

Research on the Effect and Strategy of Convergence News Communication Based on New Media Background

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Abstract: With the continuous progress of society, the innovation and development of network information technology has promoted the transformation of the whole social media. Under the background of media convergence, the emergence of network information technology has made the information media in the news industry change significantly. The material form of media has changed from the newspaper form with only pictures and texts to the digital form with all-around pictures, texts and videos. This changes the media form of the information terminals connected at both ends, and creates the development trend of media convergence. Traditional media can no longer meet the needs of the times, and news communication under the background of media integration is more rapid and efficient. Under the background of media convergence, how to effectively realize the convergence mode of news communication and how to promote the sustainable development of news communication are the key issues that need to be considered at present. Based on this, this paper expounds the connotation of fusion news, and probes into its communication effects and communication strategies. In order to improve the communication efficiency and quality of integrated news, and provide reference for the development of news industry in the future.

1. Introduction

The popularization and application of information technology has promoted the reform and innovation of news communication channels. From traditional TV, newspaper and other communication modes to the integrated communication mode of TV, newspaper and network, the scientific application of the Internet enhances the real-time nature of news communication and facilitates people to better obtain information [1]. The digital development trend of traditional mass media has gradually become prominent, which makes "media integration" and "integrated news" become the global development topic in the current media field, and also makes popular integrated news become the mainstream of the development of news communication. Integrated news is a new media communication mode derived from the media integration environment [2]. The emergence of converged news has brought some challenges to the whole field of news communication. Especially, the transformation of the audience from passively receiving information to actively participating has put forward higher requirements for the news media, journalists and audience groups [3].

Media integration has changed from the initial media interaction to the current media integration, and finally developed into media integration. This process is the integration of traditional media, or the integration between traditional media and the Internet, so the media integration is varied [4]. Under the background of media convergence, news also presents a trend of convergence and development. The so-called integrated news, similar to diversified news, is rich, colorful and pluralistic, which is of great significance to promote the development of news [5]. We should seize the opportunity of media integration and promote the sustainable development of news media. In order to better realize the development of converged news, we need to think about how to improve the communication effect of converged news under the background of media convergence. Media convergence is not only the innovation of the media industry, but also the key to make the media industry adapt to the development requirements of the new era. It is necessary to strengthen research and improve the efficiency of news acquisition. Under the background of media

convergence, in order to adapt to the new ideas and goals of the times and enhance the overall working level and ability, news information needs to enhance the communication effect according to the actual situation of its own development, change the information communication mode under the traditional mode according to the development needs of the times, and constantly cater to the new changes in the development of media convergence. We should adjust and improve the communication strategy, keep pace with the times and realize the long-term development of news media communication.

2. An analysis of the communication effect of converged news

2.1. Characteristics of news communication under the background of media convergence

Under the background of media convergence, the news industry has gradually evolved from the traditional single development model to a new development form of convergence, and on this basis, it has shown a new trend of rapid development [6]. Fusion news has obvious diversified characteristics, that is, the way of news expression is no longer limited to single words, sounds, videos, etc., but these forms are fused together to achieve intuitive and clear expression effect and enrich news information content. Compared with traditional news types, the integrated news has more personalized features [7]. This feature is embodied in the following aspects:

①Diversity. Under the influence of media convergence, the convergence news should pay more attention to the diversification of communication content if it wants to continuously improve the communication efficiency of its news. Fusion news has various expressions and rich contents, so people can look at news from many angles and aspects, and strengthen news guidance.

②Multi-channel. When spreading under the background of media convergence, we should combine the old and new media, give full play to the role of traditional media, keep the effective information in news, expand the spread range of new media, improve the spread speed, obtain rich and colorful news resources and give full play to the role of news convergence. Convergence news accelerates the speed of news dissemination in diversified ways, and the communication channels corresponding to different ways will be different. To a certain extent, the communication channels have been expanded and optimized, which is convenient for people to quickly grasp what is happening around them.

③Pertinence. Fusion news promotes the development of news in a more refined direction. It can classify news information according to different audiences, achieve the purpose of targeted delivery and enhance the effectiveness of news.

④Systematic. Spreading social news is the basic work of all media platforms. New media combined platform can make use of the advantages of new communication to make up for the shortcomings of traditional media in communication, thus highlighting the professionalism and systematicness of social news communication.

