

The Impact of Digital Media Technology on News Programs (Postprint)

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Abstract

The rapid development of digital technology has exerted a significant influence on news program production, resulting in marked improvements in both technological capabilities and formats. The integration of digital technology into news programs has effectively transformed audience perceptions and production philosophies, substantially enhancing program quality across multiple dimensions including detail processing, audience interaction, and background presentation. This paper first delineates the role of digital media technology in news dissemination, investigates the developmental trajectory of news programs based on digital media technology, and aims to foster the healthy advancement of television news programs in China.

Full Text

The Impact of Digital Media Technology on News Program Formats

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Abstract: The rapid development of digital technology has significantly impacted news program production, leading to notable improvements in both technology and format. News programs that incorporate digital technology have effectively transformed audience perceptions and production philosophies, substantially enhancing program quality in aspects such as detail processing, audience interaction, and background presentation. This paper first identifies the role of digital media technology in news communication and examines the development direction of news programs based on digital media technology, aiming to promote the healthy development of television news programs in China.

Keywords: Digital Media Technology; News Program Format; Impact; Development Trends

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The rapid development of the era has brought significant changes to news dissemination, effectively improving its effectiveness. Traditional print-based communication has evolved through various forms such as radio and television media. In recent years, a large number of digital media have emerged, providing rich and diverse options for news dissemination methods. Leveraging their inherent advantages, digital media have created unprecedented opportunities for innovation in news communication, yet they have also introduced numerous problems that seriously hinder the healthy development of news dissemination.

1. The Role of Digital Media Technology in News Communication

With the rapid development of digital technology and the continuous emergence of digital media, digital media can display various file formats including text, images, video, and audio. Currently, platforms such as Weibo, WeChat, and mobile clients are widely used in people's daily lives and work, significantly increasing information transmission speed, expanding dissemination scope, and enabling timely feedback from audiences, thereby driving innovation and development in news communication. The *2015 WeChat User Data Report* indicates that "verified media and self-media account for 25% and 29% of current WeChat official account users, respectively." This data demonstrates that digital media have been widely integrated into news communication. Numerous news departments leverage new media platforms like Weibo and WeChat to achieve rapid dissemination. Based on extensive use of the Internet and mobile clients, they have improved the speed and scope of information collection and achieved swift transmission, advancing news communication by leaps and bounds. This paper examines the application of digital media technology in news communication and identifies the following forms:

1.1 WeChat Official Accounts

WeChat Official Accounts enable rapid news dissemination within short timeframes while effectively expanding reach. For instance, the message "National People's Congress Press Group, Fu Ying invites you to join the group chat" spread virally upon entering public view.

1.2 Visualization Effects

With the integration of digital technology, Weibo, WeChat, and news clients have achieved visualization, allowing audiences to not only browse news content

but also watch video files, thereby significantly enhancing the effectiveness of news communication.

1.3 Digital Media Technology Live Streaming

The *People's Daily* “Central Kitchen” is among the earliest programs to apply digital media technology for live broadcasting, integrating multiple media formats into news content and disseminating it via the WeChat platform. Survey data shows that this approach has attracted tens of thousands of news viewers, substantially enhancing news communication effectiveness.

1.4 VR Digital Media Technology

As digital technology becomes widely applied across various sectors of society amid China's rapid scientific and technological development, photographic equipment has been upgraded, with panoramic cameras emerging and being applied in news communication, greatly improving the clarity of news information transmission. VR digital media can also be applied in smartphones, helping audiences watch panoramic news and enhancing news authenticity.

2. Manifestations of Digital Media Technology in News Communication

The introduction of digital media technology into news communication has not only accelerated dissemination speed and enabled in-depth content analysis, but has also given rise to new communication media and formats, advancing the development of public opinion supervision in news communication.

2.1 Effective Improvement in Dissemination Speed

The primary characteristics of digital media platforms such as WeChat and Weibo—wide dissemination scope, rapid speed, and real-time updates—align perfectly with news communication requirements. Using Weibo and WeChat for news dissemination can significantly reduce various stages of news production and distribution, including writing, editing, and reporting. Journalists only need to condense news content into compact files, enabling transmission within the shortest possible time, especially during breaking news events, while also facilitating convenient news follow-up for journalists.

