New Technology Makes News Dynamic Postprint

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Abstract

For a long time, particularly amid the ongoing convergence transformation of traditional media such as television and newspapers toward new media, enhancing the dissemination power and influence of news reporting has necessitated not only the construction of a new media "four-piece suite" platform—"two micros, one end, one web" (Weibo, WeChat, client applications, and news websites)—but also exhaustive efforts and meticulous innovation in news communication methods on both PC and mobile terminals. "New faces" including video live streaming, H5 products, animated news, and VR technology have continuously emerged, while multi-port, all-media, panoramic presentation has become virtually standard practice for every major thematic news report.

Full Text

New Technologies Bring News to Life

Abstract: Throughout history, and particularly in the current era of media convergence, traditional media such as television and newspapers have devoted considerable effort to innovating news dissemination methods on PC and mobile platforms to enhance the reach and impact of news reporting. In addition to constructing the "four-piece suite" of new media platforms—comprising Weibo, WeChat, client applications, and news websites—they have continuously introduced novel approaches such as video live streaming, H5 products, animated news graphics, and VR technology. Multi-platform, all-media, and panoramic presentation has become the standard configuration for virtually every major thematic news report.

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1. Live Streaming: Bridging Distance Through Content

The mobile internet era has transformed information from a scarce resource into an abundant one, while new communication technologies have established novel channels between media and users, bridging previous gaps in audience information access. This is particularly evident during major events such as the 19th Party Congress, the Two Sessions, and significant sports competitions—where the prevailing consensus is that "no live streaming means no news."

While mobile reading offers convenience, the fragmented nature of short videos often impedes comprehensive news understanding, giving rise to mobile live streaming as a natural evolution. Mobile live streaming represents not merely a new form of presentation but a crucial means for users and audiences to obtain information and satisfy diverse needs (including interactive entertainment and social engagement). Each mobile broadcast constitutes a comprehensive test for the entire team—hosts, directors, technical staff in the field, and editors in the studio. Beyond requiring professional on-camera reporters and precise editing, technology plays a pivotal role. From signal acquisition and transmission networks to distribution channels, application programs, and playback cores, only substantial technical investment and support can comprehensively enhance mobile live streaming capabilities. This enables optimized services in streaming, transmission, playback, hardware-software encoding integration, network adaptation, and mobile compatibility, allowing both content producers and consumers to quickly, conveniently, and efficiently enjoy the value created by these new technologies.

During the 19th Party Congress, three major "national team" live streaming platforms operated in sync with the conference schedule, covering nearly all daily events. Integration across PC, mobile, and client terminals, combined with on-demand and replay functions, allowed users to "board" and "alight" at any time, enabling those unable to follow the entire event to stay informed. These platforms provided mobile live streaming of the opening and closing ceremonies, press conferences with the new Politburo Standing Committee, interviews with Party representatives from various fields, and press briefings. The People's Live stream of the new Politburo Standing Committee's press conference alone attracted over ten million viewers, while the opening ceremony stream drew nearly thirty million participants.

2. H5: Facilitating Dissemination and Social Media Virality

Among the many expressive forms in new media, we have boldly experimented with H5 technology, transforming major thematic propaganda into easily understandable, visually dynamic presentations through concise content and rich, varied formats. During coverage of the 19th Party Congress, media organizations showcased their capabilities, with powerful H5 products flooding audiences' mobile screens. The People's Daily Client launched a five-part H5 series titled

"Glorious China," comprehensively reporting on five years of achievements from perspectives including open and win-win development, coordinated growth, and innovation. Xinhua News Agency released "President Xi's Diplomatic Style," a horizontal high-definition long-form graphic displaying China's comprehensive diplomatic achievements. Guangzhou Daily's H5 product "I Raise the National Flag for My Country" allowed audiences to "instantly fulfill" their wish to become a flag-raiser at Tiananmen Square. The 交汇点 News Client, under Xinhua Daily Media Group, launched "Following President Xi Jinping's Footsteps: Stories of 12 Jiangsu Residents with the President," reporting on Jiangsu's remarkable transformation as a strong economic province. Yanfu Dazhong Bao's "Celebrating the 19th Party Congress—Beautiful Yancheng" H5 vividly presented Yancheng's "four-color culture," quickly becoming a viral sensation on social media.

Analysis of these H5 cases reveals three key characteristics: first, significant and timely themes with sophisticated design; second, comprehensive planning that returns to creative fundamentals; and third, engaging human-computer interaction that is both entertaining and practical. Creativity is dissemination, design is dissemination, and technology is dissemination—only by integrating these three elements can exceptional works be produced. This requires producers to possess clear structural analysis, well-defined production concepts, and extensive reference cases.

Moreover, information reception is reciprocal. Audiences only open H5 works that interest them. When H5 products incorporate interactive experiences that stimulate users' initiative and curiosity, they create a sense of participation and enjoyment. This makes content more readily accepted and shared, naturally leading to view counts exceeding 100,000.

3. Motion News: Combining Static and Dynamic Elements Through Content

In the current landscape of converging traditional and emerging media, professional photojournalists face intense competition as news production methods and image dissemination mediums evolve. Particularly in newspaper photography departments, meeting today's diverse visual demands requires more than a few static images. Instead, new media platforms must accommodate larger volumes of images and video to achieve three-dimensional, dynamic communication combining text, pictures, and video.

As times change and users' information decoding methods evolve, "change" remains the keyword in news production. Whether mobile live streaming, micro-videos, H5, animated graphics, aerial photography, or VR, the converged media era demands more versatile journalists—capable of writing, photography, on-camera presentation, and even video editing. To make news dynamic, we must continuously adapt, explore, and improve.

In practice, photojournalism and video journalism often represent a fleeting

art; missed moments cannot be recaptured. A single photographer struggles to balance both still images and dynamic video, forcing a choice between two desirable but mutually exclusive options. To resolve this dilemma and make images dynamic, we have experimented with collaborative workflows between reporters and editors, utilizing GIF animations or VR panoramas.

For example, following the recent completion of Yancheng's inner-ring elevated highway, a staff member from the municipal transportation bureau had photographed the construction progress monthly from the same location and angle. Editors later selected ten images from this collection to create a stop-motion GIF animation titled "The Growing Yancheng Elevated Highway." The photographer's fixed location and angle provided the "static" element, while the news imagery itself was "dynamic." This stark contrast allows readers to genuinely experience "frozen moments in time" while reflecting the city's growth and transformation. After its release on Yanfu Dazhong Bao's WeChat official account, this news item quickly went viral on social media.

Urban development represents not only a popular subject for photography enthusiasts but also a "rich mine" for professional photojournalists. Following the elevated highway's completion, we employed aerial photography and VR technologies to present the elevated highway and city from a "God's-eye" perspective, integrating static shots of city nightscapes and elevated interchanges into a dynamic VR scene where audiences can navigate and click to explore freely.

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