

Interactive Communication of Current Affairs News on Mobile Clients in the Micro Era: Post-Print

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Abstract

With the advancement of network technology and related fields, people's reading habits have undergone substantial transformations. An increasing number of audiences are now accustomed to consuming news via the internet on mobile terminals such as smartphones and tablets. Although traditional print media have developed their own mobile news applications, they struggle to achieve the same degree of personalization and flexibility as portal websites and other similar applications, thereby finding it difficult to meet audience demands. Current affairs news has consistently been a key focus of media reporting, and the emergence of mobile applications has undoubtedly created a more convenient platform for individuals to read and access current affairs news. This article primarily analyzes the advantages of mobile applications in order to better resonate with audiences.

Full Text

Interactive Dissemination of Current Affairs News via Mobile Clients in the Micro-Era

Abstract: With the advancement of network technology and digital technology, people's reading habits have undergone significant transformation. An increasing number of audiences now habitually consume news through mobile phones, tablets, and other mobile terminals via the internet. Although traditional print media have developed their own mobile news clients, they struggle to match the personalization and flexibility of portal websites' clients, making it difficult to meet audience demands. Current affairs news has always been a focal point for media coverage, and the emergence of mobile clients undoubtedly creates a more convenient platform for people to read and access such news. This paper

primarily analyzes the advantages of mobile clients to better resonate with the public.

Keywords: mobile client; current affairs news; interactive communication

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With the rapid development of mobile internet, mobile phone usage has permeated every aspect of our lives, making mobile news clients one of the important channels for the public to obtain news information in the new era. Providing more convenient ways for users to access news resources and improving the user experience of mobile news clients constitute the significant meaning of this research. Novel forms have helped mobile media win over increasingly larger audiences [2].

1.1 Real-Time Nature of Mobile Media Communication

Mobile clients, typically installed on devices as mobile user terminals, have become extremely diversified in their current forms—nearly every type of software now has a mobile client derivative. Literally understood, a mobile client is an application installed on a mobile phone that presents rich and diverse information to users. Current mobile clients primarily cover content including military affairs, entertainment, sports, science, tourism, domestic and international news, history, agriculture, and more, which to a certain extent broadens and enriches people's horizons.

Mobile communication is swift and timely, capable of instantly reaching a large number of audience terminals. Simultaneously, owing to the portability and mobility of mobile phones, they have become indispensable mainstream communication tools in today's fast-paced life. Moreover, compared with traditional media news, mobile media offers greater convenience—users can access news anytime and anywhere, eliminating the need to buy newspapers, turn on televisions, or log into websites. Evidently, mobile news enjoys certain advantages in terms of selection probability compared to traditional media news, being more efficient and convenient [1].

1.2 Diverse Modes of News Information Dissemination

The new mobile communication system provides broader space for numerous “mobile-savvy” users, enabling them to rapidly access multimedia news information online. Most mobile media users choose mobile newspapers or mobile television as their news channels primarily due to portability and freedom from temporal and spatial constraints. They treat mobile media as a condiment for their busy lives, utilizing short periods on buses, subways, or in elevators to obtain information. Furthermore, mobile media breaks through temporal and spatial limitations, achieving real-time information transmission and reception.

1.3 Effective News Information Interaction

In recent years, whether in newspapers, radio, television, or online media, terms like “SMS platform” and “SMS participation” have become increasingly common, indicating from one perspective the flexibility and mobility of text messaging and suggesting the tremendous potential of mobile media in enhancing audience participation and strengthening interaction between communicators and receivers. While releasing news information, mobile media encourages audiences to participate in commentary, quizzes, and other activities via text messages, which substantially reduces the psychological distance between news disseminators and audiences. Additionally, mobile media news content is richer and more vivid, with text and images complementing each other.

2.1 Mobile Clients

Providing more convenient methods and enhancing the user experience of mobile news clients constitute the significant meaning of this research.

2.2 Current Affairs News

Due to the emergence and popularization of smartphones, people increasingly consume news via mobile phones. Coupled with the optimization and upgrading of various mobile clients, the unique characteristics of mobile clients have gradually gained public favor and popularity. At present, people have gradually strengthened their political participation awareness. Paying attention to current affairs news facilitates the public’s real-time understanding of political events and simultaneously makes it more convenient for them to fulfill their obligations, exercise their rights, and safeguard their interests.

