing, and in this environment, the modes of news communication will inevitably undergo transformation. To promote the further development of news communication, we must pay attention to the media convergence environment and summarize appropriate methods. This paper analyzes the changes in news communication patterns under the media convergence environment, and based on this, proposes corresponding development strategies and methods from the perspectives of cross-utilization of multiple media, renewal of news communication concepts, and innovative presentation methods for news.

Full Text

Preamble

Abstract: With the rapid development of modern science and technology, media convergence has become a defining characteristic and direction of media development. As forms, content, terminals, and networks continue to evolve, news communication methods must inevitably change under such circumstances. To further advance news communication, we must pay close attention to the media convergence environment and develop appropriate strategies. This paper analyzes the transformations in news communication patterns within a media convergence context and proposes corresponding developmental strategies from three perspectives: the cross-utilization of multiple media, the renewal of news communication concepts, and the innovation of news presentation methods.

Keywords: media convergence; communication; strategies

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The concept of “media convergence” was first proposed by Ithiel de Sola Pool of the Massachusetts Institute of Technology in his book *Technologies of Freedom*, where he introduced the notion of “convergence of modes.” He argued that the development of digital electronic technology represents the historical root of the integration of different communication forms. With rapid economic growth and the continuous strengthening of information technology, media integration has naturally emerged as a new trend in news communication development. Under media convergence conditions, we must transform our concepts of news communication and explore the direction of news media integration. How to promote news dissemination in an integrated media environment is a question that requires our current attention. Based on this, this paper analyzes the changes in news communication patterns under media convergence and proposes relevant countermeasures.

1. Changes in News Communication Methods Under Media Convergence

The basic model of media convergence encompasses not only the mixing of communication content such as text, images, audio, and video, but also the integration of communication channels including television, newspapers, mobile phones, and the internet. The highest state of media convergence is a comprehensive, large-scale integration that breaks down technological and industrial barriers. Media convergence is a gradual process that unfolds progressively through division of labor and integration, ultimately forming an entirely new whole. This process exhibits distinct hierarchical characteristics. Under media convergence, changes in news communication methods are primarily manifested in three aspects:

1.1 Changes in News Channels

Previously, news was typically transmitted to audiences through vertical channels in a one-way broadcast model that lacked user interaction. Today, in the social media environment, audiences can construct large-scale information transmission networks through their own human relationship networks, transforming the single-form news communication model into a radial pattern with rapid dissemination. This enables viewers to actively provide feedback or publish information themselves, greatly enhancing interactive communication. Consequently, the channels through which audiences obtain news information have also changed. News media must adapt to the feedback characteristics of social media, continuously expand information acquisition channels, and disseminate news through various methods to meet current audience consumption habits.

In the early 21st century, China Central Television reorganized its resources, merged its powerful editorial centers, and established an audience sharing platform for real-time dissemination of major news events, significantly improving the timeliness of initial news releases. Media convergence has facilitated simultaneous multi-platform transmission, gradually eliminating the pattern of passive news consumption. Vertical broadcasting of television programs no longer exists, and sequential playback functions have evolved. The new communication methods have strengthened approaches to public opinion guidance, while depth and authority have become trends in news content. Language styles have become more colorful, moving away from “intimidating formulaic language” and incorporating entertainment elements. Recently, major television stations have shifted from “broadcasting news” to “telling news,” particularly for people’s livelihood news, focusing on survival and real-life issues in daily life. These content changes have become more detailed, effectively narrowing the distance between audiences and news. As various technologies continue to advance, the trend of media convergence will strengthen further, making news communication forms more comprehensive and diversified.

1.3 Changes in News Gathering and Editing Methods

Under the old news communication model, limited news sources resulted in substantial labor consumption in collection and editing work, with low efficiency. It was impossible to gather comprehensive information, reducing the efficiency of news dissemination and preventing full realization of news guidance functions. Today, media convergence has promoted the sharing of news information, enabling rapid editing and transformation of various news information at any time. This reduces the human and material resources required for news collection and editing while facilitating real-time news broadcasting. Simultaneously, the emergence and application of new media have expanded the scope of news acquisition channels, allowing ordinary audiences to provide various types of news information and thus significantly improving the authenticity and timeliness of news communication. Currently, many news gathering and editing operations employ division-of-labor cooperation or team collaboration methods to ensure rapid and authentic news collection and dissemination.

