

# Analysis of VR News and Its Enlightenment to Media Transformation and Transformation

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**Abstract:** Due to the advent of the information age, new media has gradually emerged, which poses a greater threat to traditional media. New media completely abandons the drawbacks of traditional media, leading to the gradual elimination of traditional media. The use of VR technology in the media is very crucial. The VR technology first appeared in the New York Times. Here, the VR technology was reported in detail, and it was highly praised and paid attention by some professional industry personnel. Technology has also made traditional news media see a new dawn. Based on a brief introduction to VR technology, this paper explains in detail the impact of VR technology on traditional media and the implications of VR technology for media fusion transformation.

## 1. Introduction

Because traditional media did not follow the needs of the times, they could not get good development and gradually faced the crisis of being eliminated. The emergence of VR technology has provided support for the development of traditional media, making traditional media see a new direction of development. Modern information technology has enabled some new devices, such as VR helmets, to be applied to VR news, which can be used to bring viewers into specific situations. VR news technology is a high-tech product that can bring people a sense of freshness, effectively improve the vitality and dynamics of news, make the news media change in all aspects, and incorporate the characteristics of the times, making the news media appear in the audience with a new look. In front of the audience, the audience looks at the news media from a new perspective.

## 2. Overview of VR technology

In the 1980s, it was the VR news technology that was developed by American Lanier using advanced high-tech technology and high-tech advantages. This technology relies entirely on computers to build simulation simulation systems to create a realistic simulation environment. Through the form of this simulated environment, the information resources are played, so that the resources are perfected each other, and the viewer can feel different visual effects. For VR technology, the most important thing is the final experience of the user. After the audience enters a specific venue, the staff needs to issue high-tech equipment such as VR helmet and VR glasses. The audience can wear it according to the correct operation and get a unique experience. Isolation from the noisy environment and sounds, bringing users into an illusory world, in the illusory world can feel a particularly real three-dimensional effect. In all fields of society, there are VR technologies. VR technology plays an important role in e-commerce, film and television, etc. For example, Storm Mirror equipment is a product developed using VR technology. It can be said that VR technology will be in the future. The development prospects are immeasurable. VR technology has many applications in the Internet industry. For example, companies such as Baidu have fully leveraged the advantages of VR technology to integrate VR technology into enterprise development and upgrade the industrial structure of enterprises, thus enabling enterprises to gain a dominant position in market competition. The full application of VR technology can improve the level of VR technology and help the VR industry to further expand its development channels.

### **3. Application of VR technology in news**

With the continuous development of the high-tech era, there are more and more high-tech products. These products help the new technology to have a good development prospect. The new media era generated under the new technology also brings people different audio-visual feelings and completely replaces them. The monotony of traditional news, traditional news only by text and pictures to broadcast, leading to the current young people are not willing to see, the arrival of new media has been welcomed by young viewers, thus widening the market, the traditional media is full. The pressure from the new media has gradually stepped into the situation of being eliminated. Therefore, in order to better win the attention, the traditional media constantly seeks new development methods and opportunities. Under the impetus of information technology, VR technology has achieved certain development. Traditional media has gradually seen the advantages of this technology. VR technology can effectively promote the development of traditional media. VR technology mainly analyzes traditional media from the perspective of communication perspective, and effectively analyzes the future development direction. At the beginning of the 21st century, a US media designed a software for NYTVR. After the software was put into the market, it was seen by more people and gradually gained attention. The market responded well and was loved by people. It can be proved that The download volume has changed to nearly 600,000 times. The company also has a virtual nature VR helmet for the participating people. The helmet is made of cardboard material. If viewers want to visually experience virtual scenes, they can use mobile devices to fully integrate them with Google Card board to achieve their goals. At the same time, REWIND also has some action. It is a virtual reality content developer, located in the UK, and cooperates with the BBC to fully utilize the value of VR technology. For this purpose, design specific film and television programs, such as reality shows, etc. You can get a different experience from it, just like being in a real scene, which helps to show a chic artistic effect.

The importance of VR technology is recognized by people in the media field. At the beginning of the 21st century, many media paid attention to VR technology and showed the public the relevant content of VR technology. The media involved include Xinhuanet and Sina News. Some media people use VR technology, use some advanced equipment, use Internet technology, upload processed related videos to the network world, people on the Internet can obtain relevant video resources through the network, understand the content in the video, although it is Watching on the network, but due to the use of VR technology, the Internet personnel are like being in the video playing scene, thus gaining a different visual experience. During the same period, the large military parade was held as scheduled. For the content of the event, the relevant media fully applied VR technology, and the video content was transmitted to major websites through the network. People can use some smart devices such as mobile phones to understand the military parade. With the help of the network information platform, real-time effective communication, overcome the limitation of distance, and enter the virtual scene. For example, in the "live" program, the shooting team fully uses VR technology to shoot the real-time situation of the program, and create a real live effect in the virtual environment. Viewers can learn about the situation through the network TV and master the dynamics of the program. There are also some traffic accidents that broadcast news. When traffic accidents occur, reporters need to use the relevant equipment to record the various situations on the scene, show the accidents to people who are not on the scene, and use VR technology to broadcast the news. After the audience sees the news, There is a feeling of being on the scene, alleviating the sense of distance caused by time and space. Although not at the scene, I can understand the relevant content, and the emotions and thoughts generated are not lost to the on-the-spot viewers, which visually bring the audience a real and strong impact. It encourages people to further experience the scene, so that viewers like to watch the news in this regard.

