

## How to Conduct Post-Publication News Reporting in the All-Media Era

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**Date:** 2023-10-08T00:00:00+00:00

### Abstract

The advent of the all-media era has brought significant opportunities for news communication, while also presenting new challenges, particularly subjecting media professionals to unprecedented existential challenges. This paper proposes how traditional media professionals can innovate their reporting practices, how new media professionals can enhance their news writing capabilities, and how media professionals can cultivate journalistic ideals, become versatile journalists, and meet the demands of news reporting in the new context.

### Full Text

### Preamble

### How to Conduct News Reporting in the All-Media Era

**Abstract:** The advent of the all-media era has brought both promising opportunities and new challenges to news communication, subjecting media professionals to unprecedented tests of survival. This paper proposes strategies for traditional media practitioners to innovate their reporting approaches and for new media practitioners to enhance their journalistic writing skills while cultivating professional ideals, ultimately developing into versatile journalists capable of meeting the demands of modern news reporting.

**Keywords:** all-media; conduct; news reporting

**CLC Number:** G220

**Document Code:** A

**Article ID:** 1671-0134(2017)12-069-02

**DOI:** 10.19483/j.cnki.11-4653/n.2017.02.014

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## 1. The Meaning of All-Media

What is “all-media”? The term “omnimedia” originated in the United States from Martha Stewart Living Omnimedia, a household management company founded in 1999 that owned and operated magazines, books, television programs, radio shows, and websites to disseminate its services and products. Over the past decade, as technology has advanced rapidly and communication methods have multiplied, media have become increasingly integrated and interconnected. Although the concept of “all-media” (omnimedia) has not gained consensus in academia, its connotations have been enriched daily through practical application in the communication field and have gained growing acceptance within the industry. According to the definition provided in *Tongzi Wenyi* (Children Ask About the Book of Changes) published by People’s Publishing House: “All-media refers to media forms that encompass both existence and non-existence, established through the transformation and circulation of numbers and images between heaven, earth, and humanity. All-media includes both traditional and new media.”

### 2.1 More Attractive and Watchable

In today’s “eyeball economy,” content that captures attention gets published. Previously, news releases emphasized text, but with cameras and digital photography, images became easier to incorporate— “pictures with truth” enhanced both watchability and credibility. Later, mobile video enabled self-hosted live broadcasting on the spot. Traditional media, new media, and mass self-media have all joined the media competition, with various outlets and citizen journalists leveraging their respective advantages to seize the high ground in news coverage and compete for headlines. This pursuit of speed and immediacy has increased the appeal and credibility of news content.

### 2.2 More Speed and Timeliness

Journalism has always pursued the “new,” emphasizing the crucial characteristic of timeliness. With rapid socioeconomic development and accelerating lifestyles, particularly in the all-media era, audiences have grown accustomed to quick reading and browsing. The development of new media has evolved the definition of news from “recently occurred facts” to “currently occurring facts,” highlighting the impact of timeliness. Under the impact of new media, traditional media has also enhanced its timeliness, often using live broadcasting to allow audiences to experience the vivid vitality of news and feel its strong sense of immediacy.

### 2.3 More Dissemination and Extensiveness

In the past, we relied on newspapers, television, and radio for communication. With the quiet emergence of SMS, blogs, and QQ Space, we began using these channels to upload content for sharing. In recent years, most people have

started using Weibo, WeChat, and mobile client applications (APPs) to publish what they see, hear, think, and feel. Currently, all major media outlets have established official websites, Weibo accounts, and WeChat public platforms, with various organizations fully utilizing these media for comprehensive, multi-dimensional dissemination.

## 2.4 More Freedom and Flexibility

In the all-media era, the concept of news has become blurred. Because transmission is fast and emphasizes speed, publishers need to disseminate messages more quickly, sometimes omitting leads or background information. In short, many elements are incomplete by traditional journalism standards. Compared with conventional news writing, this approach is more flexible—simply clarifying the event suffices.

## 2.5 More Self and Individuality

In the era of self-media, everyone is a spokesperson and a small loudspeaker. To highlight personal style, writers add their habitual language and tone, including much internet slang such as “OUT,” “gao da shang” (high-end), “xue zha” (poor students), “xue ba” (top students), “xiao qing xin” (fresh and pure), and “you qian ren xing” (rich and willful). Online, we can see that many government-published articles have abandoned their aloof tone and begun using this very approachable, plain language to release information. For example, one *Xinwen Lianbo* (News Broadcast) report used the phrase “officials cannot be willful,” which was both humorous and easily accepted. However, there is a limit to this approach—it should not be used indiscriminately.

## 3. How to Conduct News Reporting in the All-Media Era

Conducting news reporting in the all-media era does not mean having traditional media occupy new media, nor having new media replace traditional media, nor simply condensing news into audiovisual formats or reducing it to a certain word count. Rather, it requires using new technological means to innovate reporting content and forms, employing new thinking to expand the connotations and extensions of news writing. It means using new media to transcend one’s own medium’s limitations, attract more readers, and create greater value. It means enabling both traditional and new media to produce more rigorous, objective, and rich news products that lead mainstream social values and judgments, rather than following internet 消遣 news and entertainment hotspots.

