Research on the Optimization Strategy of News Communication in the Era of Big Data

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Abstract: With the development of Internet technology, human society has entered the era of big data. In the face of various kinds of data, the media must adapt to the new mode of information production and dissemination under the era of big data. Multi-media, to assume the function of information dissemination, at the same time, should learn to excavate data assets and enrich the data assets. Therefore, news communication must optimize the communication strategy under the era of big data. This paper first describes the current situation of news communication in the era of big data, then analyzes the challenges faced by news communication in the era of big data, and analyzes the opportunities of news communication in the era of big data. Finally, the paper tries to put forward the optimized strategy of news communication in the era of big data.

1. Introduction

News communication has undergone a great change, and the related research has greatly increased in the era of big data. Miao Zhang (2017) pointed out that with the rapid development and popularization of the Internet, the era of big data and cloud computing quietly arrived, bringing revolutionary changes to the traditional news dissemination. Especially big data has brought great impact to the traditional news communication industry because of its rapid information dissemination and powerful analytical ability. The traditional news communication industry must change the way of information communication in order to achieve considerable development. Xinyi Lu (2017) proposed that great changes had taken place in the way of information dissemination, and that big data analysis should be fully applied in the field of science and technology communication to optimize the development strategy in the era of big data. Hongming Yang, Lifei Li, and Yahong Ning (2017) pointed out that mass fragmentation of information needed to optimize the dissemination strategy of news dissemination, utilize new media to enhance the dissemination effect, and rely on data depth to mine information of value to the audience in the era of big data, using science and technology to improve the technical level and efficiency of news production and dissemination. Through consulting a large number of documents, it is found that the traditional news dissemination has been faced with great challenges in the era of big data, but the new media news has ushered in a very good opportunity for development, and the news industry needs to change ideas and innovate the development mode of communication. We will promote innovation and development in journalism.

2. The current situation of news communication in the era of big data

News communication presented new features, faster dissemination speed, higher timeliness requirements, news communication application of a large number of science and technology, adhere to data-based, pay attention to the quality of news service, the diversification of news presentation methods, present more visual news and so on in the era of big data.

2.1 Adhering to data-based

The possibility of applying the technology of news communication is increasing in the era of big data. In the process of news communication, more attention is paid to data analysis, and the channels of news and information dissemination are more extensive. At present, a large number of

data news has been rising, some traditional news media began to attach importance to the application of data, such as people's Network Graphic News, Sohu's Digital Way, Xinhua Network Data News and so on.

2.2 Paying attention to the quality of news service

The data resources are extremely rich, users can get more content of interest through the network media, the news media needs to pay attention to the user's needs, pay attention to the quality of service and push the effective news content in the big data era. For example, on the front page of the app, he makes statistics on the information published or concerned by the user in the social media account, the user of the social behavior and the habit of the same needs, establishes the corresponding group and the like, and is more clear for the demand of the news user, and the corresponding content is released and pushed to the user.

2.3 Diversifying the way of news presentation

The form of news presentation has also been innovated in the era of big data. Due to big data's characteristics, the presentation of data news and other news is different. The presentation of news changes from pure text, audio and video to data visualization. The visualization of data news mainly refers to the form of information chart. Information charts can be divided into static, dynamic and interactive forms.

3. Challenges faced by news communication in the era of big data

News communication is faced with great challenges in the era of big data. News communication is influenced by traditional communication ideas, lack of awareness of data dissemination, and the way of news communication is relatively backward, unable to meet the needs of news communication in the new era.

3.1 Awareness of data dissemination is weak

The rapid development of new media technology, the rapid development of new media and mobile terminal equipment, the rapid change of the times, the rapid change of knowledge and technology, and the weak awareness of news dissemination among traditional media-related staff in the era of big data, the lack of knowledge about news communication and the fact that most journalists still adopt the traditional news communication mode have not made full use of big data technology to carry out news communication, which seriously restricts the development of news communication in the information age. The weakening of news communication consciousness makes it the biggest stumbling block in the process of news communication, which is not conducive to the development and optimization of news communication in China.