2.3 Interactive Communication

For modern humans, interaction and communication are extremely common social behaviors. In ancient times, people primarily interacted through body language, which later evolved into verbal interaction. Now, people have begun to conduct effective communication and interaction through different media and technologies. From this perspective, people have gradually strengthened their awareness of interactive communication. Interaction requires mutual cooperation from both parties, and disseminating news through mobile clients precisely satisfies this requirement—it enables mutual influence and interaction between news media and users. While creating conditions for people to participate in political life, mobile clients also provide opportunities for them to express their inner thoughts, facilitating the government in hearing genuine public opinions and serving the people better.

3. Problems in the Interactive Communication Process of Current Affairs News via Mobile Clients

Most mobile clients feature Q&A and personalization modules. Q&A primarily refers to users being able to ask questions immediately when confused or discuss issues with other netizens. Personalization mainly means users can select topics of interest from numerous news categories for long-term attention. Relevant research indicates that the number of comments on each news report is typically much smaller than the number of questions asked, and most questions raised by users fail to receive timely answers—demonstrating a lack of interactivity. Compared with the Q&A module, the personalization function has developed relatively better, being widely applied in mainstream media such as Tencent and Sina. However, some new mobile clients have not yet developed personalization settings, often displaying much irrelevant information or advertisements when users open the client, which wastes users' time to a certain extent.

4.1 Increasing News Dissemination Volume

Currently, the brevity of mobile formats and concise language have resulted in simplified content of mobile media news, becoming an important constraint on mobile news dissemination. Relying solely on the superficial “overview” provided by mobile media is clearly insufficient for understanding detailed news facts. Therefore, for mobile media news dissemination, focusing on content as the starting point and foundation may be a viable approach. Providing differentiated information services for different audiences with distinct content helps mobile media attract audiences. Only by concentrating on content, making published information short, novel, and profound, and providing sufficient information volume within limited space to meet audience demands, can mobile media avoid losing to other media in the information dissemination battlefield [4].

4.2 Improving Management and Exploring Audience Potential

Whether in operation or management, only by developing independent development concepts and operational models can mobile media optimize their internal environment, integrate resources, and achieve independent development. To this end, management and supervision of mobile media dissemination processes should be strengthened to standardize communication behavior and ensure survival and development. Simultaneously, attracting audiences to comment on news events via text messages can enhance their attention to subscribed information and improve the communication chain. Encouraging audiences to submit photos taken with their mobile phones for news publication not only strengthens the connection between communicators and receivers but also expands news source channels for mobile media. Evidently, every news media outlet must attach sufficient importance to audiences, genuinely serve them, and sincerely welcome their participation to establish a solid mass foundation for its own development.

4.3 Making Content More Accessible

Most people believe that the primary reason for low attention to current affairs news is its rigid and uninteresting language. If mobile clients wish to fully interact with the public, the first step is to ensure news language is more accessible, transform news reporting methods, break through traditional thinking patterns, always stand from the people's interest perspective, and enhance the human interest and appeal of news reporting to elicit enthusiastic public response and interaction. Therefore, enabling the public to appreciate linguistic aesthetics is a primary issue that mobile clients must address at present.

4.4 Enhancing Interactivity Through New Technologies

As an emerging medium, mobile media remains in its initial stages of business development and popularization. Mobile media has not yet completely separated from other media to become an independent news information dissemination carrier. In terms of information sources, mobile media cannot do without "information support" from other media. Therefore, mobile media requires benign interaction with other media—cooperating in competition and seeking development in cooperation—is the correct path to healthy development. The interaction space between mobile media and other media is substantial, and the benefits of such interactive cooperation, whether in social or economic terms, are undeniable. To satisfy various public demands, mobile clients should also push news promptly to facilitate viewing and saving. Some mainstream media, such as Sina and NetEase, push news almost every hour, ensuring real-time information and winning public praise and interaction—worthy practices for other media to learn from. Additionally, media must improve the compatibility of mobile clients, adopting different approaches for different populations. Only by reducing requirements for smartphones can they truly prioritize the masses.

5. Conclusion

In the internet era, people's daily lives are becoming increasingly networked, and the population choosing to watch information via mobile clients shows a gradual growth trend, primarily because the advantages of this reading method are extremely obvious. For mobile media news dissemination to achieve greater development and more survival space, it must confront existing problems, remedy deficiencies, leverage advantages, optimize management and operational methods, and strive for greater autonomy. Only in this way can it help mobile media expand markets and enhance competitive strength.

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