

Analysis on the Communication Path of Major News Reports Through All Media

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Abstract: Due to the emergence of new media, traditional media is in urgent need of reformation and transition. Traditional media faces many challenges in terms of reporting major news. This is because information can be disseminated and be distorted due to the presence of new media. In order to explore major news broadcast transmission path in the media environment, this article adopts the way of theoretical analysis. The present situation of development of the media industry were first analyzed. Then, the reasons of all media dissemination of major news reports were analyzed. The path of major news dissemination using all media was then suggested in order to improve the broadcast of major news reporting and complete the publicity coverage.

Keywords: Major news reports; Propagation path; All media

Online publication: August 25, 2022

1. Introduction

We-media led by Tencent, Toutiao and Sohu have developed rapidly and occupied a large market share in the media industry. Due to the rise of we-media, the popularity traditional media has been terribly affected and most newspapers and periodicals have been forced to suspend or cease publication. Facing the dilemma brought by the development of The Times, how to solve the problems existing in the current traditional media, and integrate with the media environment of the new era, the reform of traditional media urgently needs to be put on the agenda. Transformation of traditional media with the help of new media has been the focus of many news reports. Real-time policy information of our country is reported in major news report platforms. With many types of media, the ways of dissemination of those information have been impacted to some extent. Therefore, it is important to find ways to increase the publicity of traditional media in the midst of all types of media ^[1-4].

2. Status quo of the omnimedia industry

2.1. Total output value of all media from 2013 to 2020

With the continuous development of the new media, the whole media industry in China has been developing constantly with great development prospects. According to statistics, the total output value of our whole media industry has reached RMB2523 billion at the end of 2020, which is an annual increase of 6.51%, and GDP growth of 2.3% which are shown in **Figure 1**.

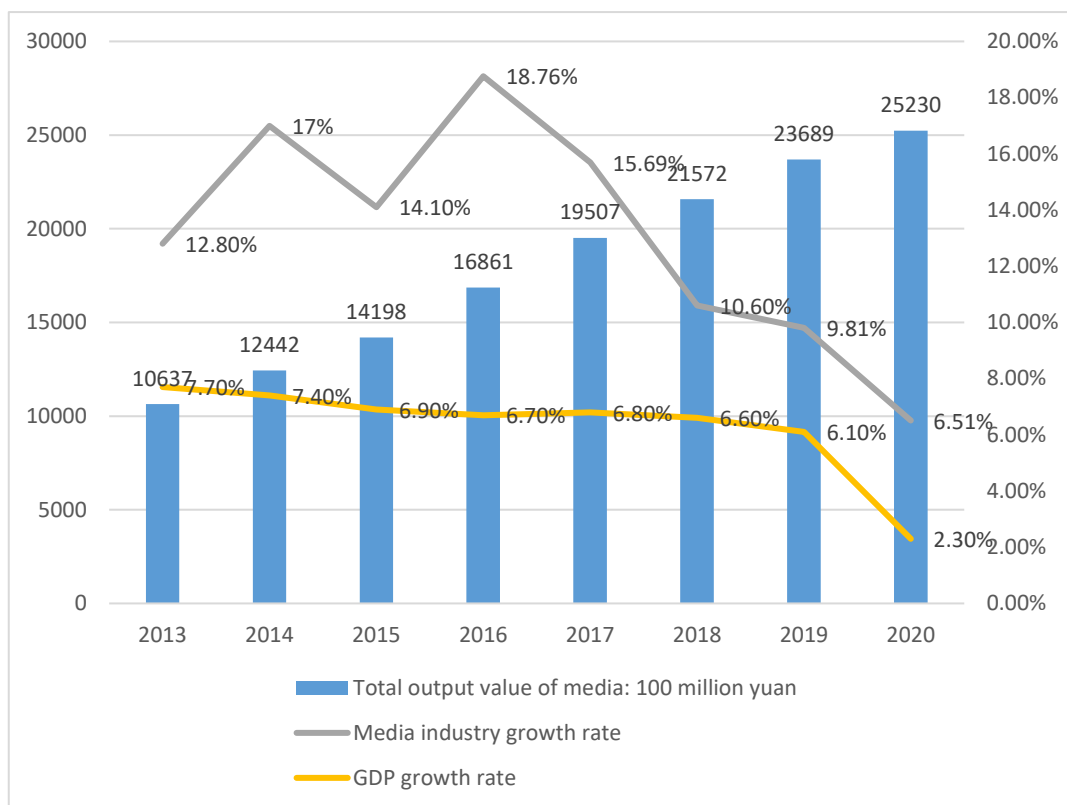


Figure 1. Total output value of all media from 2013 to 2020

2.2. Structure of China's media industry and Revenue in major segments, 2019-2020

Under the influence of the market environment, traditional media suffered the impact of the market environment, and its output value dropped significantly, but the output value of new media increased significantly, with the total output value dominated by online advertising in the first place. In 2020, the total industry reached RMB 735.961 billion, about 30 times of the newspaper industry, as shown in **Figure 2**.

