

Reflections and Reconstruction of Journalism and Communication in the Integration Media Age

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Abstract: The rapid development of Internet technology has accelerated the pace of media integration. The social media and values brought about by the prosperity of social media such as Weibo and WeChat have changed the original media ecology and also allowed the traditional context. The journalism professionalism has been greatly affected. Under the triple attack of politics, business and public interest, the development of journalism professionalism has been in a difficult situation. With the rapid development of multimedia technology, people are getting more and more things, which requires broadcast news editors to develop their potential and enhance their ability to make broadcast news develop in the highly competitive online media.

1. Introduction

The media environment is constantly changing and news professionalism has been repeatedly mentioned. However, no matter how the media develops, the author believes that more professional reports and more professionalism are still the constant expectations and pursuits of human beings for news communication activities. As long as human needs for news do not change fundamentally, as long as we also hope to explore the world through news, journalism professionalism is still an indispensable theoretical resource and practical program in the media society. At the same time, however, we must also recognize that journalism based on Western social backgrounds and values is not universal and cannot be simply misappropriated. It must be localized according to the actual situation of different countries and regions. Transformation.

Various traditional media such as radio, television, newspapers, and magazines have both commonalities and complementarities. The media is to fully utilize these media carriers, comprehensively integrate human resources, content and publicity, marketing, etc., and realize new media with resource sharing, content compatibility, diversified propaganda channels and common interests. Media convergence takes development as a premise, complements the advantages and complements the traditional media and new media, learns from each other's strengths, and transforms the competitiveness of a single media into the common competitiveness of multiple media to maximize its advantages. The integration of newspapers, magazines, radio and Internet technologies into the media has allowed them to rely on each other, thereby enhancing their value, function and influence. In the context of the media age, the traditional teaching concept and teaching mode of the traditional broadcasting host have been somewhat weak in the teaching practice. The arrival of the media age means that the professional teachers, students and related practitioners of the broadcasting host need to have more professional knowledge and higher professional skills to meet the requirements of this era.

2. The Change of the Status of Journalism in Social Science

The social science is generally considered to have originated in Europe. Under the influence of scholars such as Comte, Durkheim, and Weber, it has become a rational study based on grand theory and abstract empiricism. However, with the rapid development of industrialization and modernization in the middle and late 19th century, the focus of social science research has shifted from Europe to the United States. In the context of labor conflicts, urbanization, poverty, crime, ethnicity, education and other social conflicts, such as Kyrgyzstan. A group of scholars such as

Franklin Henry Giddings, Edward A. Ross, and Charles Horton Cooley focused on the study of social underlying phenomena, social conflicts, and social welfare. Social science research has gradually turned to Empirical Research. Continuing the two different traditions of the United States and Europe and Europe, the debate between empirical social science research and empirical social science research has continued to this day, although there is no lack of integration and dialogue, but the two main research paradigms have long remained unchanged. The confrontational posture of the upper and lower sides. In recent years, big data has been used more and more in the social sciences, which has changed the confrontational state of this evenly matched force. The paradigm of empirical research has begun to occupy a dominant position in many social science related disciplines.

Another significant result of the entry of big data into social science research is to push the information network and its related content, which was originally the body of journalism and communication, to the spotlight of common concern of various disciplines. There have been many research monographs on big data in the social sciences, and related research papers have also grown rapidly. From the statistics of China Knowledge Network's CNKI data platform, the research on social science and big data directly as the subject words has shown a rapid upward trend after 2013. Some studies have pointed out: "Big data research really started in 2013, one year. There were 728 papers valid for this study." 5 Among them, social science research is in line with overall growth. Subject to the subject terms, the input "social science" includes "research" and "big data". After exact matching, a total of 159 articles were obtained. The number of growth is reflected in the increase from 18 in 2013 to 57 in 2015. However, the total number of documents retrieved from 2006 to 2012 was only 5, as shown in Figure 1.

