

# *Research on News Communication Under the Background of Digital Media*

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**Abstract:** This paper systematically gives an overview of traditional media and a special analysis of digital media. Expounding the current situation of media industry after media convergence in the year of 2015, presenting new characteristics, changes and challenges by comparing traditional media with digital media. Faced with the new challenges, the media industry has changed five directions by developing new technology models, reshaping content logic, injecting capital into cross-boundary symbiosis and new opinion leaders to explore new ways of communication.

## 1. Introduction

In the 21st century, such as radio, newspaper and television, the three traditional information media, are confronted with comprehensive conflicts and challenges with electronic media. After the year 2015, network media, mobile phone terminals, social live broadcasting and other electronic media are deeply integrated with traditional media. The communication boundary is gradually eliminated, and the era of mass media has come. At the same time, the media industry has encountered great challenges. How to integrate media resources and how to improve the influence in the era of mass media have become problems for the media industry and media workers to think about and solve.

## 2. Historical Review of News Communication Industry

Newspaper became the most significant media from 1609 to 1930s, marked with the earliest existing print newspaper "Penny" in New York. After that, the establishment of the first radio station KDKA in Pittsburgh, makes radio becoming the second most influential media. The broadcasting of color television program in 1950s and the launch of "Star 1" in 1962 in America, made Television globalized. At the same time, tape recorder, video recorder, and laser optic disc appeared, and been used widely. Newspaper, radio and television has become the most essential mass communication media so far.

Newspaper marks the arrival of mass communication era. There are four main characteristics of newspapers as follow: firstly, as a medium of comprehensive content, newspapers mainly convey information with characters and symbols, supplemented by pictures, with a large capacity. Secondly, newspaper is repeatable and easy to be stored. Due to the particularity material of

newspaper, it is easier to preserve compared with radio, TV and other kind of media. Thirdly, newspaper costs greater social impact. The main reason is quite a few numbers of newspaper are sponsored by party and government departments. Therefore, newspaper has a higher credibility and reliable. Fourthly, the expression of newspaper is monotonous. The main transmit channel of newspaper is text, which determines newspaper simplicity and straight compared with TV and other kind of media.

After newspaper widely spread quite a long time, radio emerged and popularized as another major communication medium, which became the beginning of audio media communication and laid a foundation for the appearance of TV media in the future. There are three main characteristics of radio as follow: firstly, radio transmit information over long distance. The transmission of broadcasting relays on airwaves as long as there is a receiver. Secondly, the transmission of broadcasting is linearly and irreversible. The audiences can only listen to one program of one channel at a time passively, and cannot achieve information retrieval. Thirdly, the content of radio is variable. Sound transmission will be more authentic than text transmission, but also, as the only transmission means of broadcasting, sound may be misheard, leading to information variation. The emergence of television is a revolution in the field of communication, with modern electronic technology as the means. It provides video, audio, and on-the-spot documentary, and it is close to the audience and it can reflect live. All those advantages make television becoming the most popular mass media which producing a strong social impact. There are three main characteristics of radio as follow: firstly, television is comprehensive. The comprehensiveness of information means and the content of television make television become more advantageous than newspaper and radio. Secondly, it offers scenes in real time. The most basic form of television news is live. The information spread by television is less false and more credible. Thirdly, it is open-minded. The diversification, formalization and program orientation of television programs give the audience more choices. On the one hand, it gives the audience more freedom. On the other hand, it also weakens the actual communication effect.

The three traditional media: newspaper, radio and television face the unprecedented challenge due to the development of new communication technologies and the segmentation of media market in 21 century. New media mainly including broadband internet and mobile phone, which are more and more widely used.

### **3. Current Status of News Communication Industry**

2015 is a landmark year for "Media Convergence". In this year, the in-depth integration between traditional media and new media began, and the traditional media industry began to take the initiative to transform one after another, trying to adapt to the changes in news formats brought by new media.

Nowadays, with the continuous evolution of technology, it has changed the nature of physical media required for information transmission, removed the space-time barrier under the change of media, and dissolved the former limit of communication power. The integration of multiple media, such as mobile broadcast and instant messaging, has gradually eliminated the communication boundary, while the mutual integration of traditional media, network media, we media and other media has made media ubiquitous. All these characteristics mark the arrival of the era of mass media.

## 4. New Characteristics and Challenges of News Communication Industry

### 4.1. New Characteristics of News Communication Industry

The media formed by the infinite connection between information, terminal and human body has no boundary. At present, the trend of news dissemination is gradually clear: the impact of Paper Media is declining; the impact of Computer Media is weaker; however, the user of Mobile Electronic Terminal is expanding rapidly. A large number of data reveal that, the quantity of the audience of Mobile Electronic Terminal has occupied 50% of the information dissemination. What's more, this trend will become more and more intense. With the development of new technology, Virtual Reality, Wearable Media devices and Intelligent Aerial Photography are widely used in the media industry. The media formed by new terminals start a new chapter of information dissemination.