### **4. The mode of VR technology in news broadcast**

#### **4.1 According to the depth of the report**

When the media broadcasts news, it often broadcasts according to the news content and adopts

different broadcast methods. For example, when the media broadcasts news such as interesting things, it only needs to present a simple and intuitive news screen when broadcasting. Just let the audience feel happy from it, this is the purpose of this kind of news broadcast. However, if there are some social news with relatively high degree of attention, the content of the news has a very deep investigation nature, or such news has very important meaning and value, which requires in-depth and comprehensive coverage of such news. The broadcast of the news has prompted the audience to fully understand the news content and to have a clear and thorough grasp of the content. When using VR technology to conduct news broadcasts, for example, for some simple news reports, reporters can present live broadcasts in front of the audience to help viewers and readers have a real live experience, through the occurrence and results of the event. Description and understanding can help readers or viewers effectively grasp the key factors of the event. When conducting some complicated news broadcasts, the reporter should use the simple broadcast news as the basis to dig out the background and reasons of the incident, and describe and report on some details of the transitional details and report the incident. The deeper meaning of the occurrence, through the detailed understanding of the news of this event to grasp its social meaning, the audience through the news to understand the value of the content, in order to enhance the depth of the quality of news broadcast. Therefore, in order to complete a full range of news reports, it is necessary to pay attention to the use of the background information of the news and the analysis results of the experts combined to broadcast.

#### **4.2 According to user autonomy**

The emergence of VR technology has given people more freedom to choose. Compared with before, the media that uses VR technology has more advantages. People can get a certain degree of liberation when watching news, and they can feel different aspects of news events. It can be entirely up to the individual's personal preferences and personal experience. In order to effectively improve the production time of news media, it is necessary to make full use of the interactive characteristics of VR technology. News has the past and the present, pay attention to the difference, report the information in the shortest time, so as not to delay the opportunity. VR news can be divided into two different types through audience autonomy: fixed-point observation type and free observation type. The fixed-point observation type is to provide the user with a 360-degree panoramic simulation form. The user can reasonably fix it in a position, and only turn his own head to view the scene, which has strong timeliness. And with simple features, VR news reports have been widely used, and achieved good results, more in line with the effectiveness of the news. However, this way, because the head swing is only used to understand the panorama, it is restricted by a certain position, and the interaction is low, and the free observation type discards this shortcoming. In this respect, people can freely choose and make full use of modernity. Information technology, such as 3D simulation technology, observes the space from a holistic perspective, and assists with VR technology to observe the characters, objects and buildings, so that the audience can experience a more realistic visual experience. In the future, with the advancement of technology, viewers can directly experience the 3D experience through sensing devices and experience the advancement of information technology.

#### **4.3 According to the different viewing angles of the audience**

In the traditional news media broadcast, the host usually stands in the perspective of the observer when reporting the news event, and then uses the parties in the incident to support the objectivity and viewpoint of the news report. The audience wants to pass the news. The cause, process and results of the event need to be understood in order to combine the "speaking" of the host and the client to get a comprehensive understanding. With the application of VR technology to the news media, it completely replaced the drawbacks of traditional news broadcasts, so that the host not only has the identity of a bystander, but also plays the role of the party. When it is a bystander, it is the same as the audience when conducting news broadcasts. It is used as a bystander to observe and understand the whole thing. It has strong curiosity and exploratory nature for the excavation of event authenticity. When the identity of the party is used, when the news is broadcast, the audience

has a strong subjective consciousness due to the exchange of roles, and it is not easy to distinguish what role they play in the whole event. Therefore, when using VR technology for news production, the reporter or moderator should reasonably distinguish the role each person plays in the event, let the audience fully understand the whole event, experience the true feelings of their role, and find the most suitable party. selected. In addition to the news reports, we must also use the playback equipment to let people understand the relevant situation, help people to resolve their inner doubts, sort out the development of relevant situations, people can have a clear understanding of the situation, effectively promote the audience experience role Smoothness.

## **5. The Enlightenment of VR Technology to the Transformation of Traditional Media**

### **5.1 Gradually deepen media technology**

The simple splicing of news media cannot represent the current media convergence. The integration of media is not the form of mobile devices that convert media to mobile platforms or viewers, but the deeper transformation of media. Newspapers are the representative of traditional media models. Nowadays, the use of VR technology is the biggest reform of the traditional media model. For people living in reality, newspapers are not just as simple as the newspapers that traditional people think of. Now Newspapers already have radio satellites and pictorial texts, and websites that can be voiced. The media needs a lot of links when it is being produced. Media technology, online platforms, news propaganda and other content are also included. The media can become a new media through such a comprehensive and systematic transformation. Media such as magazines and newspapers with relatively simple situations will disappear. The effective combination of VR technology and news programs plays a very important role in technology integration. Future media technologies need to be united in all aspects to achieve long-term development.

### **5.2 Cross-border integration can promote the transformation of traditional media**

VR News should use the combination of high-tech technology and news content to integrate resources and show a strong position in the market-competitive media. When exploring the process of cross-border integration, we must pay attention to the technical problems of professionals. We must select highly skilled professional talents, and the comprehensive quality must meet the standards. In addition, we must conduct short-term training for relevant personnel. . Because the current media news talents are in short supply, the VR technology news media should adopt more encouragement methods for relevant personnel to prevent brain drain. The traditional media market is less competitive. VR news technology should integrate industry resources, continuously optimize and improve technology and equipment, and break down barriers that hinder technology improvement.

## **6. Conclusion**

VR technology plays an important role in traditional media, can effectively help traditional media to transform, improve the weight of traditional media in people's minds, and enable viewers to experience a more authentic news experience. VR technology can bring viewers into a virtual real world, allowing viewers to be involved in news events, effectively feeling the occurrence and outcome of news events, and evaluating events as parties. Through the advancement of VR news media technology, the media will be merged and transformed effectively, making viewers more willing to watch news programs.

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