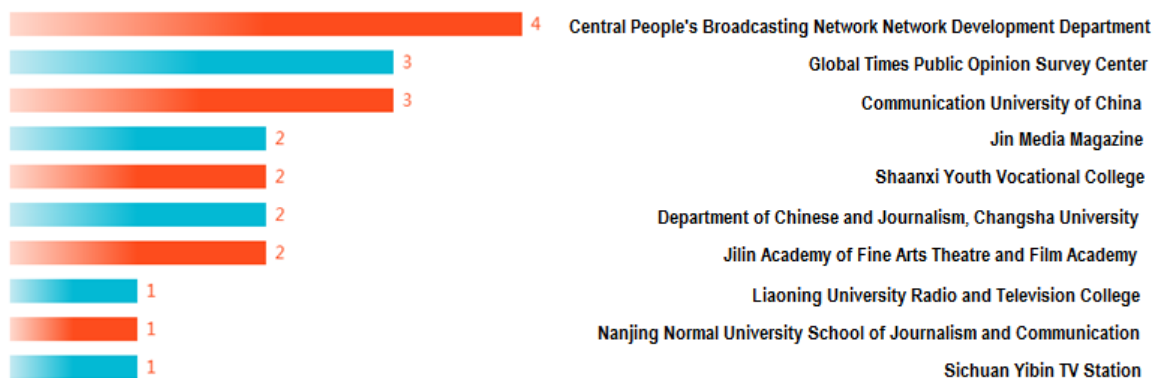


Figure 1. Number of research articles on media integration among research institutions

Literature analysis shows that in social science research such as economic management, journalism, sociology, and anthropology, there has been a trend closely related to big data. Among them, "news communication research", "news communication academics" and core issues in news communication research, such as "opinion leaders", "social public opinion", "social network", "media platform", "rumor spread" and so on. Judging from the relationship structure of co-occurrence words, the big data concepts associated with "news communication research" mainly include "data mining", "text mining" and "network science". They are most prominent in "social network" analysis and public opinion analysis, most common. Such as "opinion leaders", "social sensation", "rumor spread" and so on. The co-occurrence analysis of CNKI literature shows that the new problems brought by the Internet era have promoted the close integration of big data and news communication research. The grasp of these problems needs to be based on a large amount of data analysis, and the problems themselves are involved. The problem is an important issue that is difficult to evade in the process of social development under the new media landscape. News dissemination has thus been pushed to the center of social science big data research, as shown in Figure 2.

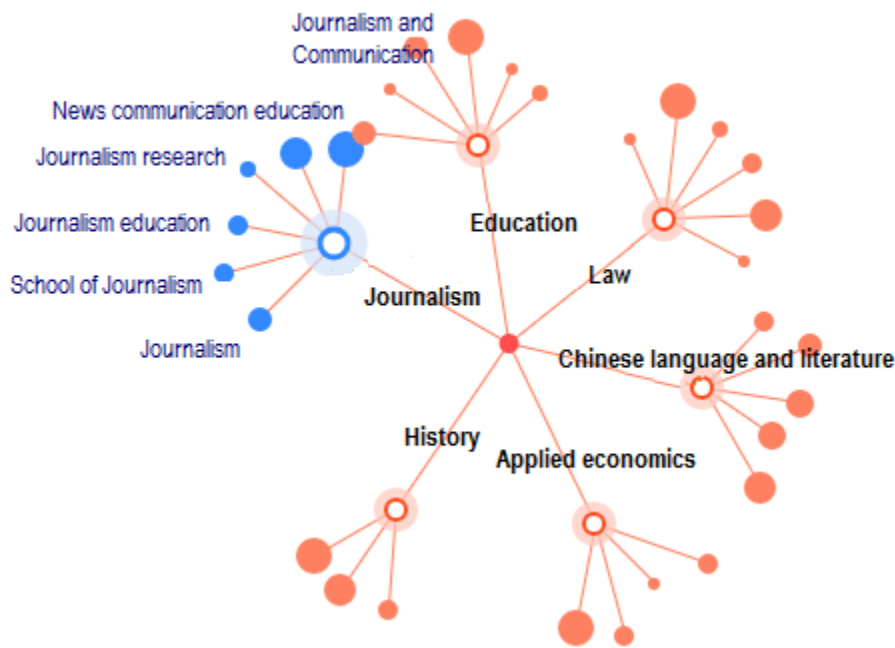


Figure 2. The Status of Journalism and Communication in the Study of Social Subjects

Using CiteSpace to visualize social science research related to big data, the co-occurring word analysis presents a backbone with big data as the core concept, with more distinct cluster features, and three independent small groups. For the convenience of clear reading, Figure 3 only shows the main part of the co-occurrence analysis chart. Social science research began to appear in related research in 1978, and reached its hottest in 2009. There are 5,741 related papers so far.

