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Transformation and Innovation of Mainstream Media Journalists in the Big Data Environment (Postprint)

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Abstract

With the continuous improvement of China's social productivity development level, advanced computer information technology has been widely applied in people's production activities and daily lives. The advent of the big data era has brought about a significant upward trend in information growth, making it extremely difficult for the public to quickly find information of interest within massive datasets. Moreover, for news media, enabling audiences to rapidly focus on and understand their published information has also become exceedingly challenging. Although the automatic filtering services provided by currently predominant search engine services offer great convenience, their mass-oriented development characteristics prevent them from comprehensively addressing people's individualized development needs. Therefore, against the backdrop of big data development, utilizing advanced technical means and management concepts to achieve the transformation and innovation of mainstream media journalists is one of the key issues requiring focused exploration in future development.

Full Text

Mainstream Media Journalists' Transformation and Innovation in the Big Data Environment

Authors: Zhang Haopeng, He Lulu

Abstract: With the continuous improvement of China's social productivity, advanced computer information technology has been widely applied in people's production and daily lives. The advent of the big data era has seen a dramatic increase in information volume, making it extremely difficult for the public to quickly find information of interest among massive data. Moreover, for news media organizations, enabling audiences to rapidly notice and understand

their published information has become equally challenging. Although the automatic filtering services provided by currently dominant search engines offer great convenience, their mass-market characteristics prevent them from fully accommodating individual developmental needs. Therefore, under the backdrop of big data development, utilizing advanced technological means and management concepts to achieve the transformation and innovation of mainstream media journalists represents a critical issue requiring focused exploration in future development.

Keywords: big data environment; mainstream media journalists; transformation; innovation

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1. The Concept and Characteristics of Big Data

Big data, also known as massive databases, integrates large volumes of information resources that require human classification and integration to ensure information validity and support decision-making. Since its theoretical emergence, big data has attracted widespread attention from all sectors of society and become a focal point of academic discussion. It has found extensive application and popularization primarily in computer information technology, finance and economics, internet, and media communication. With its characteristics of multiple types, large volumes, high operational efficiency, and strong authenticity restoration, big data can demonstrate “great value” in the data analysis process.

2.2 Insufficient Understanding of Media Convergence

The rapid development of information technology has forced traditional media to innovate their development methods and operational approaches; otherwise, they cannot adapt to the needs of the new era. To continuously optimize structure and ensure optimal communication effects, traditional media should prioritize innovative thinking in journalistic work. In terms of the general direction of media development, achieving convergence is only a matter of time. This so-called convergence requires retaining the essence of traditional media development while incorporating new developmental elements to maximize media influence. Although new media currently holds significant advantages, traditional media’s inherent characteristics of professionalism and standardization make it irreplaceable. Therefore, mainstream media journalists must clearly recognize the development situation and face the convergence trend calmly and objectively, avoiding subjective assumptions that could easily lead to directional

deviations.

2.3 Overemphasis on New Media Leading to Loss of Professionalism

As convergence development has become an inevitable trend in future media development, establishing a fair and objective evaluation mechanism helps traditional media journalists better adjust their developmental status. However, in this process, some mainstream media journalists have placed excessive emphasis on new media development, believing that its current popularity is sufficient to replace traditional media's position. Consequently, they devote all their energy to new media development and dissemination, overlooking a crucial point: new media development primarily serves mass-market needs and still has many deficiencies in professionalism and personalization. As traditional media journalists adopt new media methods in their adjustment, this has led to a loss of media professionalism.

3.1 Continuously Learning New Communication Technologies

In the context of the new era, advanced information internet technology has enabled diversified trends in news communication, particularly for reporting major emergencies where utilizing advanced technology can ensure effective information dissemination immediately after incidents occur. However, most traditional mainstream journalists are accustomed to and prefer using traditional interview techniques, only publishing after sorting and editing—a communication model that clearly can no longer meet the needs of urgent event reporting. This is especially true for disaster-stricken areas, where media journalists should rush to the front lines to excavate valuable news materials and collect diverse writing resources, using advanced information dissemination technology to ensure every audience member can understand the disaster situation in real-time and experience the tension and rescue atmosphere on-site. Therefore, mainstream media journalists in the new era must keep pace with development, mastering and skillfully applying advanced communication technologies on the foundation of solid news reporting skills to meet public demands for emergency reporting and secure opportunities for survival and development in the industry.

