

Application Strategies of Digital Animation Technology in the News Communication Process: Postprint

Authors: Chang Leilei

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Abstract

In recent years, digital animation technology in China has witnessed rapid development. In the current new media era, this technology has gained recognition and widespread adoption among audiences, enriching news reporting content, strengthening the effectiveness of news dissemination, and enhancing media communication efficacy to a certain extent. Based on this, the present study investigates the specific applications of digital animation technology in news communication and proposes corresponding strategies, aiming to provide valuable insights for advancing the development of digital animation technology.

Full Text

Application Strategies of Digital Animation Technology in News Communication

Abstract: In recent years, digital animation technology has developed rapidly in China. In today's new media era, digital animation technology has been widely recognized and adopted by audiences, enriching news reporting content, strengthening news dissemination effects, and enhancing media communication effectiveness to a certain extent. Based on this context, this paper examines the specific applications of digital animation technology in news communication and proposes corresponding strategies, hoping to provide some reference for promoting the development of digital animation technology.

Keywords: news communication; digital animation technology; application strategies

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Author: Chang Leilei

With continuous technological development, digital media technology has become increasingly sophisticated and has been adopted across many industries with satisfactory results. Applying new media technology to news communication has expanded the channels for news information dissemination. Particularly after the application of digital animation technology, it has brought revolutionary changes to news dissemination in the new media era. Digital animation technology has improved upon previous news communication methods, ensuring more intuitive news transmission and promoting effective news reporting. For the news communication industry, news reporting is based on objective facts, and truth is the lifeblood of news. At the same time, the public needs timely access to factual truths, requiring news reporting to be prompt and accurate. The application of digital animation technology can better reflect these news characteristics. Traditional news reporting primarily relied on text and audio, which, while timely, was overly abstract and unsuitable for on-site news coverage. In many news reports, people hope to experience news more intuitively, and to meet this practical demand, digital animation technology has become an important supplement. Through the application of computer virtual technology, news can be presented in animated form within software, giving viewers the feeling of being on-site when watching broadcast news. This effectively restores the scenes of news occurrence and development, allowing audiences to understand news processes more intuitively. The application of digital animation technology greatly enriches the content and methods of news reporting, enabling people to gain deeper understanding of news content. As the quality of life and living standards of Chinese people continue to improve, there is increasing emphasis on spiritual enjoyment. Today's new media era has brought us many new technologies, simplified our work methods, and made our lives and work more colorful. Digital animation technology in new media allows us to have deeper experiences of various news events, providing conditions for us to understand the causes, processes, and outcomes of events more thoroughly.

1. The Relationship Between News Communication and Digital Animation Technology

Under the rapid development of information technology, digital animation technology has become increasingly sophisticated. Digital animation technology involves designers actively utilizing various parameters—such as object size, shape, etc.—in computer software virtual spaces to express desired virtual scenes, fully conveying intended information through intuitive animation. Digital animation technology can make originally flat or abstract objects appear more three-dimensional, allowing people to watch more intuitively and thereby achieving satisfactory communication effects. As digital animation technology becomes more refined, the simulated animation forms become increasingly realistic and gain greater public recognition. Currently, among the many forms of mass

media, digital animation technology is one of the most popular. Because the communication characteristics of digital animation technology can provide people with visual feasts, this technology has been widely applied across various fields.

2. Feasibility Analysis of Digital Animation News Technology Application

“Digital animation news” has its own importance, and digital technology should actively play its role in news communication. Integrating digital animation technology into news communication is an innovative compensation for traditional television news media and also a realistic demand for people pursuing multi-media convergence under the new media background.

2.1 Effective Supplement to Television Communication

As is well known, television news should possess the characteristics of immediacy and authenticity. However, major news events generally have sudden characteristics, making it difficult to capture the process of news events in a timely manner. Digital animation technology has rich expressive power and can serve as a beneficial supplement to documentary television news communication. The application of digital animation technology in television news has many advantages: First, using digital animation can reduce the cost of filming special occasions. Second, the scenes and processes of many major news events are fleeting, making it difficult to present the on-site filming truthfully to the public. Digital animation technology can present these transient news contents, meeting the public’s need for multi-faceted understanding of news information. Third, digital animation technology can compensate for deficiencies in television news filming, demonstrating visual effects that ordinary filming cannot achieve. It is precisely because digital animation technology possesses advantages that other ordinary filming technologies cannot match that it has been widely applied in China’s news communication industry.

2.2 Meeting Audience Psychological Needs

In today’s new era, the public has new requirements for the quantity and speed of information dissemination. As a new technology in communication form, digital animation news transmits information more intuitively and vividly to the public, satisfying their needs for information acquisition and understanding. At the same time, as a type of news information, it is itself a fact that the public wants to deeply understand and grasp. People want to explore the truth of news events, and digital animation technology precisely plays a complementary role in news event reporting. The virtual, intuitive, and vivid animated images, through full utilization of film and television language, eliminate the public’s sense of unfamiliarity with news information and meet the real audio-visual needs of the general public. For example, in certain situations where journal-

ists cannot reach the scene for filming and cannot directly show real scenes to audiences, traditional models also cannot reflect realism. After the emergence of news animation technology, using computer animation technology can effectively address these limitations.

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

Source: ChinaXiv — Machine translation. Verify with original.