⑤Fusion. After media integration, information is mainly presented by audio, pictures and videos, which is different from traditional social news media. Compared with the traditional news media, the converged media will not reduce the timeliness of social news in order to improve the audience rating, but also have the advantages of diversified, timeliness and multi-channel media participation in publicity in the mode of communication.

2.2. News communication effect

Media convergence is the general trend of journalism at present. With the blessing of Internet technology and digital information technology, the news industry is constantly improving the way of news transmission, and then forming the integrated news. Influenced by the media convergence, the long tail effect has been formed in the process of merging news. The long tail effect refers to the niche media with network media as the typical media under the background of media convergence [8]. Although the proportion of the long tail effect is not very large at present, its influence can not be ignored, prompting it to occupy the "long tail" area in the field of journalism.

Influenced by the media convergence, the superposition effect has gradually formed in the

convergence of news [9]. The superposition effect is a way to realize the rapid release of news by integrating various media technologies and communication forms under the background of media convergence. Through different media technologies, various media in the society are integrated, which provides a larger coverage area for the integrated news, and its influence is immeasurable. The mode of audience acceptance communication is shown in Figure 1.

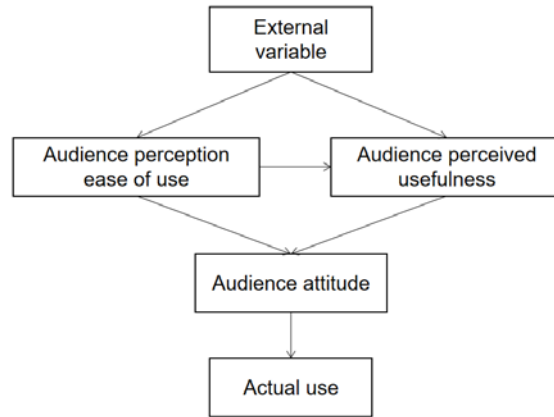


Figure 1 Audience acceptance communication mode

Under the background of media convergence, the communication of converged news can make full use of the advantages of Internet technology, accelerate the speed of communication, increase the window of news communication, and achieve the goal of rapid popularization of news information. The news information spread out in this way has wider coverage and greater influence, which not only helps people to understand the real situation of the event, but also helps to obtain time clues and improve the value of news broadcast.

Moire effect means that the spread of certain news information will lead to the rapid spread of various related information in the context of media convergence. In fact, moire effect is a chain reaction in news communication. In the process of processing and spreading the news by means of media integration, some information associated with it will be discovered and mentioned continuously, and with the help of the rapid spread of this news, the influence of events will be enhanced, so that people can comprehensively look at news events from different angles, deepen understanding and arouse thinking [10]. Due to the influence of the media, the communication channels of the integrated news are gradually diversified, thus improving the influence of the integrated news.

3. News communication strategy under the background of media convergence

3.1. Consolidate the depth of media integration and enrich the content of news communication

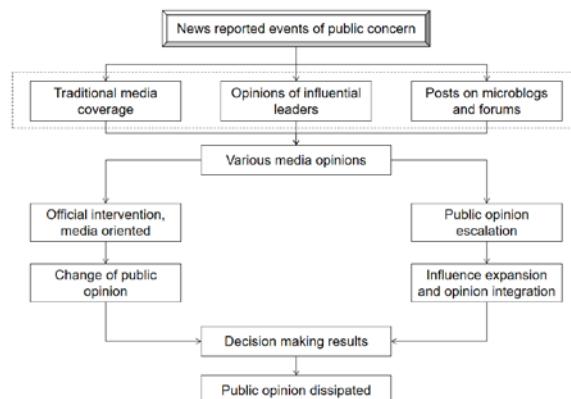


Figure 2 Evolution process of public opinion

Under the background of media convergence, the expression forms of converged news also need to be innovated and improved. In the aspect of news editing, apart from ensuring the authenticity of news events, it is also necessary to make objective and true evaluation of news events, so as to guide public opinion and create a good social atmosphere. Journalists should know how to use media technology to sort out the collected information and information, so as to ensure that the integrated news is more comprehensive and specific, thus making the integrated news more diversified and avoiding the negative impact of media integration. The evolution process of public opinion is shown in Figure 2.