3.2 The way of news spread lags behind

The speed of information dissemination was fast, the news communication had a stronger timeliness, and the administrative records, business transaction records, statistical records, and pictures produced in the course of the transactions involved in the public and private fields involved in the news communication industry in the era of big data. Video and sound are important conditions for the formation of different digital data, and these data generated through different channels form new secondary data after sorting and processing, and are stored in different database systems in different forms. In the process of real news data dissemination, it is different from the traditional news dissemination and processing methods. Because most media workers have low information literacy at present, they still use the traditional news communication method to develop data news. As a result of the big data era, the mass waste of news data resources, cannot keep up with the needs of the times.

4. The opportunity of news communication in the era of big data

The news spread has a brand-new opportunity, not only has the technical advantages, the efficiency of the news communication is improved, but also the news spreading force can be improved, and the news transmission channel and the like can be widened in the era of big data.

4.1 Technical advantages

New media technology has developed vigorously, which can fully apply technology and the advantages of massive information resources, collect a large amount of data through the network platform, and be able to develop, analyze and understand the preferences of news audiences by big data Under the era of big data, generate more customized and personalized news, meet the increasingly diverse needs of the audience, improve the efficiency and accuracy of news dissemination.

4.2 promotion news spreading force

News communication is more attractive, more intuitive, innovative and diverse, greatly increasing the audience of news in the era of big data. In addition, it fully highlights the characteristics of news communication content, not only limited to the text, pictures and other static information transmission, but also through dynamic video transmission, thus highlighting the big data era news dissemination rationality and scientific.

4.3 Broadening the channels of news dissemination

Big data and new media technology effectively broadened the channels for journalists to learn and understand news communication, and at the same time increased the probability of the audience participating in news dissemination in the era of big data. At present, the news media has formed newspapers, magazines, Website, mobile client, Weibo, WeChat, mobile newspaper, mobile phone network, subway outdoor media and other media forms.

5. Research on the optimization strategy of news communication in the era of big data

News communication needs to conform to the development trend of the times, vigorously develop visual news, accord with the new characteristics of news communication, enhance the integration of news communication In the era of big data, improve the information literacy of news media personnel, improve the ability of data news dissemination, enhance the sense of service, improve the adhesion of news media and so on.

5.1 Conforming to the developing trend of the times and developing visual news vigorously

The advantages of visual news are mainly reflected in the two aspects of strong interest and high effect, but because of the immature mode, the serious deficiency of the talents and the unchanging of the concept, it makes the visual news have the disadvantages of not strong professional and low timeliness in the era of big data. The development trend of the big data is the specialization of data processing in the future, the diversification of the communication channel and the application of information content.

5.2 Conforming to the new features of news communication and enhancing the fusion of news communication

The way of news communication is becoming more and more diversified, which accords with the new characteristics of news communication, enhances the integration of news communication, and permeates and merges different types of media under the era of big data, through the organic combination of traditional media and new media to promote the stable development of news communication. In the process of news dissemination, the perfect combination of audio, video and image text can show the audience rich and diverse news content, and can add the intuition, interest and vitality of news content. In addition, under the platform of big data, promoting the relationship

between the news media and the audience, increasing the interaction and communication between the two, can promote the audience to actively participate in the discussion, evaluation and dissemination of news topics.

5.3 Improving the information literacy of news media personnel and improving the ability of data news communication

The staff related to the news media industry need to pay more attention to the contents and ways of news communication in their daily life in the era of big data, and seize the development opportunities of the big data era. Constantly improve their own information literacy, can produce data-based news, improve the dissemination of data news, flexible application of high-tech big data terminal, and fully tap the different needs of news recipients, so as to promote the stable development of the news communication industry.

5.4 Promoting service awareness and improving media adhesion

The continuous development of new media technology, before the traditional media one-way release of news, has become increasingly unattractive to readers In the era of big data,. In order to attract the attention of news readers effectively, in addition to paying attention to the construction of news platform and the strengthening of news content, it is also necessary to enhance the sense of service, improve the adhesion of news users to different media, and enhance the emotional temperature of news with humanistic concern. The participation of the news audience is driven by interaction.

6. Conclusion

All in all, under the background of big data, the big data has brought unprecedented opportunities and challenges to the current news communication field, and the big data has become an important resource in the news communication and development. Big data and big data technology play an increasingly important role in the dissemination of news, providing effective conditions for data news. In the light of the new background environment in the field of news communication, the media workers with high information literacy should be actively faced, the idea of innovative news communication and the cultivation of more information-based media workers will need to be fully applied to improve the communication efficiency and to realize the innovation and development of the news transmission, to adapt to the change of the propagation environment.

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