2. Response Strategies

2.1 Media Conglomeration

Cross-utilizing multiple media is a major characteristic of news communication in the media convergence environment, making it necessary to accelerate media conglomeration. This can be achieved through internal institutional reforms to optimize personnel, resource, and capital allocation. Currently, most media groups have a public institution nature, with many adopting unit management systems that contain certain problems and shortcomings. To vigorously promote media conglomeration, marketing becomes crucial. Companies should actively adopt independent corporate structures and advanced enterprise management

systems while expanding markets. Simultaneously, media groups must promote business diversification to expand the coverage of news communication. This requires that under media convergence conditions, all media groups should extend beyond traditional business domains into sports and retail sectors, thereby substantially expanding financing sources, ensuring capital stability and sustainability, and enhancing the overall competitive advantages of media groups in the market to provide economic guarantees for news communication.

It should be emphasized that to promote business expansion, media groups must achieve certain accomplishments based on their own developmental transformations before introducing related industrial businesses. Media conglomeration should actively introduce existing advanced foreign experiences while eliminating direct copying and plagiarism. Unlike Western countries, media conglomeration in China cannot rely solely on market economy mechanisms. Therefore, Chinese media groups must engage in extensive mergers, reorganizations, and competition to find the most suitable media structure while adhering to relevant socialist policies and strictly implementing the basic principles of the socialist system. Under these circumstances, media conglomeration must first firmly establish its socialist position before adopting abundant advanced media convergence technologies from abroad.

The media industry is a standard cultural industry with significant cultural elements. Therefore, cultural penetration is important during expansion and development, starting with the cultural nature of news content. China possesses abundant advantages in civilizational history and cultural resources, which can be fully utilized during the media conglomeration process to permeate Chinese cultural elements throughout media convergence and promote the development of media groups with national characteristics. Additionally, developing an industry chain can create an excellent media brand. In the current rapid economic development, brand effect determines enterprise development. To leave a deep impression on audiences and form a stable community, it is necessary to establish an audience-favored brand. Under these conditions, if media groups want to achieve in-depth development, they must build a media communication brand that audiences love.

It is essential to emphasize that media convergence and development require support from newspapers, publishing houses, and other industries, as well as printing companies such as ink and paper manufacturers, and terminal products like optical discs and films. The absence of any link will prevent media groups from maximizing their advantages. Therefore, to achieve market success, media products must actively establish or participate in shares through cooperation with these companies to stabilize the industry chain, thereby strongly supporting news communication.

2.2 Reform of News Communication Concepts

News information sources in the media convergence environment are characterized by richness. A comprehensive and abundant news database provides guarantees for news communication. To make audiences genuinely appreciate news communication and facilitate smooth dissemination, reorganizing and transforming news becomes important. Personnel involved in news collection and dissemination must select typical information from large source databases and organize it rationally to identify unique perspectives on news generation for in-depth explanation and analysis, thereby enhancing the effectiveness of news communication. Simultaneously, this requires continuous innovation from news editors and disseminators to attract more audiences and maximize the effectiveness of news communication.

2.3 Innovative News Presentation Methods

The authenticity of highlight news events can no longer satisfy audience needs in accelerating media convergence, necessitating the introduction of objective evaluation of news events. Meanwhile, audiences no longer focus solely on reporting characteristics that restore the essence of news but also require innovative interpretation of news events. In the media convergence environment, news communication methods are gradually increasing, and traditional methods have lost their advantages. Therefore, to attract audience attention, innovative expression methods are essential. For similar news, the focus should not be on minor changes but on the innovation and uniqueness of news commentary to bring fresh feelings to audiences, move them emotionally, and improve the effectiveness of news communication. Additionally, the characteristics of news communication should be enhanced by diversifying news commentary, increasing audience attention, establishing a stable and persistent audience community, thereby improving the market advantages of news media and achieving rapid news communication development.

In summary, under the current environment of highly developed information technology and media convergence, the direction of news communication is gradually changing. Media convergence has brought tremendous changes to the media ecological environment and significantly enhanced news communication effects. By adopting methods that facilitate media convergence, we can achieve faster, easier, freer, and more humanized news communication, promoting efficient news dissemination. Only through rational management and operation of news communication can we ensure a more prosperous news industry.

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

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