If news communicators want to attract public attention, they must constantly innovate expression forms and enrich their own content. By doing a good job of diversified integration of news information to attract audiences, people can gain more knowledge and make people think deeply by understanding the news events themselves, and at the same time, improve the news value and expand the scale of news dissemination. At the same time, we should do a good job in the integration of old and new media, extract the essence of traditional media and apply it to new forms of communication, so as to ensure the authority and professionalism of news and its guiding position on the basis of enhancing news novelty.

In the concrete work, we should increase the application rate of modern equipment and facilities, speed up the collection and processing of information data, screen out valuable information from it, compile news content, and then expand news broadcast channels with the help of Internet windows to realize the rapid spread of news events. In news communication, traditional media such as TV, newspapers and radio pay more attention to the comprehensiveness and authenticity of news reports, and the official Weibo and WeChat are closer to detailed reports, which can make people get more comprehensive news content. Therefore, in the broadcast of current hot events, the cause and course of events can be explained in traditional media such as TV and newspapers, and then interactive communication platforms such as Weibo can be used. Guide the audience to think and improve the value of news information.

3.2. Build a new media platform and cultivate professionals

Under the background of media convergence, the media industry should make full use of the features and advantages of new media to improve the utilization rate of media. It should make use of modern network means to innovate and integrate the forms of news communication and give full play to the advantages of new media, so as to gradually improve the efficiency of news communication. Through these advanced devices, the storage and management of news materials can be realized, providing more reliable basis for news production and enriching news content. With the wide application of mobile phones and the continuous innovation of technology, the news media has been further increased, and the materials of news integration have been collected and accumulated by using mobile phones, which has increased the materials of news reports. We can use the Internet to create various platforms to share and comment on news content. With the rapid spread in a short period of time, the influence and appeal of news can be enhanced, which reflects the timeliness of news integration. The news media platform is shown in Figure 3.

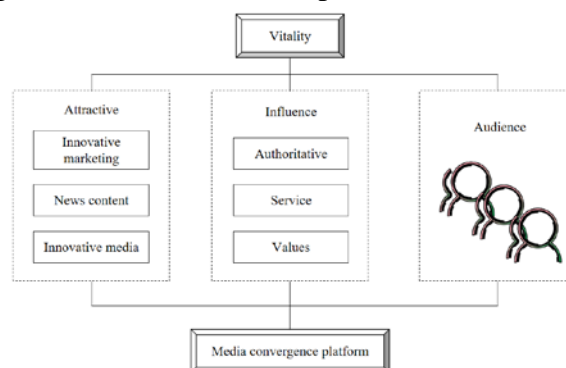


Figure 3 News convergence media platform

It is complicated and difficult to develop integrated news. In order to ensure the effective development of integrated news, it is necessary to have an efficient and high-quality news team, which is the premise and key to the development of integrated news. In order to adapt to the development of the times, contemporary social news communicators should strengthen their professional quality in time to provide guarantee for the long-term development of media integration. In terms of talent introduction, we should strengthen cooperation with relevant colleges and universities, integrate enterprise operation with college teaching, and gradually infiltrate enterprise knowledge and operation mode, so that students can know the development situation of media industry earlier and focus on cultivating students' professional skills. Only by constantly developing new journalism talents can we better promote the development of integrated journalism. Moreover, it is necessary to build a team of professional teachers, strengthen teachers' professional ability, accurately understand the development status of the industry, and rationally plan the teaching content, so as to better deliver more excellent and comprehensive news professionals for the news media industry.

4. Conclusions

Under the background of media convergence, it is necessary to integrate news communication. It can promote the development of news information in the direction of integration, and it is of great benefit for people to know and follow up the news. How to effectively realize the integrated development of news communication and how to effectively improve the communication effect of integrated news are all issues that need to be considered. After information fusion, news is more easily influenced by media carriers and modes of communication, resulting in superposition effect, long tail effect, moire effect and so on. People can get information in time, break the original limitation of time and space, receive information quickly and spread information in time. Because of the constant change of news communication effect and communication mode, in the process of integrating news communication, we should pay attention to innovation and keep up with the development of the times. Effectively integrate new media and traditional media, and expand the spread range of integrated news. In the future development, we will continue to increase the implementation of media integration and news integration. Innovate and reform the traditional media to improve the efficiency of news dissemination, give play to the guiding role of news, and enhance the authority and professionalism of the media industry. And by adhering to the correct direction of public opinion, strengthening management, cultivating talents and other measures, we can increase the influence and coverage of news. Make the influence of integrated news really touch people's hearts and enhance the social influence of news.

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