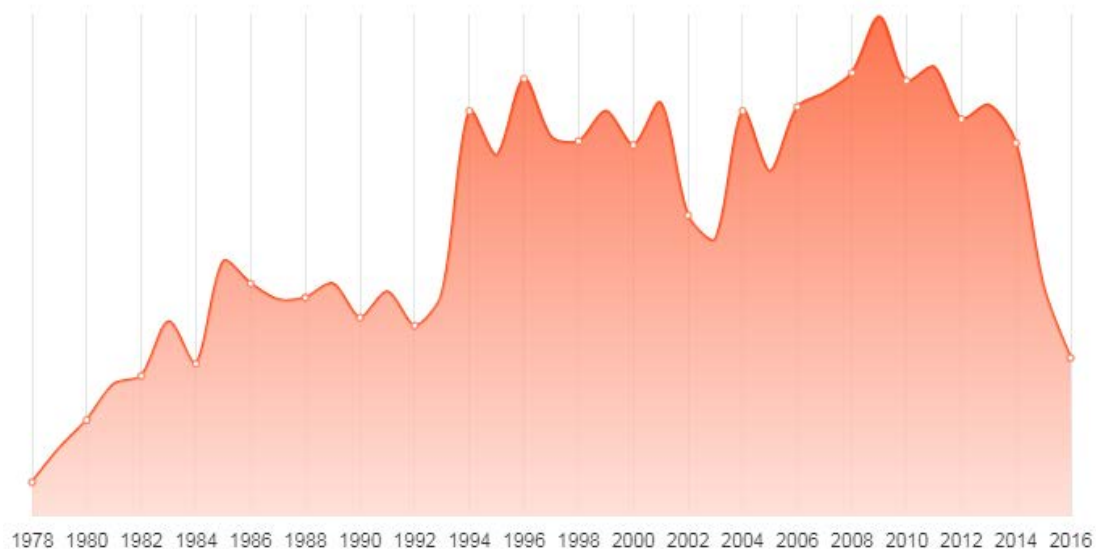


Figure 3. Research trends in the social sciences

Similarly, using CiteSpace to develop co-occurrence words for “news communication” + “research” in CNKI (see Figure 4), we can see that the correlation between news communication and “big data” is more significant, but compared to “media”. The word “new media” is merged, and there is not much research directly related to “big data” in this field. The analysis shows that “media integration”, “new media” and “microblogging” are the terms used in the field of news communication research and big data, and the research in these fields is also the hottest topic in the research of news communication in recent years. It can be seen that big data has set up a bridge between journalism and other social science research, and is pushing and further pushing news communication research to a more prominent position in the field of social science research.

