

Discuss the New Media Development of News Communication

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Keywords: Traditional Media; New Media; News Communication

Abstract: With the development of network technology, news communication in the new media era has the characteristics of timeliness and extensiveness, and because of these characteristics, the law of news communication has also changed accordingly. With the innovation of news media, news communication has moved from the original text era to the visual era, and the rapid and mature new media has had an important impact on news communication. Due to the emergence of new media, the organizations and individuals who played the role of the recipients in the past activities of the news media also used the trend of the news dissemination to change the direction of change to the main body of news communication. Under the support of high technology, the traditional news communication model faces unprecedented challenges and opportunities. Only by adapting to the trend of the times and the economy, the news media can meet the needs of society and not be eliminated by the trend of history.

1. Introduction

New media has become a hot topic at present. It is undeniable that we have entered the "new media era" [1]. Media has been playing a very important role in human society. Every media change has brought about changes and development of human society. Entering the information age, people show great interest in the information on the network, coupled with the popularity of the Internet, so that the macro-news guided by traditional news dissemination completely collapsed, people gradually focus on micro-news dissemination [2]. The news communication in the new media era satisfies people's exchange of opinions while the news is spreading, and the number of means of communication and the number of news dissemination have also changed. These changes with the development of society have caused changes in the regularity of news dissemination [3]. Therefore, combining with the changes in the main body of news communication in the new media era, and effectively grasping the main development direction of news activities, has become the focus of the media industry and research.

2. Characteristics of New Media

2.1. Interaction and Equality

The linear communication mode of traditional media determines the limitedness of feedback. It is mainly centered on the communicator, and the audience is passively accepted. The emergence of new media can realize the timeliness of feedback and give full play to the interaction between the communicator and the audience. This makes the role of the two no longer clear. Before the emergence of new media, the management of news information, information disseminators and recipients in news communication is in a very independent state. In the traditional media era, news communication activities belong to a cause and spread. It is in a discrete relationship with the receiving subject [4]. With the structure of hypertext and the form of hyperlink, network new media can realize jump reading at any time, which is very convenient. In the age of network information, people are eager to accept the new media language which is more emotionally acceptable, simple in form but rich in content [5]. Compared with the traditional media language, the new media language is more innovative, simple and intimate. Audience can also become a communicator, a small medium, to

achieve the equality of status between communicator and recipient, such as the emergence of microblog, so that everyone can voice and interact in the first time.

2.2. Massiveness and Sharability

On the basis of digital technology, new media can realize the storage and search of massive data, so there can be a great variety of information in new media. The development of network and new media promotes the integration of new media and traditional media. The integration of media provides a hotbed for the new media language and makes the rapid development of language possible. With the rapid development of economy, people have higher requirements on spiritual needs [6]. Compared with the network, the role of gatekeeper of traditional media is more prominent. It firmly controls the media content, and the audience has been in a passive state of receiving information. Network media has a near-infinite information publishing space, and organic docking combinations can be realized through hypertext and hyperlinks between different spatial segments. These make the spread of new media paradox attached to the network also have the possibility of unlimited space extension [7]. Moreover, this information is not limited by time and space, people can obtain the required information through a variety of forms of acceptance, and share this information with people anywhere, anytime, anywhere.

2.3. Immediateness and Rapidity

In the era of new media, news has a new feature of interaction. At the same time of news dissemination, online users can communicate with news publishers or users, put forward their own views and opinions on news events, and not limited by regions and distances. With the support of the new technology, the new media breaks the time limit and has the characteristics of instant transmission. The speed of information dissemination is amazing. It can be said that information occurring anywhere on the earth can instantly spread all over the world. The personalized information service provided by this new media enables the disseminators of information to provide personalized services for different audiences. In addition, the audience has the same control over the information, and the audience can use the new media to select information, search for information or even customize the information [8]. The efficient and fast features of network communication and the aggregation and amplification effects it produces can make a single personal issue quickly evolve into a public issue and a social issue in a short period of time. People want to be able to create language, and young people want to have their own voice. These have all contributed to the development of new media languages. The strength of the new media language itself also guarantees the development of new media languages.

