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## Postprint: Special Laws of News Writing in the Era of Media Convergence

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### Abstract

The rapid development of information technology and network technology has brought profound technological transformation to the traditional news media industry, making online media a prominent topic in the contemporary field of news and communication. In the era of media convergence, the mode of news writing exhibits typical characteristics distinct from those of the traditional media era. Strengthening the analysis of the regularities of news writing in the internet information age can help media practitioners better grasp the developmental context of news writing and provide theoretical support for the further advancement of online media. Based on previous research, this article proceeds from the definition and nature of online media in the media convergence era, deeply analyzes the special laws of news writing, and aims to further promote the development of China's online media.

### Full Text

## The Special Laws of News Writing in the Era of Media Convergence

**Abstract:** The rapid development of information technology and network technology has brought profound technological transformation to the traditional news media industry, making network media a hot topic in the current news and communication field. In the era of media convergence, news writing patterns exhibit typical characteristics distinct from the traditional media era. Strengthening the analysis of news writing patterns in the network information age can help media practitioners better grasp the developmental context of news writing and provide theoretical support for the further development of network media. Based on previous research, this paper starts from the definition and nature of network media in the media convergence era, deeply analyzes the special laws of news writing, aiming to further promote the development of China's network media.

**Keywords:** media convergence; news writing; special laws; network media

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## 1.1 Basic Concepts of Network Media

The rapid development of information and network technology has brought far-reaching technological transformation to many traditional industries. With the continuous advancement of online news and information technology, large information volume, strong interactivity, strong targeting, and customized services have become typical characteristics of the media field, changing netizens' reading habits to a certain extent. Network media is essentially an intermediary system between information disseminators and information recipients. Unlike traditional media systems, network media is entirely built upon networks and information technology, serving the function of information exchange and transmission. The emergence of network media has enabled profound changes in multiple aspects of news information, including production, dissemination, acquisition, and promotion. Users can browse news information of interest on network platforms using mobile terminal devices, and even enjoy customized services, which undoubtedly greatly improves user experience and enhances interactivity between information disseminators and audiences.

### 1.2.1 Large Information Volume

The emergence of information technology has greatly liberated productivity in the media dissemination field, enabling the propagation and processing of text, images, video, and sound through information technology, saving substantial human, material, and financial resources while significantly increasing news information content. This allows for the provision of differentiated information products and services to users. Meanwhile, with the rapid development of information transmission and storage technology, the amount of information that storage chips can hold per unit area has become increasingly large, and information transmission speeds have become faster, meaning the volume of information users receive per unit time has also grown. These factors have established network media's dominant position in the communication field and become the main direction of development for the media industry.

### 1.2.2 System Complexity

Along with the rapid advancement of human science and technology, the ways in which people exchange information have quietly changed—from original word-of-mouth communication to later letter exchanges, then to telegraph and telephone communication. Today, relying on the continuous promotion and application of internet technology, people can “meet” and chat freely with relatives and friends far away without leaving home. It can be said that networked media

has greatly changed people's lifestyles and gradually formed a huge and complex system. This system provides great convenience in work and life, making information transmission faster and more convenient. Simultaneously, it better reflects the complexity of network media in terms of information transmission channels, requiring increasingly large platform and resource support. Through this complex platform, people can also enjoy higher-quality services, thereby transforming production, work, and communication patterns.

### 1.2.3 Strong Interactivity

Strong interactivity is one of the typical characteristics of network systems, and network media has further carried forward this feature. People can not only browse news information of interest on the internet but also exchange ideas and convey emotions with netizens from all over the country through interactive platforms, listening to voices from different cultural backgrounds and regions, better embodying the principle of “all under heaven as one family.” Additionally, network media's unique features such as information search, intelligent recognition, and webpage customization can provide personalized services for netizens. Especially the development and application of big data have further enhanced users' browsing experience. Websites such as Toutiao, Tencent News, and NetEase News can automatically identify users' browsing records, summarize netizens' personal preferences and topics of interest, and automatically push relevant content to browsers. These are superior attributes that traditional media does not possess.

