

## Risks and Challenges of News Reporting in the Era of Media 4.0

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**Abstract:** In the era of media 4.0, the integration and development of digital technology reshaped the media ecology. Digital media not only has multiple sources of information collection, but also has many advantages in reporting and distribution. The process of communication becomes visual, immediacy and interactive. However, it also brings problems such as the proliferation of false information, poor quality of news, shortage of talents, and uncontrolled communications. Therefore, actively dealing with risks and challenges is the key to the problem, which can also help to seize the opportunity for development.

### Introduction

The wide application and integration of digital media technology have ushered in a new era of digital media dominated by technology. The rapid development of information technology and the ever-changing media form provide powerful conditions for the innovation of communication. Self-media, new media and financial media are continuously developing and innovating, and WeChat micro-blog and headline account users are showing a stable growth trend. According to the “Media Consulting Report on China’s New Media Industry 2017” released by iMedia Research, in 2017, 53.9% of Internet users used mobile phones, computers and other Internet media as the main ways to acquire knowledge.[1] Traditional media, such as television and radio, accounted for a large proportion, while traditional newspaper and print media accounted for only about 10%.

Digital media is a new product that combines computer technology, network technology and digital communication technology. From a professional point of view, the interpretation of digital media is also different in various fields. At present, there is no agreement on the understanding of digital media at home and abroad. The International Telecommunication Union (ITU) describes digital media from a technical point of view, defining digital media as various types of digital media (or codes) in various types of artificial information systems, various types of expression media, performance media, storage media, transmission media, etc.

### Opportunities and Challenges in the Era of Media 4.0

**News Information Collection.** The data storage capabilities of digital media provide multiple channels for the collection and management of news information. News practitioners use the digital media asset management system to collect news material and storage material content in a timely manner, use digital search technology to search for the required information, and mine, sort and process the news content to generate news content.[2] According to a report from the Pew Research Center, online news has become the most popular daily news reading method for the public. Social media has become a source of news for newspapers in the US adult community. In online news, digital media has expanded the form of information gathering and content interviews. The data it collects covers and integrates news gathering content from three traditional media, including static text and photo interviews, sound and dynamic video capture and recording.[3] However, while digital media brings convenience and speed to information collection, risks and challenges are also coming. In the past, traditional print media and radio and television media, the editors strictly control the authenticity of news materials by actively playing the role of “gatekeepers” and can effectively control and prevent false news to a certain extent. However, in the digital media era, the

sharing of interactions between media and the pursuit of timeliness have made it impossible for news editors to quickly screen and process uploaded information, which makes false news appear more and more widely in the eyes of the public. In the absence of supervision and treatment of false information, it will lead to a series of serious problems, such as damage to the credibility of the media, government credibility, personal reputation and other issues, which will cause public panic, economic damage, social unrest and other unrest events.

**News Production.** The media 4.0 era requires high-quality, high-quality information content, adhering to the production concept of content king. At the same time, the audience no longer plays the role of being passive in the traditional sense and having less choice but becomes a kind of “user” with autonomy. In this context, “user-generated content” comes into being, news Reports are no longer patents of media organizations and journalists, and users can edit their own news content based on understanding and contact with new events. At the same time, the media can use the user-created platform to promote the program by syndicating the user content, collaborate with the user to participate in the news report, shape the competitiveness of the media, and enhance the openness and transparency of the news report.[4] With the continuous breakthrough of data collection and analysis technology, new news forms such as video news, accurate news and data news have flourished in the digital media era, enhancing the vividness, interactivity and fun of news. Mobile live broadcast and short video combine various forms of text, pictures, audio, etc., which are sought after by users, and the usage and download volume show a good trend. H5 News Production is a technology engine for media content innovation. It relies on web pages, presents panoramic images, dynamic views, visualizes charts and provides information that combines freshness, dynamics and artistry. The improvement of the production level of news content and the expansion of content generation channels have promoted the development of news reports to a certain extent, but at the same time it has also raised some new problems and challenges. On the one hand, the decline in the threshold of news production makes the news content mixed. On the other hand, the in-depth development of the digital media era has brought about the application of technologies such as cloud computing and big data. This requires journalists to have professionalism and at the same time Knowledge literacy. However, at present, the scarcity of professional talents leads to less innovative content production and the lack of attractiveness of news products. Industry experts said that the future supply of talent in the digital media field is in short supply. Among them, market segments such as game development, animation production, video editing, advertising marketing, product planning, and digital publishing are the main talents.[5] This requires attaching importance to the development of digital media education, cultivating more digital media composite talents that meet the needs of the times, and actively responding to the competitively motivated media market.