3.2 Adhering to Professional Ethics

First, mainstream media journalists must uphold their professional ethics and integrity under all circumstances, reporting events fairly and objectively. They should always understand that they are news event conveyors and truth excavators, rejecting unspoken rules in journalism and ensuring society develops in a harmonious and stable environment. Second, they should reasonably guide public opinion. Mainstream media journalists should go to the grassroots level, communicate and interact with the people, understand public thought trends,

and continuously spread positive energy through effective communication to guide people toward correct social values. In other words, adhering to professional ethics is the principle and bottom line that media journalists should maintain. Mainstream media journalists should form correct public opinion orientation to promote sustainable industry development.

3.3 Cultivating Journalistic Personalities to Build Media Credibility and Reputation

During the Tianjin explosion accident on August 12, 2015, CCTV connected with multiple frontline journalists. Jiang Lin's reporting was particularly impressive, with his quick response, clear thinking, and fluent expression, excavating essence through phenomena, effectively guiding camera direction, and accurately summarizing events, gaining widespread public recognition. Looking at journalists who rushed to the accident scene, they all became publicly recognized "journalist stars" through personalized and truthful reporting, effectively enhancing their credibility and reputation in the media industry through effective dissemination of on-site news. While the emergence of "journalist stars" challenges the principle of journalistic objectivity, it should not be simply assumed that their appearance breaks the objectivity and fairness of news dissemination. Instead, in the tide of new media development, we should cultivate and select journalists with both moral integrity and artistic excellence. Larry Kramer, publisher of *USA Today*, told his staff: "For 30 years, journalistic objectivity has required you to write in the same way; today, we need to incorporate our unique insights on this basis." This means mainstream media journalists need to continuously explore new knowledge in practice and form distinctive reporting characteristics. To achieve this, they must adhere to traditional media development laws while reasonably incorporating their own subjective ideas and viewpoints, allowing their emotions and tendencies to gain public recognition and convey desired effects. While the idea is promising, the implementation process is long and complex, requiring extensive experience and accumulation. Most journalists in their early career stages find it difficult to achieve such communication effects; therefore, they should first build a solid foundation, understand media communication development laws and characteristics, and achieve a qualitative leap through quantitative accumulation. This ensures clearer and more accurate perspectives on events and enhances the credibility and reputation of the entire media industry through integrated news reporting.

3.4 Upholding the "Crownless King" Honor Through Competence

The honor of "crownless king" is bestowed upon journalists by the public, containing audiences' earnest expectations that every journalist will add luster to this honor through practical actions and make it a persistent industry standard. First, mainstream media journalists should correct their political and ideological character. In reporting, they should adhere to truthful reporting, respect

objective facts, uphold Party principles and policies, establish correct career and development views, maintain integrity in public service, uphold justice and truth, and avoid misleading public opinion for personal gain, striving to implement work effectively. Moreover, they should achieve reasonable arrangement and polishing of communication content, grasp the main direction of reporting without deviating from factual development, and ensure programs present the highest degree of authenticity to audiences. Second, they should continuously broaden their horizons and expand their knowledge domains, becoming not only industry experts but also “generalists” who can handle development trends, market directions, network technology applications, and new terminology with ease to continuously adapt to new situation development needs. Therefore, journalists should learn politics, theory, policies, technology, and law from books, practice, peers, life, the people, and interview subjects on the foundation of mastering news business, writing skills, and related recording capabilities, accumulating professional temperament and cultivation on society’s grand stage.

4. Conclusion

In summary, information dissemination in the big data development context represents both an opportunity and a challenge bestowed upon mainstream media journalists by the new era. It requires journalists to keep pace with development and public needs, enrich their professional knowledge and skills, and complete reform and innovation according to local conditions. While pursuing satisfaction of public information acquisition, they must maintain personalized development. Therefore, in the new media era, journalists must continuously improve their basic professional capabilities and new media communication skills to maintain competitive advantages in the big data environment if they wish to sustain vitality and development space.

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

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