Research on the Production Mode and Communication Model of News Content in the New Media Electronic Era

Weiwei Han*
Yunnan Technology and Business University, Yunnan, China, 650228

*E-mail: hanwei106@163.com

Abstract. With the continuous innovation and progress of electronic technology, the production mode of news content is gradually applied to all walks of life. This application has led to different degrees of changes in various industries. In the field of news communication, this change has innovated the traditional mode of news production and communication. To some extent, the rise of news production content gives new connotation to news production and communication mode. It breaks the time and space boundaries of news production. Based on the analysis of the production model and communication model of news content, this paper discusses its future development strategy and corresponding development trend.

Keywords: Keywords Electronic Age, News, Production Communication

1. Introduction

In recent years, with the fission progress of Internet technology and the diversified development of media forms, the convenience of news communication has changed the way people receive information. In this case, the identity of the audience can no longer satisfy the needs of computer users. More and more people take the initiative to join the ranks of citizen journalists. They actively publish and produce information to realize their own value. User generated content is playing a more and more important role in the news industry.

The convenience of news production in the new media era makes the information produced by people become the main source of traditional media information. However, the content produced by users also impacts the traditional mode of news communication. Great changes have taken place in the disseminators and media channels of news[1-3]. Therefore, it is necessary for us to analyze and explore the development of news production mode and communication mode in the new media environment. This kind of research can provide enlightenment for the strategic transformation of traditional media, and it is also conducive to improving the competitiveness of new media's own operation.
2. An analysis of the innovative form of news production

2.1. Citizen journalism

The concept of citizen journalism was first proposed by American journalists. In daily life, every citizen can use their own electronic equipment to record and upload the things that happen around them. Every citizen becomes a journalist. The emergence of citizen news has subverted the traditional mode of news production. However, citizen journalism has been widely recognized by the public for its authenticity.

2.2. Crowdsourcing news

Crowdsourcing news emerges with the development of citizen news. Crowdsourcing news comes from citizen news. The freedom and unorganization of citizen journalism lead to the growth of rumors. Compared with citizen news, crowdsourcing news is more organized. It can solve the contradiction of citizen news itself.

2.3. Crowdfunding Journalism

Crowdfunding news is a unique type of crowdsourcing news. At the same time, it is also the extension and innovation of citizen news[4]. In crowdfunding news, the status of users has been raised to the investors who decide the content of news topics. Users can invest and produce relevant news as investors. The remuneration for news articles obtained through the increase of reading volume shall be returned to the investors in a preferential way.

3. The characteristics of the innovative mode of news production

3.1. Collaborative sharing and crowding

In the new media era, the innovative production mode of news shows more and more obvious characteristics of cooperation, sharing and miniaturization. Its characteristics can improve the timeliness and diversity of traditional news manufacturing. The original single news product has become a variety of works, which are more suitable for the public reading taste.

3.2. Transformation from professional organization to socialization

With the progress of social media, the innovative production mode of news has an important impact on the traditional news industry. This kind of influence is more inclined to the change of the audience (see Table 1). The traditional news production is specialized and organized. Its audience is mainly government personnel. Today's news production is socialized. Its audience is all social people.

| Step   | Production process                      |
|--------|----------------------------------------|
| Step 1 | Determination of topics                |
| Step 2 | Reporter's narrative writing            |

Table 1. The production process of traditional media news
3.3. Media democratization

The democratization of media makes passive audience become active users. People have their own voice. In the trend of media democratization, the development trend of user-made news is more and more obvious. Users can participate in the production process of news production, the construction of information channels and the selection of news topics. Democratization embodies the equal rights of people in the process of news decision-making[5].

4. The essence of the reform in the construction of the mode of news communication

4.1. Communication mode of chain relationship

Lasswell, an American political scientist, put forward the famous 5W model of information dissemination. This kind of speech produced a huge response in the era at that time. The process of news communication is a centralized and closed one-way linear communication. This mode of communication is like a chain. The source of the chain is news, and the end of the chain is the audience.

4.2. Social group communication mode on the Internet

With the continuous update and expansion of computer technology, the emergence of network social software has opened up a new way for the journalism industry. The push of news on social software is very extensive. The users participating in news communication are independent individuals. They can join or exit the community group according to their own preferences (see Table 2). Users can also share and comment on various news through social platforms. In short, social groups on the Internet provide a place for the public to communicate fully.

| Table 2. A survey on the usage of social news communication software |
|----------------------------------------------------------|
| Social software         | Utilization rate |
|------------------------|------------------|
| WeChat                 | 85.8%            |
| QQ information         | 67.7%            |
| micro-blog             | 37.1%            |
| Today's headlines      | 14.6%            |
| Douban.com             | 8.8%             |
| Tian-ya community      | 7.0%             |
5. The main characteristics of the construction of news communication mode

5.1. The weakening of the role of communicator

In the era of traditional media before the Internet, there are obvious differences between communicators and audiences. Communicators usually refer to professional journalists. In today's news communication mode, Communicators are all users. Journalists have been transferred from being journalists to being news service providers.

5.2. The improvement of the position of the audience

In the traditional media era, the general public is at the end of the information communication chain. They can only passively accept relevant information. They can only be silent audiences. With the advent of the Internet age, the channels for the audience to receive information have been greatly broadened. The role of the audience has begun to change, and they can also act as communicators of news. Therefore, the status of the audience can be improved[6].

5.3. Fragmented and personalized news content

In order to adapt to the fast-paced daily life, the news released by people presents the characteristics of fragmentation. News has become a fast consumer product. People can use their free time to publish all kinds of news and receive all kinds of information. Personalized news features are gradually emerging. Because some users only like a single industry news, the personalization of the news he releases is obvious.

6. Conclusion

The reform of news production mode and communication mode originates from the technological innovation in the new media era. With the change of network technology, user-made news has gradually formed a new feature. However, the development of our news industry is still not optimistic. Therefore, we need to build a new era of news content production model and communication model as soon as possible. Only in this way can we update the production mode and communication mode of traditional news more quickly.

References

[1] Zhang Xiao-dong. Research on Knowledge Communication Elements and Models in the New Media Era[J]. Central China Normal University Journal of Postgraduates, 2013.

[2] Wen-Tao L , Section N , Station M T . Research on News Production and Communication Path of County-level TV Station in the New Media Era: A Case Study of Macheng TV Station[J]. journal of huaihai institute of technology(humanities & social sciences edition), 2015.

[3] Kun, Zhang. Research on the Optimization Strategy of News Communication in the Era of Big Data[C] 2019.

[4] Ying, LIU, Yingjie, et al. A Reflection on the Innovation of Visual Communication Design Education in the New Media Era[C] 0.
[5] Yong, Shang. Training Paths of Journalism Professionals of Characteristics of News Communication in the New Media Era[C] 2019.

[6] Michael S. The New Media Designs of Political Consultants: Campaign Production in a Fragmented Era[J]. Journal of Communication(4):4.