### 3.1 Value Traditional Media to Fortify Strongholds

Truth is the lifeblood of media, and authenticity is the moral bottom line and professional ethics rule that media practitioners cannot cross. Traditional media such as newspapers, magazines, radio, and television have long occupied

important positions in news communication precisely because they maintain authentic, objective reporting. This objective and truthful reporting has established unshakable authority for traditional media in communication and strong credibility among the masses. Therefore, traditional media should fully leverage this authority, combine it with their respective characteristics, conduct timely follow-up interviews, and conduct in-depth excavation of news leads. They should carry out news investigations regularly and irregularly to find unique news angles, writing distinctive stories that continue to exert influence, impact, dissemination power, and credibility in news communication, seizing the commanding heights of internet public opinion and becoming the strongest voice in the all-media era.

### **3.2 The Rapid Rise of New Media to Ensure Unobstructed Channels**

The emergence of new media has broken the monopoly boundaries between media. As long as there are news facts and news points, media of all sizes, strengths, and reputations—even self-media—compete for a place in news dissemination and strive to obtain first-hand news sources. We must build confidence in new media and encourage it. We should provide active support and assistance, bringing new media into the ranks of news reporting. We should use new media to continue the style and brand of traditional media, attract the attention of young readers, and achieve multiple dissemination of news content. Weibo, WeChat, websites, client applications, forums, and blogs are all indispensable in the news communication lineup. Particularly for major news reports, we should invite both traditional and new media to conduct unified news planning and hold press conferences. When communication channels are unobstructed and information is symmetrical, we achieve seamless integration of communication channels and comprehensive coverage of news reporting, producing good dissemination effects.

### **3.3 Strengthen All-Media Integration for More Three-Dimensional Content**

The novelty of new media lies not only in content and form but also in concept. The transformation of traditional media to new media does not simply involve moving newspaper content to the internet, tablets, and mobile phones. Rather, it should aggregate multiple information elements, integrate traditional media's content production with new media technology platform construction, and provide audiences with the most on-site, most understandable, and most accessible new media products. Traditional media must attract more young readers and expand beyond media convergence. Therefore, we must emphasize the three-dimensional application of traditional and emerging media—this is both the direction and the trend. We should strive to maximize the role of traditional media while fully tapping the potential of emerging media, and simultaneously achieve grafting, blending, and mutual promotion between traditional and emerging media.

### 3.4 Improve News Writing Literacy to Become a Storytelling Writer

Under the new circumstances, both traditional and new media can participate in and learn from each other. In this regard, new media should learn writing methods from traditional media. We must study seriously, starting with the basics to understand writing essentials and master writing techniques. Traditional media should also consider writing methods from the audience's perspective, bending down to listen to what people care about and value.

**3.4.2 Emphasize Article Structure and Organization** In writing, we must pay attention to article structure and organization. Both traditional and new media provide writing platforms with specific word counts and space limitations, which must be planned in advance. We must know which parts need detailed coverage and which only brief mention. The Yuan Dynasty scholar Qiao Mengfu proposed that good articles require strong beginnings, substantial bodies, and powerful endings, aptly described as “phoenix head, pig's belly, leopard tail.” This ancient writing method remains relevant today for producing good articles.

**3.4.3 Learn from New Media's Concise Writing and Storytelling** Regardless of social changes and development, the fundamental requirement is to explain events clearly and move and attract audiences. Every writer, journalist, editor, and blogger must remember one thing: whether writing about people or events, you must become a storyteller who tells moving stories. Plato said that whoever tells the best stories wins the world. Bai Yansong said that communication ultimately means telling others a good story. For example, why is the documentary *A Bite of China* so popular? Is it because of recipes? Ingredients? Pleasant music? Or beautiful visuals? What truly attracts audiences are the vivid, lively stories in the documentary—stories about ingredients, food, and labor that move us. The documentary's stories are not long narratives but many short stories combined, keeping audiences engaged without feeling bored or 冗长. Therefore, in writing, we must learn to tell stories with our pens. We can set up suspense and plot points to increase dramatic effect. For instance, when writing about a community party secretary who works diligently, what are the examples? When caring for the masses, what are the touching stories? This requires in-depth understanding and careful inquiry—what we call interviewing. We can request written materials from grassroots levels or contact the person directly to design questions, asking as many as possible. This way, when writing, we can be well-prepared and confident, producing content that moves people rather than feeling empty and dull.

In summary, learning to write stories is not achieved overnight. It requires interest and talent, but even more importantly, diligence and perseverance! In the all-media era, let us establish journalistic ideals and become versatile media workers who meet the demands of news reporting!

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

*Source: ChinaXiv –Machine translation. Verify with original.*