

Characteristics and Trends of News Communication under the Trend of Media Convergence

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Abstract: Today, with the fast expand of information technology, the integration of various media has become the general trend and inevitable, which gradually affects all aspects of people's lives. For the sake of occupy a place in the fierce market competition, conventional media must correspondence and cooperate with new media in various ways and channels, which bring about various media learning from each other's strong points and taking the road of comprehensive. Therefore, this paper will briefly explain the specific concept of media convergence, and analyze its characteristics in the process of news dissemination, so as to put forward the trend and development path of news dissemination under this background.

1. Introduction

With the sustained expand of social economy, especially the successive updating of modern network technology, the new media relying on Internet technology has developed rapidly and has become the main channel for people to obtain and exchange information. Media convergence has become the future development direction. Media convergence mainly refers to the combination of various media organizations [1]. Media convergence has changed the original way of editing and editing, making news and information editing, production, planning and dissemination linked, with more information and more novel dissemination methods [2-3]. With the development of news practice, it is necessary to further transform the theoretical overview into action strategies. This is a new topic worthy of study in applied journalism at present, and it is also a difficult problem that all news media are trying to solve. This requires the traditional media industry to actively strengthen the integration with the media, and then promote the informationization, diversification and high efficiency of news communication forms.

2. An overview of media convergence

Media convergence is a phenomenon in the development of media, that is, to realize the integration of traditional media and new media, and to carry out the related work of traditional media with new media as the carrier. For example, traditional newspapers, magazines, TV and radio can be upgraded to digital newspapers, electronic magazines, Internet TV and radio by integrating with new media. Media convergence is not only an impact on traditional media, but also an inevitable requirement for the development and progress of traditional media.

In this context, the speed of information dissemination itself is faster, and the quality of information dissemination is relatively high. Nowadays, news dissemination not only depends on periodicals, newspapers and TV broadcasts, but also integrates many information technologies into it, and realizes various forms of information transmission by using the Internet, thus promoting the rapid progress and development of the news industry and realizing the spread of news information at the fastest speed.

3. The basic conditions of media convergence

3.1. Rapid development of science and technology

The core of digital technology is the compatibility, development and sharing of information such

as text, pictures, audio and video. Therefore, all audio, video, image and text information can be transmitted on a unified and standardized platform, which makes telecommunication network, cable TV network and Internet interact and circulate freely in different networks through this digital information form, which promotes the integration of telecommunications, radio and television and network. It has brought unprecedented challenges to traditional media, but at the same time it has also brought new economic growth points to traditional media. For their own survival and development, traditional media have also taken the step of digital conversion, and the comprehensive between new and old media has been developed and enhanced. The new and old media have absorbed each other's factors beneficial to their own development and merged in competition to form an ecological media surroundings of competition, work together and survive together.

3.2. Meet the needs of different audiences in the consumer market

With the successive make better of social productive forces, people's social life has been continuously enriched, and people there are many various select for consumption, resulting in change of consumer consumption. With the summarizing new media, the market handle mechanism has Changing, and the comparatively steady consumer groups of conventional media are distributed in the fields of new media such as internet and mobile phones. Therefore, in order to win consumers, all media need both contend and collaborate, which bring about great aggregate [4].

Social and economic prosperity will inevitably lead to transformation in people's consume type, and changes in people's consumption demands will lead to the upgrading of science and technology, which will lead to the appear and expand of new media forms. The appear and expand of new media forms will supply more channels and ways for information spread, and the substance forms of information spread will also be tremendously substantial, thus meeting the different, variety and three-dimensional consumption demands of the viewer market. Hence, the needs of the viewer market promote the integration of media.

3.3. The characteristics and limitations of different media's own development promote the great convergence of media

Under the market economy surroundings, compete among various industries is ineluctable. There is competition not only within the industry, but also between industries. In the field of media connect, there is contend among conventional media, new media and new and old media. Various media have their own communication features, but also have their own expand limit.

Hence, various media forms have their own preponderance and shortcomings. Newspapers take the bearing of written information as the leading factor, and have higher requirements for the audience's educational level and cultural level. The broadcast media is developing towards professional stations, and the TV media is full of emotions, which makes people directly attack the information development process [5]. If conventional media and new media think about it get their own expand method and channels, they must complement each other's preponderance, achieve the comprehensive between various media and compensate their own defects, so that gain a place in the market.

4. Current situation of news communication under the background of media convergence

4.1. The fastest speed of information dissemination

Under the background of media convergence, the threshold of news information dissemination is relatively low. Taking Weibo and WeChat as examples, almost everyone can register an account to become a user. Every user can post what he has seen, heard and thought to the Internet through Weibo or friends circle anytime and anywhere. There is no gatekeeper for the dissemination of this information. The rapidity of information dissemination can make us know the news from all over the world quickly, which provides convenience for our life, which is also the charm of new media.

4.2. Decentralization of information dissemination

Most of the information dissemination under the background of media convergence is decentralized. The concept of decentralization is mainly aimed at the traditional media. In the environment of new media convergence, everyone can be the publisher of information, not only in the hands of professionals. This weakens the communication status of traditional media to a great extent, and everyone can serve as an information center and a receiver of information.

The dissemination platform of new media makes the dissemination of information appear radial, and the information source becomes more diversified from simplification. The enhancement of interaction leads to the decline of the influence of the traditional mainstream media, weakens the social mainstream moral ideology and mainstream ideology, and the diversified ideology gradually appears [6].

