

Research on the Application of New Media Technologies in Journalism and Communication (Postprint)

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Abstract

The evolution of the era has integrated new media into various domains, exerting transformative influence on traditional industry technologies. Its application in news communication is particularly remarkable, constituting a crucial technological support. Accordingly, this paper presents an analytical study on the application of new media technology in news communication, aiming to provide insights for the advancement of news communication technology.

Full Text

Application of New Media Technology in News Communication

Abstract: The development and transformation of the times have brought new media into various fields, playing a role in changing traditional industry technologies. Its application in news communication is particularly noteworthy and has become an important technical support. Based on this, this paper analyzes and studies the application of new media technology in news communication, hoping to provide reference for the development of news communication technology.

Keywords: new media technology; news communication; application analysis

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1. Concept and Characteristics of New Media Technology

In today's rapidly developing information technology landscape, the emergence of new media technology has made television and network communication more

precise and visual, significantly driving socioeconomic development and industrial integration. New media is a relative and dynamic concept. Based on internet technology, the new media model integrates and further develops the functions and advantages of media information services, thereby merging the network economy with the media industry economy. Currently, new media technology is primarily applied across various network functions including the internet, mobile phones, mobile television, and live streaming platforms. As a major pathway and means for contemporary media and network communication, new media bears important responsibilities in disseminating advanced culture. Due to China's long-standing and unique cultural characteristics, as well as regional economic disparities and diverse architectural styles, new media technology enjoys broad development space.

New media technology exhibits strong instantaneity in information dissemination and openness of information platforms. The internet, as the core of new media technology, plays a crucial role in realizing its functions and advantages. Compared with traditional media forms, new media technology can process data accurately and rapidly. Moreover, due to its uniquely efficient dissemination effects and adhesive properties, it demonstrates excellent functionality in games, social networking sites, forums, and communication software. These features further enhance the powerful capabilities of the internet, resulting in better network communication quality, faster and more accurate information transmission, and ensuring the rapid development of the internet. Unlike traditional media models, new media can deliver news and information promptly, enabling netizens to grasp first-hand information about events instantly. In today's internet era, news communication is constantly changing, so new media technology with rapid information release and processing capabilities can overcome objective constraints to better disseminate hot events, making news more open.

Additionally, new media technology possesses excellent information dissemination capabilities, interactivity, and broad reach. Unlike traditional media, new media is not limited by time, space, or region, and can disseminate information as early as possible, demonstrating good news communication effects. Simultaneously, new media technology enables television live broadcasting, online live interaction, and other activities, thereby achieving good communication and interaction with audiences, promoting exchanges with netizens, improving viewing effects and news communication effectiveness, and demonstrating excellent interactivity. Finally, in the process of using new media technology for information dissemination, the powerful functions of the internet can be leveraged to achieve multi-directional transmission of images, audio, video, and other information, enabling more extensive and diverse multimedia information delivery and making news information more concrete and visual.

2. Application of New Media Technology in News Communication

2.1 Bidirectional Interaction Between Information and Audience

Traditional media merely transmits news information unidirectionally during the news dissemination process and cannot guarantee timeliness and accuracy. In contrast, using new media technology to disseminate news information achieves bidirectional interaction between news information and the audience. Through mutual communication with the audience, it promotes timely information updates, ensuring that the news information understood by the audience maintains good accuracy and timeliness. In traditional news media, audiences cannot communicate with news centers in a timely manner or express their ideas. However, information dissemination in the new media environment is bidirectional, promoting mutual communication among multiple users, thereby ensuring rapid information exchange and transmission and facilitating the news dissemination process. In a sense, the role of new media technology in rapidly and accurately disseminating information plays a relatively positive role in the development and dissemination of various regions.

2.2 Integration of Personal Space and Social Networks

New media technology has achieved the integration of personal space and social networks. In terms of news communication forms and existential significance, in today's society, news communication mainly concentrates within certain circles discussing similar topics. Online friends get to know each other through shared preferences and interests, continuously communicating to expand their network of friends and establish their own personal space. The use of new media technology has completed network data transmission via communication satellites and global networking, breaking the geographical limitations of traditional media, promoting the development of online social platforms, and achieving the integration of personal space and social network space. With the help of new media functions, people can use online circles to discuss different perspectives on information, promoting communication among people.

2.3 Breaking Through Communication Limitations

Compared with the relatively extended timeliness of traditional news communication processes, new media communication models have more efficient dissemination capabilities. New media information transmission has shifted from previous wired network communication to current wireless network communication, connecting to the network and obtaining various news information through multiple mobile device terminals. Traditional media such as print media and newspapers are gradually being eliminated with the emergence of new media models. New media uses network computer broadband IP technology to disseminate news information in various forms such as sound, video, and images, which is deeply loved by audiences. Moreover, new media computer network technol-

ogy also has extremely important influence in other fields. Therefore, with the help of new media, the communication limitations of traditional models have been broken. People using terminals such as mobile phones and tablets can understand news information anytime and share it, making news communication free from original spatial, temporal, and geographical restrictions.

2.4 Using Data Storage Technology to Reduce Information Blockage

The data storage function of network new media technology can hierarchically process massive data, including TB, PB, and EB-level data, using underlying technology to collect, manage, and store it. Typically, the application of this data storage underlying technology is mainly divided into two methods: closed system storage and open system storage. Mass storage technology is widely applied here, fully expanding server storage space. Using this technology to store news information can save considerable storage space and directly achieve information sorting and screening, reducing information blockage during news communication and improving news quality and dissemination effects. Therefore, the role of new media technology in data storage is extremely important, maximizing news communication speed and effectiveness and enhancing news hierarchy.

3. Future Trends of New Media Technology in News Communication

New media technology is widely applied in news communication with good accuracy and instantaneity, enabling information dissemination and sharing anytime. Therefore, new media technology has promising application prospects in future news communication. However, like television media, the path for new media technology must involve continuous innovation and reform, eventually moving toward an empirical approach. Audiences often cannot maintain long-term freshness toward new media technology; only by constantly having the latest technologies and functions can it better keep pace with social progress. Therefore, to avoid people's loss of freshness toward new media, new media technology must undergo continuous updates and reforms, gradually improving functions and features to meet different user needs, thereby ensuring good market enthusiasm for news media.

In the future development of new media technology, it has a development trend of promoting large-scale media convergence. Through new media technology, massive sharing of online information resources via the internet has been achieved, and one-click sharing and rapid information dissemination through mobile phones and other terminal devices have promoted resource sharing and news communication. Therefore, in future development periods, we must inevitably rely on the advantages of new media technology to achieve mutual integration and promotion between traditional media and new media technology, further improving and developing new media technology, thereby promoting the

improvement of news communication quality.

To better promote the development of new media technology in future news communication fields, we must further improve the content of news reports. Since news reporting not only covers current hot topics but also plays a positive role in disseminating and promoting social positive energy, in the process of social development, new media must fully leverage its own advantages and characteristics to promote the realization of its functions, gradually improving and strengthening its features, thereby ensuring that news information has extremely good dissemination effects, accuracy, and real-time performance under new media communication models. To effectively control and improve the quality and development of new media, the state must establish strict laws and regulations, strengthen supervision of new media, and manage the currently chaotic online environment according to law, ensuring a healthy online information environment while developing new media and promoting the sound development of online news information.

4. Conclusion

The development of the news communication industry plays a very important role in promoting social productivity and economic construction. New media technology will also make its mark in the news communication industry, exerting greater value and function. Through the application of new media technology, we can better promote the dissemination of news information and inject more powerful vitality into news communication.

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

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