

“Interactive Multi-dimensionality and Reconfiguration Mechanisms of News Communication in the ‘Glocalization’ Context: Postprint”

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Abstract

In today’s rapidly developing media landscape, news communication has consistently occupied the commanding heights of the media sector through its high-standard production and dissemination processes, with the political and public opinion guidance of news concerning the construction of national core value systems. As cyberspace in the micro-era increasingly permeates all aspects of mass media, exploring the interactive three-dimensional development of news communication within the context of “glocalization” assumes particular significance. This article proceeds from the essence of news communication, examining the explicit representations and correlations of micro-media and traditional media within cyberspace to explore the mechanisms through which these three elements mutually integrate, promote, and reconstruct one another.

Full Text

The Interactive Stereoscopic Development and Reconstruction Mechanism of News Communication in the Context of “Glocalization”

Abstract

In today’s rapidly developing media landscape, news communication has consistently occupied the commanding heights of media through its high-standard production and dissemination processes, with the political orientation of public opinion in news concerning the construction of national core value systems. As the cyber space of the micro-era increasingly permeates all aspects of mass media, exploring the interactive stereoscopic development of news communication within the context of “glocalization” becomes particularly crucial. This paper examines the essential nature of news communication, investigating the

mechanisms of mutual integration, promotion, and reconstruction among micro-media, traditional media, and the integrated communication ecosystem through their explicit representations and correlations within cyber space.

Keywords: News Communication; Micro-media; Traditional Media; Reconstruction

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News refers to the dissemination of recently changed facts. The “dissemination” in this definition primarily refers to “mass communication”—the activity where professional communicators transmit information to the public through modern media. With the deepening of “glocalization” and the arrival of internet culture, China’s media development has aligned with the world, evolving from an initial phase characterized by wholeness, grand narratives, and order into a post-Fordist stage of micro-media marked by individualization, fragmentation, and self-expression, where eventfulness and participation at the individual level have become defining traits of the micro-era. While micro-media demonstrates vigorous growth in news communication, it also introduces subcultural references and negative contemporary symptoms, posing significant challenges for media practitioners and researchers. This study examines the characteristics and interconnections of news communication in micro-media and traditional media to explore the interactive stereoscopic development patterns and reconstruction mechanisms in the micro-era.

1. The Influence and Dominant Characteristics of Traditional Media News Communication

In the history of human information dissemination, news communication has consistently held the high ground in media through its authority, timeliness, authenticity, and capacity for guiding public opinion. News communication carriers and channels can be broadly divided into two approaches: traditional media and micro-media communication. Traditional media, relative to internet media that has emerged in recent years, refers to artistic forms that regularly release information or provide educational entertainment to the public through mechanical devices (including newspapers, periodicals, radio, television, etc.). Even under the formal designation of the micro-era, traditional media news communication still demonstrates strong competitiveness and distinctive characteristics in information content production, in-depth professional reporting, resource allocation, institutional scale, industry dominance, and authority.

1.1 Strong Content Production Capacity and High-Quality, Standardized Professional Teams

China's traditional news media institutions possess massive scale, journalists and editorial staff with excellent professional capabilities, and the most professional and top-tier production equipment in their regions. These configurations collectively determine the high quality, standardized excellence, and unshakable resource advantages of traditional media in news production and distribution.

1.2 Capacity for Deep Mining and Enhancement of High-Quality News Content

Relative to the “information fast food” that contemporary micro-media provides for audiences, traditional media's inherent resource depth demonstrates significant advantages in comprehensive investigation, in-depth excavation, and follow-up reporting.

1.3 Brand Recognition and Resource Advantages Accumulated Through Long History

Most traditional news media institutions have undergone decades or even centuries of development, during which human society has experienced numerous upheavals across various domains including wars, economic downturns and recessions, and new technology revolutions led by the information industry. The news media that have survived to the present enjoy high public recognition, a characteristic that has forged the authority and authenticity of traditional news communication.

2. The Role of Micro-Media in News Communication

What is micro-media? A literal interpretation might suggest it merely refers to Weibo or WeChat, but this is not the case. “Micro” is relative to “grand,” and micro-media's representation of individuality, difference, and diversity stands in contrast to the wholeness, order, and uniformity of traditional media in the Fordist stage. On the surface, micro-media emerges from the characterization of new media artistic styles and social communication methods (blogs, microblogs, forums, WeChat, micro-fiction, micro-films, etc.) as “small, ordinary, timely, and free,” but in essence, it represents a summary of how internet culture has increasingly permeated the details of human daily life and prompted people to view the world through internet-based modes of expression. The micro-media era is one in which a post-Fordist cultural posture has achieved extensive and profound development in urban society. The formal designation of micro-media news can be seen as a sign that internet culture has more extensively entered the core domains of human social life. This compels us to reconsider the multifaceted relationships between news communication and the world, nation, society, and individual—relationships that make the characteristics of micro-media news communication more prominent.