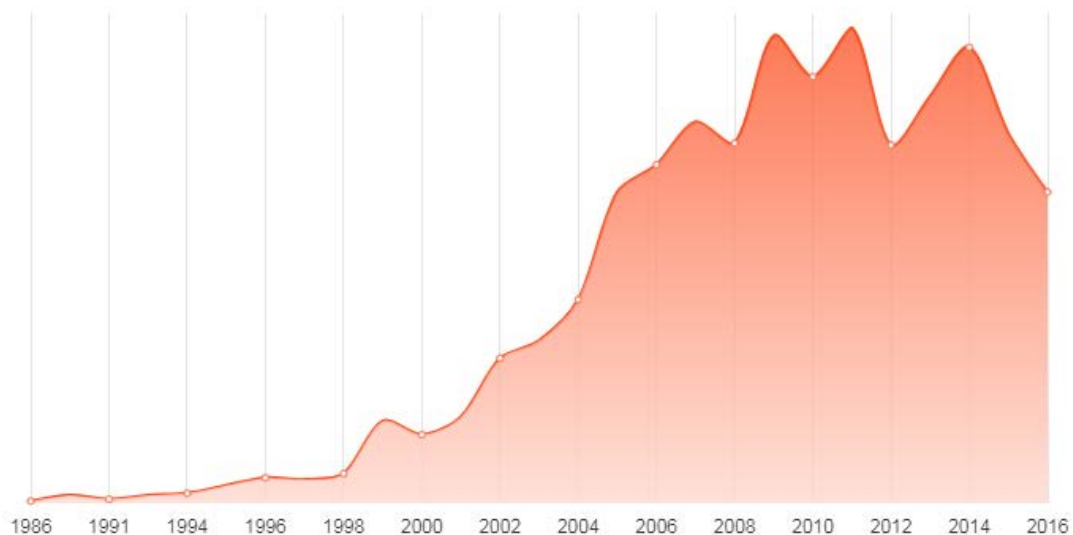


Figure 4. News communication research trend

3. Internal and External Reconstruction of Media Fusion's Paradigm of News Communication

Since the industrial revolution, the degree of specialization has been used as a measure of the degree of modernization of a society. However, some scholars believe that although specialization has improved people's understanding and grasp of the efficiency of society, it has reduced people's understanding and control of the overall culture. Influenced by the specialization and segmentation of American social science research, the professionalization of social science research in the world is increasing. For the overall social science, it is this specialization of division that makes the boundaries between disciplines increasingly clear, and the differentiation between disciplines becomes more and more obvious. The emergence of media convergence has turned the social sciences into a process of segmentation and specialization. Some scholars believe that the emergence of media convergence will promote the rise of the third discipline integration, and will use data as a link to promote discipline integration. . In this context, the development of the journalism and communication discipline will be oriented towards the integration of two aspects.

3.1 Media integration promotes the integration of journalism and communication with other disciplines from the outside

Compared with social science research such as sociology, political science, and anthropology, journalism and communication is a relatively backward subject. Western theory has regarded communication as a branch of sociology, sociology was born first, and communication was born. In the process of the formation of journalism in journalism, it draws on the basic knowledge methods such as survey statistics in sociology. The issues of concern are also related to social organization, behavior and social issues, focusing on the communication behaviors, processes and relationships. Today, sociology has also begun to enrich its research content with the results of communication, especially under the influence of media integration, more and more disciplines began to absorb nutrition from journalism.

3.2 Media fusion and reconstruction of news communication practice picture

For a long time, the discipline development of journalism and communication has been inseparable from journalism. The changes in the way information is processed and disseminated by media convergence directly affect the ecological structure and operation of the field of news communication. In the process of media transformation, new styles of news are constantly being explored in the content field. For example, in recent years, data news has been presented to the public in a visual form through the mining, cleaning, analysis, and discovery of large amounts of

data. On the one hand, these news have changed the writing and reviewing mode of the original news practice, and placed the data at the core of the news report. On the other hand, through the data mining and analysis, the information connotation that can not be presented by some traditional news reports is presented to the public. In the field of vision.

Consistent with the trend of precision in journalism research, data journalism has led to a trend toward precision in the field of journalism communication practice. Its media integration practice follows two main paths: First, the use of data expressiveness to support the news, allowing readers to read the content that requires a large amount of text to be presented at a glance; the second is to find abnormal data from the complicated data, and then form News stories break people's conventional perceptions and help the public understand issues that are difficult to find without data analysis. In this process, the acquisition of data and its accuracy are the conditions required for news production. The requirements for data accuracy make the practice of journalism and scientific research more closely pursued.

4. Conclusion

In the era of media integration, the reform of college teaching is not only the change of traditional media in the context of the big environment, but also the only way to adapt to the development of the times. The era of relying solely on traditional media has been gone forever under the impact of the wave of media. Under such a background, colleges and universities must do a good job of broadcasting and supervising the reform of teaching. It is necessary to start from the construction of the faculty and invest enough funds to provide reform. A good material foundation, at the same time improve students' physical quality and ideological and moral cultivation level, and use various methods to promote practical teaching reform from different angles.

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