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## Research on Innovative Models of News Communication in the New Media Era (Postprint)

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### Abstract

In recent years, with the widespread adoption and development of information technology, China's journalism industry has undergone continuous improvement and innovation, yielding new news communication models more suitable for modern information development. In the new media era, news media professionals should emphasize the integration and application of traditional and new media on the basis of conventional news communication, thereby enhancing the dissemination power, speed, and convenience of news transmission to provide better services for the public. Accordingly, this paper primarily discusses and analyzes the development of innovative news communication models in the new media era, aiming to provide references for subsequent research by relevant practitioners.

### Full Text

## Research on Innovative Models of News Communication in the New Media Era

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### Abstract

In recent years, with the popularization and development of information technology, China's news industry has undergone continuous improvement and innovation, giving rise to new communication models better suited to modern information needs. In the new media era, journalists should emphasize the

integration of traditional and new media to enhance the reach, speed, and convenience of news dissemination, thereby better serving the public. This paper analyzes the development of innovative news communication models in the new media era, aiming to provide reference for relevant practitioners.

**Keywords:** news communication; innovative models; new media era; research and analysis

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The advent of the new media era has integrated network information technology into the daily lives of citizens, deepening their dependence on digital platforms. Consequently, traditional news communication methods no longer satisfy public needs, making innovation imperative. By leveraging new media as a dissemination channel, news can reach larger audiences in real-time, expanding coverage and gaining widespread popularity.

### 1.1 Overview of New Media

In recent years, new media—better aligned with people’s daily lifestyles—has gained vigorous promotion alongside information technology development. New media has accelerated news dissemination, enabling rapid access to current events while facilitating daily communication. Evidently, new media satisfies diverse needs across all age groups, attracting broad attention.

At present, China’s economic development has elevated national living standards, prompting higher demands for quality of life. New media satisfies needs for convenient leisure, entertainment, and communication within fragmented lifestyles, enriching daily experiences. It has become a primary means of information dissemination, entertainment, and communication, transcending the limitations of traditional television, radio, and newspapers. New media accelerates news publishing and real-time viewing, unrestricted by industry or field, serving diverse professions and demographics.

### 1.3 Advantages of New Media

A defining characteristic of new media news communication is its novelty. Leveraging advancing information technology, it improves upon traditional models by enabling users to quickly locate numerous topics of interest. New media’s irreplaceable advantages include innovating traditional methods and enabling more rapid, efficient information dissemination.

## 2. Characteristics of Innovative News Communication Models in the New Era

### 2.1 Strong Timeliness

New media news communication exhibits fundamentally stronger timeliness than traditional television, radio, or newspapers. Real-time news loses its timeli-

ness through conventional editing and production processes, whereas new media delivers news instantly via the internet. This significantly enhances communication timeliness.

## **2.2 High Interactivity**

New media simplifies interaction between news outlets and the public. Traditional communication was one-way, but new media enables readers to participate in discussions, communicate, and even publish real-time news. Online solicitation promotes public engagement in current affairs discussions, positioning citizens as news research subjects and strengthening public-editor interaction. This interactivity innovates communication models and supports socioeconomic development.

## **2.3 Increasing All-time Availability**

Traditional news pursued timeliness but limited audiences by fixed schedules. New media enables all-time availability, satisfying public demand for constant access. By connecting to the internet, people can read latest news anytime, supplementing traditional models' limitations.

## **2.4 Diverse Publishers and Rich Content**

New media's primary dissemination channel is the internet, where readers receive real-time news. Citizens can become disseminators themselves, publishing directly via mobile phones or computers. This democratization enriches information content and expands audiences compared to traditional methods.

# **3. Strategies for News Communication Innovation**

## **3.1 Integrating News Reporting with New Media**

As internet is the main new media channel, effectively integrating self-media with innovative communication models can accelerate dissemination. Self-media platforms, numerous and independent, can spread provincial current affairs nationwide, enhancing timeliness while diversifying content and methods. This enables public participation in editing, dissemination, and exchange, broadening news development space.

## **3.2 Spreading Valuable News Reports**

In the new media era, everyone can disseminate real-time news. However, personal perspectives and intentions create varied expressions of the same events, compromising authenticity. Self-media publishers' diverse backgrounds, education, and personalities produce different editorial viewpoints. Many use exaggerated, absurd descriptions to attract readers, spreading falsehoods. Some editors disseminate negative content or reprocess news excessively, affecting public life

and creating aversion. Therefore, editors must ensure authenticity and value, providing positive, valuable current affairs.

### 3.3 Aligning News Release with Reader Reading Habits

New media's proliferating news volume, while accelerating dissemination, complicates news discovery and reading. Inadequate descriptions may prevent full audience comprehension. Standardizing publishing methods can optimize reading experiences. Specifically, news should be reasonably categorized by content to improve convenience, and topic-specific news should be analyzed and summarized before publication to deepen understanding and facilitate real-time information grasp.

### 3.4 Strengthening Staff Training

The new media era imposes stricter requirements on news professionals' technical skills and comprehensive qualities. News dissemination's timeliness and interactivity demand compliance with laws, regulations, and professional ethics to provide accurate, rigorous, valuable content. Professionals must bear responsibility, withstand public opinion and feedback, and handle work pressure to improve efficiency. Regular technical training and lectures by industry experts can significantly enhance staff quality, strengthen their sense of responsibility, and foster innovative thinking—crucial for developing innovative communication models.

In conclusion, innovating news communication models in the new media era can increase dissemination channels, enrich content, and guide correct public values. Aligning with reading habits maximally satisfies public needs, laying a foundation for improving news communication's economic benefits.

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