## 2. Regularity Analysis of News Writing in the Media Convergence Era

### 2.1 Writing Style

Against the backdrop of the network media era, news writing styles have undergone significant changes, gradually shifting from the traditional single, fixed-length, and stereotyped writing forms to flexible and varied network news genres with diverse styles. The main manifestations are as follows:

First, article length is no longer restricted—length can be long or short, content can be extensive or brief, meeting the reading needs of different social strata. In today's society, the pace of life is fast and life pressure is heavy. People find it difficult to calm down and read a massive tome, preferring instead to browse short articles with simple, easy-to-understand content that can be scanned quickly. Obviously, the in-depth, substantive, and lengthy news reports of the past paper-book era are no longer the first choice for people browsing online information. The emergence of new network media has undoubtedly brought huge impact to traditional paper media. Network news writing better caters to the public's reading needs, offering both “fast-food” news that is short, concise, and scannable, as well as valuable, high-quality articles that allow for in-depth reading and commentary. It can be said that the emergence of these two types of

news reports satisfies the reading demands of the vast majority, making browsing online news the first choice for most people and further activating China's network and mobile terminal markets.

Second, content is relaxed and lively, language is witty and humorous, making reading more interesting. On the one hand, Chinese netizens have strong originality, which is mainly reflected in the creativity of internet language. Network writing can more effectively cater to audience preferences by incorporating these netizen-created languages into network news writing. These concise, interesting, and vivid internet-original languages narrow the distance between article creators and readers, making network articles more easily accepted by readers and undoubtedly increasing the promotion of network articles. For example, recently People's Daily used the internet-original term “给力” (awesome) in its front-page headline, demonstrating mainstream media's strong determination to vigorously promote the continuous development of network media.

Third, in terms of writing form, network news is more flexible and vivid, unconstrained by conventions, achieving bold innovation in writing content and subject matter and enriching the online world. In the past, editors usually adopted the form of combining text and images to write a news report, with selected images mostly matching the report content—this was determined by the background of that era. However, in the network media era, some authors even deliberately adopt an “unrelated text and image” approach, pairing some text with humorous and funny images, which sometimes achieves a certain satirical effect and enhances the article's appeal.

### 2.2.1 Improving Article Rewriting Ability

In the context of media convergence, users' ways of obtaining news and information are no longer limited to paper publications—webpages, mobile clients, and pop-up messages may all become primary channels for readers to access news. This flexible and varied approach to obtaining news information poses great challenges to network news editors. Therefore, when writing news reports, journalists should take users' news terminal reception methods as the main reference point, flexibly using various forms and news articles of different lengths for current situation reporting, such as short messages, long messages, briefings, and serial reports, while also paying attention to switching between various media. Therefore, in honing writing skills, news editors must focus on improving rewriting ability. On the one hand, in the process of rewriting long news into short news, they should grasp the essentials of news events, extract the essence of the article, and improve the quality of article rewriting with more concise language and profound ideas. On the other hand, in creating news headlines for website homepages, they must use eye-catching and prominent words or phrases to summarize the basic content of the article's events to attract readers and increase attention.

### 2.2.2 Focusing on Language Refinement

In the information society, people's pace of life continues to accelerate, while the information explosion brings information from all directions to their eyes, making it more difficult for readers to select useful information. They are more likely to get lost in the redundant information ocean, wasting a lot of time and energy, and ultimately failing to obtain satisfactory results. Therefore, to change this situation and provide readers with more efficient and high-quality reading experiences, news editors must develop the habit of refining language and streamlining sentences, concisely retelling news events and clarifying the article's main points. Therefore, in describing relevant events, images or short videos can be used instead of rigid text narratives, using this visual approach to enhance the article's communication effect. To this end, news practitioners should start with themselves, continuously improve their cultural cultivation in daily work, enhance their writing ability through various channels, and use learning tools to assist in completing news reports.

In summary, the production and dissemination forms of traditional news media have achieved revolutionary progress and leaps in the media convergence era, which has promoted the advancement of news interviewing and writing to a certain extent. Conversely, news interviewing and writing continue to push media convergence to go deeper and further. News interviewing and writing in the context of media convergence place increasingly high demands on journalists, requiring them to continuously innovate, improve their abilities and standards, apply news interviewing and writing techniques more proficiently, and create news works that are popular among the masses.

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