The penetration of social media into interpersonal communication makes social media become the entrance and exit of information dissemination. As the carrier of relationship communication, social media has changed the path of news communication. Social media has become an important way of information communication, reshaping the relationship on information communication.

The transfer of information media makes cultural differentiation and individuation gradually become the mainstream. The emergence of new media has formed a new cultural status. New media platforms, such as social networks, live streaming applications and interest communities, has built a new media system.

### 4.2. Challenges Brought by the Spread of New Media

Conversely, the spread of new media lead to many problems. The main problem is that there are many loopholes in the top-down supervision of the industry, as well as the lack of credibility in the authenticity of information. That is also the main reason of the new media cannot replace traditional media in a short time, despite its increasingly important status.

With the great changes of media communication, the media industry has encountered formidable challenges. Technology has reshaped media production and communication, making information terminals and users becoming the authors of information. The "Sharing Economy" has changed the mode of production of media organizations, causing organizations to collapse and platforms to rise. A large amount of financial injection, forcing the media into the vortex of money.

Technology giants dominate media communication since 2015. The year of 2015 was a heavy media immersion by technology giants. They rely on financial, flow, platform, technology and other advantages, forcing traditional news industry once again to the cusp of transformation and changes. As for the electronic media alone, the fast news reading service launched by the major social media around the world has seriously impacted the traditional portal websites. With the interactive experience incomparable to traditional media, social media enables audiences to experience news customized personalized service.

The competition between technology giants and media industry is more and more intense. The media industry is eager for financial support, which can serve as a transformational opportunity to once again dominate information dissemination, and in consideration of the risks brought by technology giants, which will be out of control. In 2015, major domestic media rushed to become public, which was a direct reaction of financial entry into journalism. Traditional media started transformation, directly to the capital market to seek more profit. In the capital market, finding the right equity trading platform directly stimulates the discovery of the media, making traditional media finding a fast track of development. However, the performance of the capital market, it needs time to test, whether it can achieve real profits. There are not many successful cases at present.

In the era of sharing economy, crowdfunding news, crowdsourcing news and journalist alliance are quietly subverting every link of news production.

Crowdfunding platform and unique communication mode have formed the pattern of crowdfunding news. Crowdsourcing news achieves the overall coverage of large news projects by fragmenting large news. By virtue of the group's news processing ability, crowdsourcing news has gradually become the backup force of media application mode. The emergence of the journalists' alliance, is another product, which has been formed among media personnel in order to strengthen professional forces, after the emergence of crowdfunding news and crowdsourcing news.

The development path of object is tortuous. Although the development of new media is full of problems, it is undeniable that the development prospect of new media industry is very clear. In the rising process, the advantages of new media are becoming more and more obvious. The development and expansion of new media have completely broken the monopoly of traditional media over the news industry. From the source, and from the starting point of the news production chain, it has broken the situation of traditional media dominating the world, indeed reached a level beyond the reach of media in terms of news supervision and feedback.

## **5. Transformation and Solution**

First of all, it is significant to develop new technology models driven by digital media. The digital transformation of traditional media has become the main path of the digital reform of media. The transformation of technology-driven media has brought new audiences, new sources of revenue and new models to the media. With the rapid development of science and technology, media will inevitably become the constraint of future development if they do not make great efforts in technology research and development.

Focus on the adaptation of reading scenes to improve user experience.

In the era of mobile Internet, scene is very important for user experience. Scene can provide users with an immersive experience, which can better resonate with the users and enable users to obtain a deeper understanding of the news content. Through the adaptation of scene, content provide users creating a deeper connection, so that different readers get their own unique sensory experience.

### **5.1. Transformation of Content Production**

The content transformation of media has the following elements: social value, trigger point, emotion, exposure, practical value and story. These six elements constitute the key to attracting users.

### **5.2. Discourse Transformation**

We can start from the following aspects: decentralized discourse mode, mobile first strategy in discourse, discourse transformation driven by social interaction, and product logic implantation in discourse. The contention for the right of discourse is essentially a consideration for the audience's patience. How to keep the audience's attention on the content is the core of discourse transformation.

Cooperation between media and e-commerce is the most significant trend in the transformation. The media develops value-added services based on its own information communication chain. Meanwhile, through the platform of media, e-commerce provides users with differentiated and personalized consumption plans by taking advantages of the credibility and influence of media, so as to achieve a win-win situation with maximized benefits.

The transformed media has given birth to a new opinion leader, that is, a new layer of power. The opinion leaders after "decentralization and re-centralization" are in essence individual-centered communication with a natural anti-center orientation. Information dissemination has broken the traditional media monopoly, and the audience has more autonomy. They can obtain information according to their personal needs and express their own opinions better. Opinion leaders obtain social capital through actions, and become more commercial, professional and group oriented, which are significant change for media workers to adapt to new situation.

## 6. Conclusion

In media convergence at present, how to maximize information dissemination better and how to enhance the influence and credibility of information dissemination are still the direction for media industry and media workers. They should strive to improve in the era of mass media. It is hopeful that competition and progress of various media will bring a better situation for the media industry in the future.

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