2.2 Enriched Communication Content

The integration of digital media technology in news communication enables in-depth analysis of the same event from different perspectives and angles. Through the widespread application of digital technology, news departments leverage digital media technology and effectively combine it with big data development and application to report on the same event from various dimensions. Different news departments focus on different aspects when covering the same

event, thereby achieving personalized development in news communication. For example, after applying big data technology, some news users reorganize news events based on their available resources. When audiences browse news events and input a keyword or topic, they are presented with rich and diverse news content, helping them gain a more comprehensive understanding of the event and significantly expanding their viewing scope.

2.3 Innovated Communication Media

The introduction of digital transmission technology has effectively updated news communication media. Compared with traditionally long-used print media, digital technology has innovated printing techniques and established digital media editing and production networks, greatly accelerating news gathering and editing speed, enabling news content to be presented to audiences within the shortest possible time. After applying digital media technology to radio, television stations, and online media, a news event can be disseminated to any corner of the globe, effectively expanding the audience base.

2.4 Achieved Fairness and Justice

With the rapid development of Internet technology now applied across various social sectors, the introduction of digital media technology into news communication has effectively integrated news, entertainment, advertising, and commentary. News reporting content and formats have gradually evolved toward entertainment and interest-driven development, innovating news communication patterns. Through broad audience participation, every individual can express their opinions and suggestions on WeChat and Weibo through digital media, effectively enriching feedback content for news communication and facilitating timely adjustments to development directions. By leveraging digital media technology, media departments can also conduct thematic selection activities online, allowing audiences to use their digital tools to express opinions about news organizations. This has enabled fair and just public opinion supervision in news communication, ensuring the authenticity of news dissemination.

2.5 Impact of Self-Media

Although news communication has achieved innovation and rapid development through digital media technology, it has also encountered numerous unfavorable factors, such as the impact of self-media. Self-media refers to audiences using their own digital media to disseminate news, thereby becoming news publishers themselves through their WeChat and Weibo accounts. This has greatly affected the news communication function of professional media, weakening their advantage in news resources. Currently, the media industry places particular emphasis on the application of self-media.

3. Development Trends

3.1 Promoting the Emergence of Panoramic News

Currently, news reporting is gradually moving toward panoramic display, which can provide audiences with richer content and formats. It can not only clearly present personal information about news subjects and the truth of events but also enable in-depth development, making news communication more authentic and having a significant warning effect. Since the introduction of digital media technology, China's news program communication formats, content, and speed have all undergone noticeable changes, eliminating large amounts of unreasonable information, effectively improving dissemination speed, and expanding coverage scope, enabling news information to have a more profound impact on people's lives. Therefore, promoting panoramic development in news communication—moving away from providing fast-food-style news to the public—and deeply analyzing the value and significance of news events can enable news communication to fulfill its proper role.

3.2 Creating a New Pattern for News Program Dissemination

The introduction of digital media technology has broken the original pattern of news program dissemination. Many developed countries have already established new patterns for news communication, but China still needs to intensify its research and development efforts in this area. Although news program formats continue to innovate and news communication has achieved bidirectional and multidirectional transmission, the integration of digital technology and network technology requires further development, particularly in news information collection and processing. Future development may present several trends: online news information databases, live satellite platforms, comprehensive dissemination, network coverage expansion, and mobile TV news.

3.3 News Program Dissemination Breaks National Boundaries

In recent years, global economic integration has gradually deepened, and various regions in China have accelerated their integration with the international market. News communication is no exception. Through news communication, people can learn about major events happening both domestically and internationally, such as economic development policies and changes in national leadership. China can use this opportunity to learn excellent practices from advanced countries, reference the experience of developed countries in news program production, and combine it with the actual development situation of China's news industry to clarify new directions and set new goals for its development. As network and technology development know no national boundaries, news programs will undoubtedly achieve leapfrog development supported by network technology and digital technology.

With the rapid development of digital technology, a large number of digital media have emerged. Leveraging numerous advantages such as fast dissemi-

nation speed, wide coverage, and effective interactive communication, digital media have gained recognition and application among the general public, playing an indispensable role in social development. Particularly when applied to news communication, digital media technology will enable breakthrough development, pushing news communication to every corner of the world and thereby achieving globalization of news communication. Currently, the effective application of digital media technology in news communication represents a primary task facing relevant technical personnel.

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