2.1 Personalized and Fragmented Content, Decentralized Communication Behavior

The burgeoning micro-media era has endowed ordinary modern people with the conditions for media artistic creation and dissemination, expanding the concept of news communication. “Micro” points to the rise of the individual—a new cultural mindset and posture centered on the person as the unit and individual as the terminal. Users can select different perspectives and starting points to publish and comment on any news event, with these information releases exhibiting strong freedom, decentralization, and fragmentation. In the dimension of micro-media communication, media agenda-setting and news value judgments tend toward post-Fordist artistic characteristics represented by diversity, flexibility, difference, and uncertainty.

2.2 Hyperlinked Architecture Enabling Rapid Timeliness

With wireless networks and mobile terminals, individuals have the conditions to publish and comment on news events anytime, anywhere, around the clock. This timeliness sometimes reaches the degree where dissemination occurs simultaneously as the news event unfolds—a consistent and actively growing cultural ecology since humanity entered the post-Fordist stage of micro-media [1].

2.3 Geometric Progression of Frequency Leading to High Coverage

Micro-media news communication diffuses exponentially from the first publisher, an atomic fission-like propagation method that can cover the entire network within extremely short timeframes. This characteristic of micro-media platform news communication endows new-era news communication with value that demonstrates important transformations in human cultural communication paradigms.

2.4 Equal Interaction Enabling Timely Error Correction

In the current web 2.0 era with interaction as its core spirit, people from all social strata enjoy equal rights to information release on internet platforms. This interactive platform can receive viewpoints and voices from different groups and classes, helping to restore the truth of news events and enable comprehensive objective evaluation, while also correcting online rumors and false information to embody the principle of news authenticity [2].

3. Similarities, Differences, and Comparative Advantages in Interactive Development

In the process of news event occurrence and release, both micro-media and traditional media prioritize authenticity and timeliness as primary objectives; both require tracking, commentary, and in-depth excavation of news events them-

selves and their development processes; and both demonstrate clear populist tendencies under the influence of contemporary communication marketing.

The emergence of micro-media has significantly changed the inherent media agenda of news. While its positive factors such as timeliness, broad reach, interactivity, and participation objectively exist, this “I am media” era of citizen journalism that weakens media gatekeepers carries inherent subcultural references and negative value orientations as contemporary symptoms, including: large volumes of news information but uneven quality (false news, hyped news, invalid comments); insufficient credibility and low trustworthiness; and low standardization and professionalism in news topic selection. In contrast, traditional media news may be slightly inferior in timeliness and breadth, but its excellent brand recognition, abundant resource allocation, and strong information content production capacity have created advantages in high-standard professionalization in news production, sustained depth in excavation and analysis, authoritative leadership in authenticity, and construction of core values in opinion guidance.

4. Reconstruction Mechanism of News Communication Under Interactive Stereoscopic Development

News communication constitutes an indispensable component of social development, with micro-media and traditional media serving as common carriers of news communication in this era. Although the large-scale entry of micro-media thinking patterns has posed considerable impact and challenges to traditional media, the development speed and current state of micro-media have not spanned a generational scale in human biology. The landscape of China’s news communication field remains one of coexistence between micro-media and traditional media, making the integration of both to achieve an all-media news communication strategy a historical inevitability that embodies integrated communication consciousness of global patterns and local pathways.

4.1 Interactive Learning Between Traditional and Micro-Media in News Communication

To enhance media competitiveness, major traditional media have all established online editions, official Weibo accounts, and WeChat public accounts to seize the initiative in news. However, micro-media platforms are not mere decorations—they must actively develop platform interactions. In this process, individuals no longer passively receive information but genuinely participate in the news itself, with the sense of immersion and identification they experience contributing to increased attention for the news. Conversely, micro-media should standardize news topic selection and content paradigms as much as possible, strengthen cooperation with authoritative media, and cite mainstream media’s video, audio, and image materials to enhance its own credibility.

4.2 Traditional Media Should Guide Micro-Media in Constructing Healthy News Communication Through Value Orientation

The characteristics of micro-media news communication determine that negative information and false news within its dissemination will expand geometrically to all aspects of society, causing serious impacts on public life and core values. Traditional media should leverage its resource advantages of strong authority and public opinion value to guide and assist micro-media in completing news screening and constructing a harmonious news atmosphere.

4.3 Constructing an Interactive Stereoscopic Multi-Dimensional News Communication Space

In news reporting processes, traditional media and micro-media should effectively combine. Micro-media, due to its strong timeliness, can serve as the first to report and release news events, seizing the initiative. Traditional media, with its strong professionalism and authority, can subsequently release more comprehensive, in-depth, and continuous coverage through more adequate planning, gathering, editing, and production, while correcting negative and false news and guiding healthy value orientations. Throughout this process, the goal should be to achieve a multi-field, multi-type, and multi-level interactive stereoscopic reporting model for news communication, constructing an all-media strategy that integrates multiple platforms.

During this year's "Two Sessions" coverage, many mainstream media opened popular online live broadcast rooms titled "Live Two Sessions"; CCTV's "News Broadcast" recently launched the special column "Like China"—all providing beneficial case references for the integration and mutual learning between traditional and micro-media.

References

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

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