

Research on the Complementarity of News Communication between we-media and Traditional Media Based on Focus Era

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Abstract: Since the emergence of self-seeking, with its wide social coverage, fast publishing methods, rapid dissemination speed and attractive news content, it has brought a brand-new pattern to the news communication industry, and also impacted the dominant position of traditional self-seeking on news communication on a large scale. The development of we-media has brought a strong impact on traditional media. In order to seek long-term development, traditional media began to innovate and develop continuously, absorbing and learning from the advantages of we-media, and achieved considerable results. With the continuous progress and development of society, the era of focus will come sooner or later. With the arrival of the Focus Era, there will be a revolution in social media and information dissemination. In order to promote the development of traditional media, it is necessary to attach great importance to the complementary relationship between them. This paper mainly discusses the complementarity of news communication between we-media and traditional media in Focus Era, objectively expounds their respective advantages, and seeks reasonable countermeasures.

1. Introduction

With the advent of the information age, the rapid development of Internet technology, deep into all aspects of social life, people to people information communication has become easy because of the open network platform [1]. Now the popular society is in the stage of continuous fragmentation. With this situation, the audience rating of the mass media has begun to decline significantly, and the proportion of the audience is in a declining trend [2]. The strong support of young people has played an important role in the development of we media. From the perspective of news communication, we media has the characteristics of wide range of communication and simple operation. Therefore, we media is favored by many groups in the society, and even some elderly groups begin to use we media when watching news [3]. We media, with its characteristics of popularization, diversification, rapidity, universality and interactivity, makes information dissemination and communication more equal and active, and has a strong crowd influence on the communication effect [4]. In terms of news communication, we media has a wide range of communication, and is simple and easy to operate. Therefore, it has been widely used by different social strata, and even many elderly people have begun to spread news with the help of we media.

The advent of we media era has brought about changes in the traditional sense of news production and reporting methods. The news reporting mechanism of traditional media has been unable to fully meet the needs of contemporary people in information collection and knowledge expansion [5]. The information dissemination mode of we media can well meet people's needs, make up for the deficiencies of traditional media in information dissemination, and play a complementary role in the communication subject, content and effect of traditional media in the dissemination of news events [6]. With the rapid development of social economy, traditional media should adopt innovative methods if they want to achieve sustainable development in the fierce market competition [7]. From the perspective of news communication, there is a complementary relationship between traditional media and we media. Although we media has more advantages, it can not replace the traditional media, which has unique advantages [8]. If the two are organically combined to achieve effective complementarity in news communication, better results can be obtained, the value of news can be better played, the pattern of news communication can be

changed, and the common development of the two media modes can be realized [9]. This paper mainly discusses the complementarity between we media and traditional media in the era of focus.

2. Characteristics of we media and traditional media

2.1. Traditional media

For two different forms of media, these factors, such as their generation time, technical background and different personnel composition, all determine that they have their own unique communication characteristics. Traditional media, as a mature media that has experienced a long historical process and developed to this day, has its practical significance. Different from we-media, traditional media is relatively stable and conservative in development and information dissemination, and its advantages are mainly reflected in the following two aspects: First, traditional media is a mode of communication recognized by the state and cannot be replaced; Second, most of the news spread by traditional media has a solid basis and is true and reliable, which enables it to obtain a relatively deep mass base. The disseminator of traditional media is a professional media organization, which has a fairly professional and extensive information collection network and channels, and has experienced talents with professional background and skills in information collection and processing, as well as expensive and limited information production machinery and equipment. Although we-media has achieved rapid development, it is still difficult to completely replace traditional media. In addition, the development route of traditional media is always very conservative, which slows down the development speed of traditional media. In the case of divergent opinions, traditional media is the guide of people's correct values. Positive guidance of public opinion is the responsibility of the media and the need of social stability.