4.3. Fragmentation of information

Under the background of media convergence, information fragmentation is the biggest feature. Everyone can publish or read the information they are interested in anytime and anywhere, so as to meet their needs quickly and conveniently. However, the fragmentation of information doomed the audience to be unable to fully understand the whole story. Audiences often start to spread widely after seeing the tip of the iceberg, which leads to the confusion of information dissemination, and some phenomena of lack of media ethics are getting worse and worse in the process of dissemination.

5. Characteristics of news communication under the background of media convergence

5.1. Higher aging, more quantity, more types

Under the background of media convergence, news communication has gone far beyond the boundaries and categories of traditional newspapers, magazines, radio and television, etc. Based on the support of Internet platform and information technology equipment, news communication has the distinct characteristics of higher timeliness, more quantity and more types.

The time consumed by the four traditional media in news interview, editing, auditing and publishing is extremely reduced, and the audience hardly needs to spend the time cost of waiting. One second may be the receiver of news dissemination, and the next may be the witness of news broadcasting. On the other hand, paper or screen, which is indispensable for traditional media to spread news, has been expanded into Weibo, WeChat, friends circle and various websites in emerging media. Three-dimensional push of text, pictures and videos makes various types become the new normal of news dissemination.

5.2. Diversification

There are various forms of news dissemination, such as entertainment news dissemination and people's livelihood news dissemination. At present, under the background of media convergence, news communication gradually presents diversified characteristics [7]. With the continuous development of social economy and the improvement of people's living standards, people's aesthetic concepts and values have also changed, which puts forward more requirements for entertainment and leisure. Under this background, the competition among different media is becoming more and more fierce. In order to improve their comprehensive strength, all media need to update their ideas and change the way of news communication in time, so as to promote the transformation of news communication forms.

5.3. Work flow optimization

News gathering and editing has a certain work flow. For traditional news gathering and editing, the general flow is collecting data, writing manuscripts and publishing news, which takes a lot of time, so it is easy to affect the real-time performance of news. With the integration of media, the channels and speed of information transmission have improved significantly. For example, the

photo news can be directly released by software processing after taking pictures. Generally speaking, the news gathering and editing work after media integration organically unifies the two processes of news gathering and news writing, and strengthens the efficiency of news gathering and editing work.

5.4. Dependence on the network

Under the trend of media convergence, the platform on which news dissemination depends is mainly the network. At the same time, it also searches and obtains information on the network, and then spreads it through satellite signals, all of which need the network as the carrier. For example, when CCTV reporters interview abroad, they will connect with China in real time. At this time, it is necessary to transmit the reporter's audio by satellite signals.

6. The trend and countermeasures of news communication under the background of media convergence

6.1. Consolidate the authoritative position of mainstream media in news communication

Although the background of media convergence has injected great vitality into news communication, it also produces inevitable problems as the result of the rapid development of all new things. Under the integrated media environment, news communication is facing an unprecedented impact. One of them is that the authoritative position of traditional mainstream media is being challenged by more and more innovative media. Especially in the environment of continuous audience segmentation, the number of news audiences in mainstream media is decreasing day by day, which undoubtedly dilutes the strength and significance of mainstream news communication, which was dominant in the past.

6.2. Enhance the ability to judge the value of news gathering and editing information

Based on the new features of news gathering and editing under the background of media convergence, the ability of news gathering and editing staff to judge the value of news information is directly related to the efficiency and quality of news gathering and dissemination. Therefore, news gathering and editing staff should constantly enhance their ability to judge the value of news gathering and editing information. After collecting news information, the staff should carefully analyze and judge it carefully, and finally become a thoughtful and valuable news report. At the same time, it is necessary to ensure the reliable sources and excellent quality of news information, and to highlight the news dissemination effect, it is necessary to effectively select the reporting media.

6.3. Media convergence leads news report innovation

Media convergence, based on organizational restructuring and content reorganization, has triggered profound changes in news reporting business. For traditional media, in the process of digital transformation, in order to give full play to the advantages of content production, it is necessary to make a breakthrough in news reporting business. The overall report planning with "combined terminal carrier" as the news release platform will replace the news report planning for a single carrier; Reporting innovation with interaction and content creation as its main features will become the mainstream trend of news business reform [8].

In linkage reporting, each media starts from its own characteristics and advantages, chooses appropriate angles and expression techniques, so that the theme of reporting has its own characteristics on each media, and all linkage media reports form a joint force, resulting in a huge reporting effect. Media convergence is planned and reported by a media organization with "combined terminal carrier". The planner must design the distinction, connection and integration of contents between different terminals, showing the characteristics of "integrity". News collection is also completed by a team, but news products and carriers are diversified.

6.4. Fully improve the professional quality and moral quality of journalists

The quality of journalists directly affects the development of news industry, so under the current background, it is more necessary for journalists with solid foundation, strong professionalism and high quality to carry out network information dissemination. Journalists themselves should maintain high professional ethics, and always adhere to the principle of truth in news gathering and reporting. At the same time, journalists also need to have a high degree of ideological and moral awareness and political literacy, so as to have the ability to distinguish right from wrong. Under the background of the gradual integration of the current media, they can still make full use of various platforms to report the most valuable news content without being affected by other negative phenomena.

7. Conclusions

Media convergence has led to earth-shaking changes in the news media industry, and brought about great changes in the media operation mode and news dissemination mode. To a certain extent, it enriches the form and content of news communication, and accelerates the pace of integration between new media and traditional media. Meanwhile, many kinds of media have experienced explosive growth in the amount of news dissemination, and at the same time, they are more prone to the prevalence of false news and even rumors in quality. This also requires traditional mainstream media to play a strategic guiding role and keep the media environment objective, rational, scientific and correct under the background of integration. Therefore, the relevant news media workers should learn to take advantage of this situation and conditions to truly promote the development and progress of China's news communication to a higher level.

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