

The Influence of Network Communication on News Media and Research on Development Countermeasures

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Abstract: With the continuous development and progress of the Internet, the Internet from the date of its birth has shown its strong vitality, its application is very wide, which for the news and communication industry has a very great impact, in the face of such a development prospects, many scholars are worried about the future of the news media, some scholars even think that the news media will die out soon. Therefore, in the face of the challenges posed by the Internet, the news media must take a long-term view and formulate solutions and countermeasures. On the basis of the Internet to seek new growth points, while strengthening their own reform, actively participate in media competition.

1. Introduction

The modern era is the era of network, the impact of the network on the news media industry is obvious. Whether it is the production of content, or the dissemination of content, the overall environment has produced a great change. Facing the present new environment and new characteristics, we should do a good job of reasonable analysis of the development of news communication, as far as possible to introduce scientific development ideas, effectively deal with, better face the challenges of the new era, and seize the opportunity to promote long-term development. For the development of news media, the impact of network development is multi-faceted. In the face of the new demand of the new era, we should calmly and objectively analyze and think, and carry out the demonstration and innovation development from a scientific point of view, so that the development of news media can maintain better momentum and state in the network era [1].

2. The challenges of network communication to traditional media

2.1. Time-sensitive impact

Network communication in the timeliness of the advantages, mobile phone news and network news, etc. have the advantage of anytime and anywhere to spread news, and can ensure the timeliness of dissemination, because the news information update is very fast, and the network happens to use the characteristics of very fast dissemination. Newspapers and broadcasts, even if the team is very powerful, still have the limitations of time and space [2].

2.2. Cost Impact

Network communication does not require fine typography and printing, and does not need to consider the layout of the problem--both save time and avoid unnecessary trouble. Some new media, such as microblogs, blogs, etc., can be used by anyone to post information through this platform. Therefore, the cost of network communication is almost zero, and the amount of information brought by the network is the largest [3].

2.3. Regional impact

Another advantage of network communication is that it is not limited by geography. The spread

of the Internet can cover a national scope, which many newspapers and broadcasters cannot do. Residents in Beijing, for example, can search the Internet for news from Shanghai, but cannot subscribe to newspapers in Shanghai [4].

2.4. Technical leadership

Network communication also has a wealth of visual effects and forms of expression, so that readers enjoy novel and fashionable reading methods, a good integration of traditional media and new media characteristics [5].

3. Analysis of the Impact of Network Communication on The News Media

In the current era of networking, the network has become the main channel of information dissemination. The publisher of the information can be published through the network, and the audience can easily obtain the relevant information through the network. In this environment, the information shows explosive development, which also brings great influence and change to the development pattern of the news media. Facing the new environment, we should objectively analyze the impact of network communication on the news media, and deal with it effectively. In the environment of network communication, the speed of information itself has been greatly improved. We can get information anytime, anywhere through a variety of network-connected devices [6]. In order to better improve the timeliness of information dissemination, news media information in the production, should take into account the characteristics of this aspect, do a good job in the optimization of management. In the process of network communication, the whole content production has changed a lot, through the network platform to publish information; it also changed the traditional layout, printing and other news content production links. It is inconceivable that every region can obtain the information needed on the Internet at the same time. In the past development of news media, people receive news media channels are very single, this way of receiving in time is limited. Therefore, in the current context of network communication, we should actively apply network technology, so that the effective combination of news media and the Internet, to provide people with better service. In the realization of this combination, the news media can use the resources of the Internet, from the network to obtain the news directly into the news media. We can also achieve the live broadcast of news events and materials, the first time these news to the network, for people to provide a variety of news media [7].

The information network era in our life is all-encompassing--in a variety of communication channels--the network momentum is strong, rapid development, affecting the development of news media. In this environment, the news media pattern has been greatly affected. Facing the new environment, the news media should face up to the impact of the network on it, respond positively and deal with it effectively [8]. In the environment of network communication, the speed of information dissemination has reached an unprecedented height; the development of mobile devices will be the network advantages to play the best. We can get all kinds of news information from mobile devices anytime, anywhere. Therefore, as a news media, in order to maintain the timeliness of information dissemination, in the production of news information should be connected to the network dissemination mode, through the network platform for the dissemination of information, changed the previous layout, printing and other production methods, saving the link of information dissemination, improve the speed of information dissemination, people in different regions, at the same time, can obtain their own needs of news information [9]. Compared with the previous mode of communication, the advantages are obvious, in the past news dissemination, due to the limited media, single channels, people accept the time is relatively limited. The development of the Internet, breaking the limitations of time and space, direct access to news information through the Internet, to achieve everyone is the era of self-media, through the live broadcast form of news dissemination. For example, with the help of the Internet to open the news media microblog and WeChat public number, on the above to publish news information, you can also effectively interact on it to see how people react to the news. But on the other hand, the news content has doubled compared to the past, many news information quality problems, so how to face this environment, better development of

news media is also a problem we need to pay attention to [10].

