

# *Research on the Reconstruction and Approach of Journalism and Communication Studies in the Era of Big Data*

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**Abstract:** The era is developing rapidly, and the development of big data informatization has gradually penetrated into various fields. Journalism and Communication are closely related to the informationization of big data. In the era of big data, the development of Journalism and Communication is also making continuous progress. However, the development speed of Journalism and Communication is lagging behind the development of big data informatization, so the current configuration of Journalism and Communication cannot keep up with the development of the era of big data. The era of big data brings both challenges and opportunities to Journalism and Communication. Therefore, it is necessary to reconstruct the studies of Journalism and Communication, so that the development speed of Journalism and Communication can keep up with the development of era of big data, and finally the processing speed of information can be accelerated, and the quality of news communication content can be improved.

## **1. Introduction**

The study of Journalism and Communication has a pivotal research effect on the social sciences in the history of human society. In the era of big data, the study of Journalism and Communication has great opportunities and great room for development. The research on the reconstruction and approach of Journalism and Communication studies mainly focuses on how to promote the development of Journalism and Communication studies and how to promote the closer connection between Journalism and Communication and other disciplines. The environment of development of big data provides development space for Journalism and Communication research. Under the various changes in the era of big data, it is also gradually promoting the reform of the news communication system and the progress of the society.

## **2. The Meaning and Content of Journalism and Communication**

Journalism and Communication is a national first-level discipline, and there are many sub-disciplines below the first-level discipline. Each branch constitutes the whole of Journalism and Communication. Journalism and Communication is mainly a discipline that studies the news activities and communication activities of political parties and other information communication

phenomena at home and abroad. It contains a lot of content and has a wide range of employment prospects. Many colleges and universities have opened the subject of Journalism and Communication. With the continuous development of big data, more people have seen the prospects for the development of Journalism and Communication, and more people are studying the subject of Journalism and Communication. Journalism and Communication is currently one of the subjects with the largest number of postgraduate entrance examinations. It includes courses such as Advertising discipline, Network and New Media, Journalism, etc., which shows that the current society has a high demand for talents in Journalism and Communication. We can see that Journalism and Communication has an indispensable and important position in China <sup>[1]</sup>.

### **3. Reconstruction of Journalism and Communication Studies in the Era of Big Data**

#### **3.1 Reasons for the Reconstruction of Journalism and Communication Studies in the Era of Big Data**

With the rapid development of the times, the professionalism of social science research is increasing, and the specialties are constantly differentiated, so the differentiation between various disciplines is more and more obvious. As a human science, Journalism and Communication, driven by the era of big data, is likely to integrate with other disciplines. The research on big data communication is gradually turning to precision development. In the era of big data, researchers have more ways and sources to obtain information, which reduces the obstacles in the research of Journalism and Communication, so it can help researchers make more in-depth research on Journalism and Communication. It is inevitable for Journalism and Communication to integrate and communicate with other disciplines. Under the background of big data era, the boundary between social disciplines and science is gradually blurred. For example, the past accurate quantification mainly appeared in the field of science, but at present, Journalism and Communication has also applied accurate quantification. It is precisely because of the blending of disciplines that the research methods of Journalism and Communication should be changed to adapt to the development and changes of the times. In order to get better development and promote the research of Journalism and Communication, it is necessary to reconstruct the research of Journalism and Communication <sup>[2]</sup>.

#### **3.2 Reconstruction of Journalism and Communication Studies in the Era of Big Data**

The reconstruction of Journalism and Communication research in the era of big data mainly includes two aspects. One is to blend Journalism and Communication with other disciplines to promote the common progress of Journalism and Communication with other disciplines. In the era of big data, the exchanges between various disciplines are gradually deepened. Journalism and Communication can learn what it should have but did not have in other disciplines, so as to promote its further development. Especially for the communication between Journalism and Communication and Internet technology. Journalism and Communication is inseparable from network technology, which is of great significance for Journalism and Communication. Another aspect is to explore Journalism and Communication from the inside. Journalism and Communication actually includes two meanings, namely Journalism and Communication Science. Journalism is the exploration of Social Sciences, and Communication Science is an intellectual discipline that focuses on the dissemination of news and the impact of news on the society <sup>[3]</sup>. Therefore, Journalism and Communication is a discipline with rich connotation. To rebuild Journalism and Communication, we must understand the deepest research scope of Journalism and Communication.

## 4. Approaches of Journalism and Communication Studies in the Era of Big Data

### 4.1 To Break through Boundaries and Communicate with Other Disciplines

Disciplinary research is to promote the progress of disciplines and better serve the society. Therefore, each disciplines should be more tolerant, and there should be no clear boundaries. In the subject research, people can have different understanding or different attitudes and ideas, but they all hope that the subject can make progress. In the era of big data, the study of Journalism and Communication cannot be complacent. Instead, appropriate communication and integration with other disciplines should be carried out to break the boundaries between disciplines. The era of big data has brought better opportunities for Journalism and Communication research. Through network informatization, Journalism and Communication research can obtain more information. When communicating with other disciplines, it is not affected by other factors, making the research of Journalism and Communication more smooth.

### 4.2 To Clarify the Focus of Journalism and Communication

The research approach of Journalism and Communication in the era of big data includes many aspects, and finding the emphasis is the central point of the development of Journalism and Communication. In the era of big data, Journalism and Communication is used in various sections, and different circumstances and researches will have an impact on the significance of Journalism and Communication. The most important thing in the study of Journalism and Communication is not to be influenced by the outside world, but to find the focus of one's own development, and to clarify the identity and identify the focus through the internal exploration of Journalism and Communication. The era of big data has clarified the needs of the current development of Journalism and Communication for practitioners of Journalism and Communication, and has also provided researchers with more resources. And Journalism and Communication needs to pay more attention to the focus of subject inquiry <sup>[4]</sup>, make good use of Social Science research methods to explore special social science research methods on the original basis, and make up for the shortcomings of past research. The focus of research determines the direction of Journalism and Communication research, and also establishes the ultimate status of Journalism and Communication research. Researchers must also determine what the purpose of Journalism and Communication research is in the era of big data, and whether it can bring significant progress to the research.

## 5. Conclusion

News industry in China is booming under the promotion of the era of big data, but the rapid development of the news industry should ensure the steady and stable development road, so we should pay attention to the research on Journalism and Communication, and focus on the reconstruction and approach of Journalism and Communication research, so as to enable Journalism and Communication to seize more opportunities to reach the upper limit of development space. In this way, we can promote the recognition of Journalism and Communication in the eyes of the public, and make the whole Journalism and Communication industry make continuous progress. In addition, researchers should make full use of the advantages of the big data and the needs of the big data era to contribute to the research of Journalism and Communication.

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