2.2. We media

At present, people have entered the era of information explosion, which has effectively promoted the development of we-media. The broad masses of the people can understand the media clearly and comprehensively, which will promote the further development of the media. we-media, also known as citizen media. People can publish news events they know on various social platforms through open networks, evaluate them and express their views and attitudes. The appearance of we-media is a sign that communication activities begin to be based on the general public. Everyone can take a photo or a video anytime and anywhere by registering with the we-media account, share it on the network instantly and spread it at high speed. we-media, which can also be called personal media or citizen media, has the characteristics of civilian and private communication, that is, everyone can be a communicator. Self-directed news has strong timeliness and rapid propagation speed, and the disseminators are not restricted, which makes the publication of self-directed news very convenient and has strong timeliness. The unidirectional mobility of traditional media information is obvious, which is mainly manifested in that the audience can only passively receive the information provided by the media, and lacks an effective information feedback mechanism [10]. However, the process of we-media communication is not the case. It is a new communication mode based on the interactive features of the Internet. The openness of we-media platform can make any social individual in the information network participate, and these participants come from different social classes, occupations and fields. They can all express their views and attitudes on a certain news event, so that the news has multi-angle and multi-level content, and at the same time, the news covers the whole society.

3. Complementarity of news communication between we-media and traditional media

With the help of public opinion, traditional media enterprises help media to screen news reasonably. This fully reflects that the interaction and communication between them in news communication is very scientific and effective, so it should be actively promoted in the future. Through the complementation of new media and traditional media, on the basis of publishing real news information from the media, the traditional media can guide the correct public opinion,

effectively use the media to spread real news, and play the role of news. After broadcasting news from the media, we should make full use of the credibility, authority and public opinion guidance of traditional media to correctly guide the public's value orientation and eliminate negative news from the media. In the process of social development, news communication plays a very important role. In the new media era, traditional media and new media in order to achieve benign mutual assistance [11]. Traditional media are often not in the time-space area where news events occur, so it is difficult to obtain the first-hand information of news, which leads to the shortcomings of traditional media in news timeliness. The disseminators of we-media news often come from the first scene of news events, so they can get news materials very quickly and spread the news through the ubiquitous information network. Traditional media can take advantage of their high credibility and authority, give full play to their public opinion-oriented function after publishing news from the media, and guide the value orientation of the public, so as to weaken the bad influence of false and bad news information from the media.

In the socio-economic development, news communication plays an important role. Therefore, in the new era, in order to effectively promote the smooth progress of news dissemination, it is necessary to realize the complementarity between traditional media and we-media, so that it can build a three-dimensional linkage reporting mode in the process of news dissemination. As the mainstream media, the main purpose of publishing news is to publicize positive values. Therefore, the news spread by traditional media is more or less official, but its coverage is insufficient. In the process of news dissemination, we should make full use of the complementarity between traditional media and we-media. For example, we-media can take advantage of the public opinion guiding role of traditional media in the process of news screening. The disseminators and receivers of we-media news cover the whole society and are distributed in various industries, fields and corners of society, so they can make up for the limitations of traditional media from multiple angles and levels, and greatly expand the breadth of news dissemination. After broadcasting news events from the media, traditional media can give full play to their guiding role of public opinion, so that the value orientation of the broad masses of the people can be scientifically guided, and false and negative news information from the media can be removed.

4. Conclusions

With the development and progress of society, both traditional media and we-media have attracted great attention, and their own work is conducive to promoting the rapid development of society. If traditional media and we-media want to achieve better news dissemination effect, they must reach consensus subjectively and complement each other objectively. Reasonable use of the advantages of the two can improve and develop news communication and effectively play an important role in social life. In the process of mutual development, we-media and traditional media not only play a competitive role, but also show a complementary and progressive state. They use their own advantages and each other's advantages to form a spiral development trend. In the aspect of news dissemination, if the two kinds of media complement each other effectively, it can better realize the good dissemination of news information, improve the effectiveness and accuracy of news dissemination, guarantee the people's right to speak, and promote the smooth development of news dissemination. Facing the competition and challenge of multimedia, Chinese media should keep a clear head at all times, face challenges and crises bravely, and try to keep pace with the developed media in the world, so as to improve their own strength and meet the challenges brought by the world media in the Focus era with a calm attitude.

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