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A Study of News Communication in the Digital Media Era: Postprint

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Abstract

Against the backdrop of rapid socioeconomic and scientific-technological development, news communication has undergone a technological transformation. In recent years, with the widespread adoption of digital media technology, news communication has entered a new digital information era. This article elaborates on the characteristics and connotations of new media, analyzes the application of digital media technology in news communication, and explores innovative development strategies for news communication in the new media era, aiming to provide perspectives on promoting the orderly and healthy development of the news industry.

Full Text

Research · Media and Development

An Analysis of News Communication in the Digital Media Era

Abstract: Against the backdrop of rapid socioeconomic and scientific-technological development, news communication has undergone a technical transformation. In recent years, with the widespread promotion of digital media technology, news communication has entered a new era of digital informatization. This article elaborates on the characteristics and connotations of new media, analyzes the application of digital media technology in news communication, and explores innovative development strategies for news communication in the new media era, aiming to provide some ideas for promoting the orderly and healthy development of the news industry.

Keywords: new media; digital media; news communication; development

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Introduction

In the new media era, the quality and effectiveness of information dissemination under traditional news communication can no longer meet the demands of the general public, and people's understanding of news communication has undergone a qualitative transformation. Today, news communication methods continue to develop and upgrade, and under the orderly promotion of new media technology, a new revolution in news communication has unfolded. Thus, research on news communication in the digital media era holds significant practical relevance. According to *21st Century Business Herald*, as of July 2016, China's total mobile phone users exceeded 1.3 billion, with 4G users surpassing 600 million [1].

1. New Media

1.1 Definition

From the perspective of basic communication theory, a complete communication process should encompass elements such as information senders and receivers, also referred to as communication media and audiences. The communication media involved in this process is what we call media. In a broad sense, media refers to the indispensable medium or carrier in the process of information transmission—for instance, radio cannot function without wireless technology, and networks cannot exist without the internet. In a narrow sense, media refers to a series of material carriers capable of transmitting or presenting information, such as television and the internet. With the continuous development and maturation of new media technology, it plays an increasingly important role in people's social lives, particularly in fields like news communication.

1.2 Characteristics

1.2.1 Rapid Dissemination With the rapid development of network technology, numerous news events can be published worldwide in an extremely short time. Benefiting from this rapid dissemination context, real-time live broadcasting has now become possible. At the same time, information receivers can also access various news and information without temporal or spatial constraints, and freely express their own viewpoints and opinions via the internet. New media platforms such as WeChat and Weibo can all realize these characteristics.

1.2.2 Broad Coverage With the continuous development of internet technology, particularly as mobile internet technology matures, the coverage of new media is expanding daily. Taking mobile phones as an example, the popularization of 4G networks and WiFi in China today enables people to receive and disseminate news and information through the internet using only a smartphone. According to *21st Century Business Herald*, as of July 2016, China's total mobile phone users exceeded 1.3 billion, with 4G users surpassing 600 million [1].

1.2.3 Instant Interaction For traditional media, news communication has a marked unidirectional characteristic, which is evidently a major shortcoming. In the new media era, various media participants can act as both receivers of news information and creators of news content, sharing what they see and hear around them through new media platforms. Simultaneously, in this sharing process, every media participant can engage in real-time interactive communication.

1.2.4 Certain Risks Networks possess an open characteristic; thus, in the process of using new media, they are highly susceptible to factors such as inadequate supervision and management or the anonymity of online operations, enabling the dissemination of numerous false or harmful information through the internet. Coupled with new media's characteristic of broad coverage, this further amplifies the risks and hidden dangers of information dissemination.

2. Application of Digital Media Technology in News Communication

Along with the rapid development of new media technology, digital media technology has formed a communication medium integrating text, graphics, video, and more. Representative platforms such as WeChat, Weibo, and mobile clients have achieved information development characteristics of universality, broad reach, and rapidity, significantly advancing the transformation and development of contemporary news communication. According to the 2016 WeChat User Data Report, among WeChat Official Account types, self-media and verified media accounted for 36.2% and 28.6% respectively. This demonstrates that the application of digital media in news communication has played a particularly important role. Relevant news departments have established specific WeChat, Weibo, and mobile client platforms to achieve information resource collection and dissemination. Numerous media institutions have effectively promoted the orderly development of news communication and achieved good dissemination results through the scientific application of digital technology. The application of digital media technology in news communication mainly includes the following aspects.

2.1 Promotion of WeChat Official Accounts

According to relevant surveys, news published through WeChat Official Accounts can achieve rapid dissemination and browsing within a short time. For instance, news such as “NPC Press Group,” “Premier Delivers a Package to You,” and “Fu Ying Invites You to Join Group Chat” instantly exploded on social circles upon release, with page views breaking into the millions within a short period.