**Communication Mode of News.** Traditional news reports have the characteristics of poor timeliness, weak interaction, poor flexibility, and “diffuse flooding”. In the process of development, they are unable to meet the diverse needs of the audience. The popularity of digital media has enhanced the coverage of news reports. Flexibility, the convenience of the Internet and mobile terminals guarantee the timeliness of news reporting, and the digital application makes mass communication move from “broadcasting” to “narrowcasting”.[6] Digital media is more differentiated and precise on the basis of mass communication. This kind of mass communication makes the coverage of mass media from large to small, from “rough” to “precise”, and the content of communication is more targeted, so that news reports More personalized. At the same time, the integration of VR and AR technologies with digital media technology has created an immersive information receiving environment for viewers, breaking the time and space constraints and immersing users in “simulated” news scenes. But from the perspective of risk and challenge, on the one hand, the decentralization, personalization and precise dissemination of news reports have led to issues such as “information mortuary” and “entertainment to death”. Although the personalized push improves the user's experience and facilitates the information acquisition method, it also causes the same type of information content to fill the user's information cognition space. The user obtains a single news type, and the cognitive scope is limited and intensified. The “information

mortuary” problem, which led to the echo chamber effect. At the same time, the current recommended algorithm technology does not have the ability to discern the value of the content. In order to cater to the tastes of the audience, the pushed news often has the characteristics of vulgarization and entertainment, which leads to the decline of people’s attention to serious news, and the phenomenon of entertainment to death is becoming more and more obvious. On the other hand, VR/AR news technology is not yet mature, and it has strong dependence on equipment, talents, funds, etc., and it is currently difficult to popularize. Moreover, individuals can intervene to intervene, making VR/AR news subjective, and the authenticity of news is therefore challenged. Communication scholar Harold Innis has warned the public: “The development of modern means of communication has created more realistic effects, but it has also produced greater fantasies.” [7]

**Effect of the Media’s News Dissemination.** The involvement of digital technology and network technology in the field of news communication has made the original communication nature of the original traditional media develop into a digital, composite and personalized communication. The communication in the era of digital media has the characteristics of interaction, dynamic and real-time. The boundary between the communicator and the recipient is blurred. The role of the media and the audience breaks the solidified mode. The audience gradually turns into a user, and the right to choose independently expands and interacts. The interactive technology of digital media system provides interactive channels for news reporters and recipients such as question and answer, discussion, opinion exchange, and thought communication. The expansion of information feedback channels makes peer-to-peer communication the norm, and users have more voices. Right, always say your own ideas, timely expressions and opinions. These feedbacks can be timely and effectively transmitted to the information publishers with the support of interactive technology, thus helping the communicators to find problems in the process of communication and adjust and optimize them in time. With the increase in audience participation, the transparency of public opinion supervision also shows a good situation. In the past, the information published by traditional media such as newspapers, television and radio are usually a public opinion with a public opinion. This form of unilateral release of information is not conducive to the formation of an ideal state of equal participation in free discussion. In the digital media era, people use the Internet to widely publish information using new forms of media such as WeChat, Weibo and forums.[8] Free discussion of news events has enhanced the audience’s right to speak and made public opinion supervision more transparent. This is of great significance to the development of democratic politics, economic and social progress, and the establishment of media credibility.

However, the interactive communication platform unique to digital media has caused the uncontrollable situation of public opinion work and communication effects to a certain extent. In the digital media era, the formation and spread of lyrics are characterized by viruses, directness, suddenness, randomness and inductivity. Due to the openness and anonymity of the dissemination theme, everyone can upload text, images, videos and other information through the media platform. Once the aggregation becomes a hot topic, it will quickly detonate the public sentiment with the growth of the virus. This public-driven paradox is unpredictable, and it also increases the difficulty for the media to control and guide public opinion. Once the media does not release the truth and control guidance in time, it is very likely to encourage the breeding of negative grievances, further expand the impact of public opinion, and even trigger new grievances. At the same time, due to the low media literacy of current audiences, it is difficult to distinguish between authenticity and correct behavior choices in the face of complicated information. This leads to the widespread distribution of false information in the channels of communication, which ultimately leads to paranoia and impulsiveness. The emergence of violent “group behavior”, which has a serious impact on the network order and social stability.

## Summary

The advent of the digital media era has brought about the subversive innovation of news communication ecology. The media entered the 4.0 era, and modern digital media with the characteristics of strong interaction, fast dissemination and precise personality push has become the

mainstream form of news reporting. Under this new situation, the challenge of how to grasp the development opportunities and actively respond to the risks existing in the development of the news is to better integrate the news communication into the digital media era and promote the important issues of communication and development.

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