

A Brief Analysis of News Dissemination Post-Print in the New Media Era

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Abstract

In contemporary society, under the influence of science, technology, and the Internet, humanity has already entered the era of new media. The traditional journalism and communication industry is also facing tremendous transformation, and the channels through which people obtain news and information are becoming increasingly rich and diverse. Users have shifted from passively receiving news information to being able to actively participate in the dissemination and interaction of news. This paper aims to explore the transformation and innovation of news communication in the new media era.

Full Text

Research on Integration and Development: An Analysis of News Dissemination in the New Media Era

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Abstract: In contemporary society, influenced by science, technology, and the internet, humanity has entered the new media era. The traditional news industry faces tremendous transformation, with increasingly diverse channels for accessing news and information. Users have shifted from passively receiving news to actively participating in its dissemination and interaction. This paper aims to explore the transformation and innovation of news dissemination in the new media era.

Keywords: new media; news dissemination; reform and innovation

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Regardless of industry, news dissemination is indispensable, significantly driving social economy and industrial chains, promoting rapid socioeconomic development, enhancing public social awareness, and contributing to national stability and unity. With the rapid development of the internet and science and technology, new models of news dissemination have permeated our lives. The 21st century is an era of new media, whose emergence represents a strong impact on traditional news dissemination while simultaneously creating new development opportunities. In this new era, everyone can become an independent media participant in news dissemination, making it more accessible to the public than ever before. Facing this new media-dominated age, innovation and reform of traditional news dissemination methods are imperative.

Definition of New Media

The definition of new media is relative to traditional news dissemination methods. Building upon conventional approaches and based on internet channels, it combines information with modern network technologies to distribute content through mobile phones, digital television, online media, digital newspapers, computers, and other devices, thereby satisfying the public's strong demand for news. Due to the popularization and development of new media channels and devices, people can now access news from around the world without leaving home. Compared with traditional channels, new media dissemination is more digital and advanced, enabling everyone to become a news disseminator, consumer, and sharer. In this digital and information-driven new media era, news dissemination has undergone fundamental transformation.

Characteristics of New Media

With national economic development and continuous scientific and technological progress, people's living standards have improved dramatically. As the pace of life accelerates, audiences no longer rely solely on newspapers and books for information, and seldom have ample free time to focus on television news. In this era of high-speed consumption, new media enables audiences to utilize fragmented leisure time to access valuable information. News dissemination through new media has gained widespread public acceptance and recognition. Faster dissemination speeds, greater information volumes, richer news content, and more diverse forms of entertainment have all enhanced the timeliness of news communication.

Transformations in News Dissemination

Enhanced Timeliness

Traditional channels for news dissemination were primarily television and print media. Newspapers and periodicals often reported events from the previous day or even longer ago, meaning that by the time audiences received the news, it

was already outdated, resulting in unsatisfactory timeliness. With the development of scientific information technology, new media has become a hallmark of modern society. Through advanced internet and information technologies, audiences can access needed data anytime and anywhere via computers, smartphones, and other intelligent terminal devices. These devices feature open and independent operating systems with increasingly user-friendly interfaces, providing personalized service experiences to meet contemporary demands for media services.

Increased Interactivity

News dissemination in the new media era places greater emphasis on interactivity. Unlike traditional models where audiences passively received information, modern audiences are more concerned with expressing their own views—a level of interactivity that conventional approaches lacked. New media formats have broken through traditional communication patterns, creating a many-to-many dissemination model. In comment sections, people can freely express their personal perspectives on news events, enabling two-way interactive communication between information receivers and senders. This approach directly enhances news interactivity and communication, transforming news dissemination from a top-down distribution model into an interactive bridge among the people, making it more accessible and democratic.

Greater Immediacy

Compared with traditional news dissemination methods, news communication in the new media era exhibits greater immediacy. Traditional news broadcasting typically followed fixed schedules—for instance, CCTV’s “News Broadcast” aired promptly at 7 PM, requiring audiences to tune in at that specific time to receive information. However, in the new media era, people face high life pressures and busy work schedules, making it difficult to allocate fixed leisure time for news consumption. The limitations of traditional methods have become increasingly apparent, while the immediacy of new media has become distinctly prominent. New media technologies integrate and store news information from various terminal devices, presenting it on news platforms. People can utilize fragmented time to refresh Weibo, WeChat, and other mobile terminals anytime and anywhere, reading and disseminating news without temporal or geographical constraints. Consequently, the timely and convenient characteristics of new media precisely meet the needs of contemporary audiences.

Strategies for Reform and Innovation

Adapting Communication Methods

Currently, many news media organizations are striving to strengthen interaction with readers through dedicated online message boards or comment sections,

thereby achieving seamless connection between news dissemination and audiences. In this communication process, news editors and producers can adopt the audience's perspective to understand their needs, promptly evaluating and incorporating viewpoints and opinions from ordinary citizens to ensure news truly serves people's lives, production, and learning. Additionally, news professionals must address deficiencies in traditional television news programs, such as accuracy, comprehensiveness, and speed of updates. They should adopt more responsible approaches to correct these past biases and errors.

To reform and innovate traditional news dissemination models in the self-media era, we can begin with television. Traditionally, television was the primary channel for accessing information, but news programs have undergone tremendous transformation. For example, with internet popularization, CCTV's "News Broadcast"—previously available only as live broadcast—has evolved to offer on-demand viewing, enabling audiences to watch anytime and anywhere. This grants people greater freedom of choice. Moreover, while audiences previously could only watch news broadcast on television, the emergence of internet television has opened new horizons, allowing viewers to access all their preferred news content. This represents a tremendous impact on traditional television news broadcasting.

Focusing on Mining News Value

Countless events occur worldwide every moment, yet many never become news precisely because they lack value. Since everyone can participate in and create news dissemination, the factual accuracy of much news requires verification. During news gathering, professionals must accurately analyze and evaluate content, eliminating fake news while mining valuable information for dissemination.

Catering to Audience Reading Habits

As society develops and freedom of expression increases, the volume of news releases grows exponentially every moment, affecting reading effectiveness. Locating specific news has become more difficult for readers. Furthermore, when various media outlets report on the same event, the sheer quantity of news items and differing descriptions across platforms make it challenging for people to understand the true circumstances. Therefore, media practitioners must first analyze reading patterns suitable for their audience, such as categorizing news according to evaluation criteria or condensing and summarizing similar content before publication. This ensures readers receive not just information but streamlined, focused news content. Approaching news reporting and dissemination from the audience's perspective and following their reading habits can make the process more organized and efficient, reducing pressure on journalists while making their work more valuable and meaningful. In short, in the new media era, journalists must prioritize audience experience, uphold "content is king" while placing readers first.

Upholding Professional Ethics and Social Responsibility

As self-media professionals in this new era, we must adhere to the principle of seeking truth from facts, avoid excessive embellishment of news content, ensure authenticity, and promote positive social energy. We must constantly remember that the authenticity of news we disseminate should far exceed that of information spread by ordinary citizens, elevating personal professional ethics and social responsibility to new heights.

The new media era has arrived, presenting both a tremendous challenge and an opportunity for transformation for traditional news dissemination. Under these circumstances, reform and innovation in news dissemination models are imperative! Relevant journalists must emancipate their minds while following the principle of seeking truth from facts, avoiding complacency, and embracing new things and perspectives in this new environment. They must return to the essence of news, emphasize its effectiveness and authenticity, strengthen innovation in news content, base their work on the needs and thoughts of the people, and truly maximize news value while improving work efficiency.

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

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