2.2 Promotion of Visualized News

Weibo, WeChat, and news clients can achieve the visualization of text information by relying on digital media technology, thereby realizing the application of visualized news information and further advancing news dissemination and development.

2.3 Promotion of Live Streaming

The “Central Kitchen” of *People’s Daily* was the first to apply digital media live streaming technology. As a new form of communication, it primarily involves the effective integration of news information with a series of media, followed by dissemination via the WeChat platform. Numerous research practices have shown that digital media live streaming technology can significantly improve news timeliness and visibility, promoting the effective dissemination of news content [2].

2.4 Promotion of VR Technology

At present, panoramic cameras have been promoted in news collection and dissemination, effectively achieving the clarification and visualization of news information. Additionally, VR digital media technology, relying on VR special applications, can provide audiences with panoramic news reporting, creating an immersive experience for them. The sense of presence brought by VR is not merely about bringing viewers into the environment of news events; more importantly, it allows audiences to feel an emotional impact when placed in the environment, making news scenes more three-dimensional and news stories more interactive.

3. Innovative Development Strategies for News Communication in the New Media Era

In summary, the continuous development of new media has greatly improved the efficiency of news information dissemination and gained widespread recognition from audiences. Traditional news media possesses a large audience base. In the new media era, it is essential to seize opportunities, innovate news communication concepts, and thereby enhance the competitive advantage of news communication in media competition. In the new media era, the entire news industry must keep pace with social development, strengthen reform and innovation, and gradually promote its own orderly and healthy development with the support of advanced technology and successful development experiences. How to further promote innovative development of news communication in the new media era can be approached through the following relevant strategies.

3.1 Strengthen Integration with Self-Media

Promoting the effective integration of news reporting and self-media can help strengthen the interactivity of news communication and enrich communication subjects. In view of this, in the new media era, self-media elements should be introduced into news communication by establishing self-media sections where audiences can actively participate, thereby providing a platform for netizens to publish information. At the same time, this self-media module also requires dedicated news editors to conduct daily maintenance and management, performing crucial information verification and mining work. Editors must conduct thorough reviews of uploaded news to ensure that audiences obtain high-quality, valuable news information [3]. Furthermore, appropriate material and spiritual rewards can be provided to authentic news information publishers to attract more justice-conscious and responsible citizens to actively join news reporting, ultimately promoting the orderly and healthy development of the self-media news model.

3.2 Report In-Depth and Valuable News

In the new media era, news homogenization is particularly severe. Affected by this, some news institutions often adopt sensationalist and exaggerated communication methods to win more readers and gain audience attention, thereby causing significant negative impacts on the news industry. In view of this, in the new media era, it is imperative to promote innovation in news communication models, report in-depth and valuable news information, guide audiences to think independently about issues, and express scientifically sound viewpoints, while avoiding the use of extreme rhetoric to fraudulently gain clicks. On the one hand, journalists and editors must possess the ability to mine valuable news, consistently insisting on disseminating news that has practical significance for social development and real impact on audiences' lives, preventing the overuse of various sensational stories to attract audience attention. On the other hand, they should report in-depth news. Through deep refinement of news information, they can help stimulate audiences' independent thinking abilities, influence their actual behavior, and thereby prompt audiences to form unique perspectives on society.

3.3 Align News with Audience Reception Habits

In today's world, as people's life rhythms accelerate and life pressures increase, they have access to a vast amount of news and information, which further increases the difficulty for audiences in selecting news. In view of this, in the process of news communication, it is essential to fully align content creation with audience reception habits, further reducing the time audiences spend selecting news and attracting more eyeballs. On the one hand, news information should be categorized, with scientific classification based on criteria such as event type and publication time to improve news viewership ratings and strengthen targeting. On the other hand, news information should be kept brief and clear, using

headline listing methods to enhance the intuitiveness of information consultation, making it convenient for audiences to select news information according to their own needs and interests, and reducing the time audiences spend browsing news [4].

4. Conclusion

In summary, the continuous development of new media has greatly improved the efficiency of news information dissemination and gained widespread recognition from audiences. Traditional news media possesses a large audience base. In the new media era, it is essential to seize opportunities, innovate news communication concepts, and thereby enhance the competitive advantage of news communication in media competition. In the new media era, the entire news industry must keep pace with social development, strengthen reform and innovation, and gradually promote its own orderly and healthy development with the support of advanced technology and successful development experiences. How to further promote innovative development of news communication in the new media era can be approached through the following relevant strategies.

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

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