4. The Development Countermeasures of the News Media in the Network Age

4.1. Grasp the core competitiveness and give full play to the advantages of news dissemination

There are two main advantages of newspapers, one is still the most important and authoritative news content provider in the media industry, and the other is that it has a strong social credibility because of its long formation time. The most important thing in the media industry is influence and credibility. Therefore, the newspaper industry should play this advantage, continue to maintain and strengthen the public's trust, continuing to provide high-quality news to the public, improving the quality of news, and play their core competitiveness. To innovate the traditional newspaper content, increase the characteristic plate, write more profound articles, to maximize the effectiveness of the newspaper's dissemination. Now, there is too much useless news in the newspaper, which will affect the reader's interest in reading, you can investigate the audience, filter out the audience's favorite and least like to see the content, the audience cannot accept the section removed, replaced with more attractive content.

4.2. Improve the level of management services and shape brand image

China's news media are currently facing a very strong competition, not only in the competition between the industry, but also between different media, so the media management level and service ability is the most important. At present, the newspaper industry not only provides quality news to the audience, but also strengthens the management system and advanced business philosophy of the enterprise. The most important thing is the sense of service; China's newspaper service consciousness cannot reach the advanced level of foreign countries. In Japan, newspapers arrive on time every morning, regardless of the environment in which residents live. Up to now, China's newspaper industry has not formed a sense of service, so under the influence of network communication will be more likely to cause the loss of audience, so the establishment of a scientific and complete distribution system strengthens the sense of service is the current news media need to improve and strengthen. The news media should learn to take the initiative, cannot be in a passive state, and should actively seek new "growth point" in the Internet, using the advantages of the network to improve their own development model. In addition, we should not strengthen their own reform, the Internet has a certain advanced nature, its advantages break the traditional media space-time restrictions, therefore, in the new environment, the news media should be aware of their own shortcomings, seize the opportunity to join the Internet, from the Internet to find opportunities, and strive to provide more convenient information services for the audience.

4.3. Innovation in content

In the current process of news media development, we should be aware of the network communication environment brought about by many changes, and with the times to do a good job in content innovation, so as to better meet the needs of the audience, can form a certain attraction to the audience. In the face of the new environment, the traditional news media itself should play its strong social credibility of the basic advantages, combined with the current new social environment to do a good job in the news content improvement and optimization, so that the quality of the news content itself has been improved, which is very critical to its own core competitiveness. In some screenshot content of the arrangement and setting, should be combined with the characteristics of their own media channels, do a reasonable optimization. For example, in the current Internet era, people's reading depth has changed a lot; shallow reading has become a new feature of many people's reading. For the traditional newspaper channels, its timeliness has a certain lag compared to the network. In order to do so, we can add more ideological contents, improving the overall depth of content, so that the newspaper this news media features is better highlighted. If we can make content adjustments to the audience's preferences and highlight the characteristics of the news media themselves, then we can better ensure the development of the development in the network

communication environment.

4.4. A better understanding of the needs of the audience

In the current environment, the news media itself in the process of development should also do a good job in market research, a comprehensive focus on the needs of the audience to do a good job of their own business development, so that the program has a stronger level of production. For example, for the legal system program, in the process of programming, we should understand some of the hot issues of society, and through the network of the vast number of people to understand some of the legal confusion, from a professional point of view in the program to answer. This way can make the program itself more professional characteristics, and its program content is more "groundgas", which is for the general audience is their favorite. At the same time, in terms of programming, we can also use the Internet to broadcast the program live, to give the audience on-demand viewing needs to better support, improve their initiative for program and information access.

4.5. In combination with the network environment, innovative news structure

If the news communication work needs to develop for a longer period of time, it is not only innovation that adapts to current people's habits that is the most critical. Therefore, structural innovation is a key point that needs to be changed. In the production of news programs, based on the perspective of the network environment, maintain a high social insight, think deeply about programs, innovate program structure, and create colorful programs. As the producer of the program, the production of the program is to meet the needs of the audience, and on the basis of structural adjustment, it must also have a certain personalization. In the current network environment, if the personalization of the program is insufficient, the audience will not have enough interest to watch and read, and the program will not have the degree of attention. Therefore, after the actual content is adjusted, the structure is adjusted to increase the flexibility of the program, and the program is more dynamic. Therefore, as a news person, you should have a pair of insights, deep thinking ability, better grasp the direction of news dissemination, adjust the structure, and adapt to the news media under the network environment.

5. Conclusion

As the network communication in China is just beginning to rise, there are still many problems to be found and solved, but the impact of network communication on the news media is really great, network communication has certain advantages, a great blow to the development of news media, so the traditional media should develop countermeasures to meet the challenges of network media, make full use of the characteristics of the network, strengthen their own reform, actively participate in media competition.

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