3. The Development Trend of News Communication in the New Media Age

3.1. The Development Trend of the Mass Nature of News Communication

In the era of new media, news dissemination is not restricted by objective factors such as region because of the news dissemination on the network. With the widespread application of the network, the scope of news dissemination will become wider and wider. Influenced by the network, news information recipients' right to choose media information has been effectively improved. In the new media era, people can use mobile phones and computers to receive and disseminate news information freely. At the same time, with the popularity of the Internet, the new media makes journalists and newspapers no longer the sole masters of news. Everyone can use the network to understand and master the world's affairs, and also can use the network to record and publish the news around them on the network. The above changes in the way of news dissemination and the way of communication will promote the browsing of news by the wider public. In other words, news communication will develop in the direction of popularization. The new media combines all these characteristics and has the comprehensive advantages of traditional media. Therefore, the new media has become a platform for disseminating diversity, receiving diversification, and translating vast amounts of information through time and space. In this sense, media integration is not simply a technical phenomenon, but a

complex process involving many factors such as technology, industry, culture and social change.

3.2. The Diversity Development Trend of News Communication

News communication in the new media era has strong network technology support. Information technology is different from traditional news, which can only be transmitted by words or pictures. With the development of network technology, news events can be vividly and concretely expressed under the condition of the combination of video, sound, text and pictures. The richness of content and the amount of information disseminated by new media on the Internet have far exceeded that of traditional media. The data show that the daily amount of information disseminated by traditional media is less than a quarter of that of the network. The diversity of new media accelerates the reception, reproduction and dissemination of new media language. In particular, the television media relies on sound and pictures to give effective sensory stimulation to the audience. The emergence of new media has completely changed the traditional way of communication, breaking the barriers of information exchange, making information flow more free and convenient, and people can accept or publish their own information in a timely manner, no longer restricted by the media, and can participate in information in time. Interact and publish personal insights to share network information across time and space. In addition, the use of new media has brought the relationship between the people closer, helping the news media achieve the goal of guiding the public. For example, if people find important news on their mobile phones or computers. The diversified development of news dissemination under the new media not only enriches the diversity of news communication means, but also provides a variety of reading methods for the masses, enriches people's daily life, and promotes the continuous development of society.

3.3. The Individualized Development Trend of News Communication

In the new media era, the number of news dissemination has increased, and the number of people reading news has also increased significantly. The transmission of information through the Internet breaks through the singularity of the traditional media transmission of information. The transmission of information through the Internet realizes the integration of graphics, text and sound. It integrates text, image, sound, video, audio and so on. The new media language has the characteristics of long communication time, fast communication effect, easy memory and association, which makes it have certain advantages in language expression and easy to be accepted and disseminated by people. Not only is the access to news diversified and convenient in the new media era, but also because in the new media era, the law of news dissemination is constantly changing in order to adapt to the personalization of users and meet the needs of users for news information. In other words, the audience in the new media environment prefers new media that are convenient, diversified, high-quality, interactive, and multi-selected. Traditional media naturally encounters the impact of new media. It can be seen that in the era of traditional media, the main body of news communication is the communicator. However, in the new media era, there is a relatively equal relationship between the communicators of news information and the recipients of information, not only the communicators of the past. The dominant position is broken, and the interaction between the communication and the recipient is becoming more frequent. In order to adapt to the needs of users, news communication has gradually developed into online communication. While satisfying the individual needs of users, it has also promoted the development of news communication itself.

4. Conclusions

In the new media environment, the channels of communication and the scope of dissemination of news events have undergone corresponding changes, which has promoted the diversification and popularization of news communication. The integration of the media and the development of new media have spawned new media languages. In this context of media integration, the new media language has demonstrated its unique innovation, simplicity and intimacy. Because of the fundamental changes and tremendous changes in its media and means, the corresponding news disseminators and news recipients will inevitably show that roles are interchanged and their positions

change. The news communication activities have been greatly affected. The functional transformation of the experimental center of news communication is a process of continuous exploration and progress. We should not only take into account the characteristics of the new media environment, but also constantly learn from successful experience, explore and move forward to find a suitable path for the development of the experimental center in China. Therefore, in the new media environment, we should strengthen network management, formulate a strong network supervision system, use various regulatory means to improve the credibility of network news, so as to avoid the harm of new media and improve the quality of news dissemination.

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