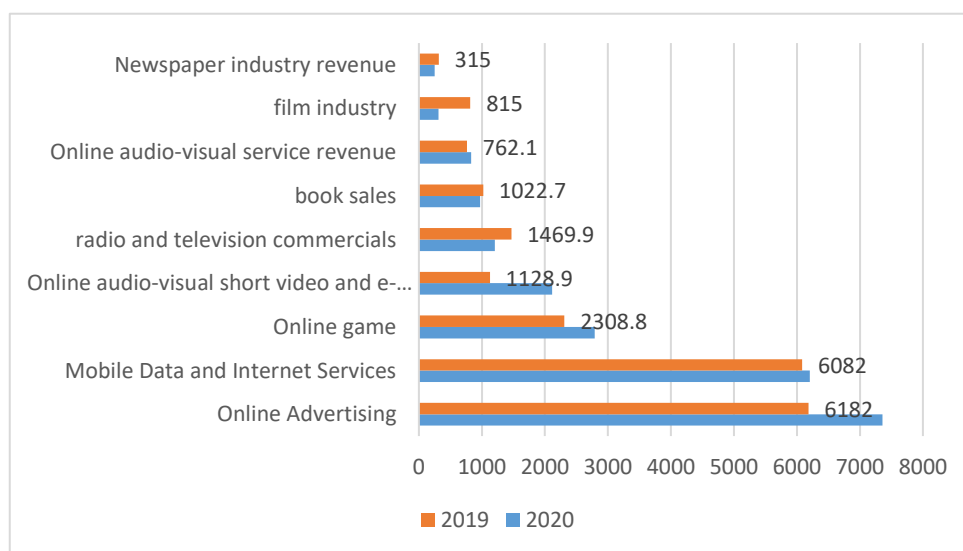


Figure 2. Structure of China's media industry and revenue in major segments, 2019-2020 (Unit: RMB 100 million)

3. Reasons for all media dissemination of major news reports

3.1. Status quo of major news reports by mainstream media

With the emergence of new media, the development of the social media like Weibo, Wechat public accounts and short video media platforms, news reporting methods and communication channels have improved. Although the development of new media can improve the speed and coverage of news communication, it is easy to be maliciously misinterpreted by new media communicators in the process of communication. In the process of we-media communication, it is easy to carry strong subjective color and distort the content of news reports. While the traditional media can guarantee the authenticity of news communication. The development of traditional news media is mainly based on the authenticity of news reports. The development of new media has improved the breadth of news communication to a certain extent, but the distortion of news content is not conducive to the stable development of society, and it is easy to distort facts and sway public opinions.

3.2. Explore the significance of all media communication of major news reports

Major news reports are closely related to national policies. In order to avoid major news reports being maliciously distorted by some new media and adversely affecting the society, it is necessary to improving broadcast of major news reports on all media. The significance of doing so are as follows: Firstly, it can better grasp the initiative of the topic, guide public opinion with objective and theoretical facts, convey correct and objective facts and views to the public, and avoid the risk of we-media taking words out of context; secondly, through broadcasting major news by all media, cannot only can the dissemination of major news reports be enhanced, but it also effectively avoid the influence of malicious misinterpretation on major news reports, and adapt to the transmission mode of new media and develop the news reporting industry with high quality.

4. Communication paths of major news reports in the omnimedia environment

4.1. Multi-platform linkage, news dissemination and global reporting

The structure of the media ecosystem has been altered due to the continuous development of new media, which is the inevitable result of the interaction between old and new media. The direction of development of traditional media has been prospected in the Information Age. News reporting agencies should adopt a comprehensive thinking and make good use of various media, from offline to online, from 2D to 3D, and from local to international, to attract audiences. A joint effort is needed in making full use of media technologies and resources, connect multiple platforms, and achieve global coverage of news reports. In recent years, the definition of traditional media news coverage has been expanding, It includes current politics, people's livelihood, high-tech, medical and health and other fields. However, the audience's demand for new content is also expanding, ranging from extensive reporting to professional in-depth transition, Therefore, if the media only rely on one news reporting platform, it is obviously unable keep up with development of The Times ^[5-8].

Nowadays, the form of multi-platform collaboration in news reporting has become the consensus of the media. In addition, traditional media are also gaining momentum under the background of new media. More and more media are adding two-dimensional code, AR scan and other means to traditional news reporting media such as TV and newspaper to expand the coverage of news reports.

For example, in 2020, the Cover News collaborated with Sichuan Radio and Television Network to launch the "Family Battle Short Video Contest." The project successfully attracted a large number of onlookers, and the number of clicks, reposts and discussions reached a new high. Cover News focuses on social reality. With the help of science and technology, not only did it manage to expand its services, but it also made community marketing a reality, which greatly enhanced the social influence of Cover News and

helped build the brand.

4.2. Enrich the forms of news reporting with technology

In the context of new media, news reports should fully consider the market, audience and other factors, use modern information technology based on the perspective of users, in-depth understanding of users' real needs, create more comprehensive news content, and constantly enrich their news report formats. Nowadays, it's hard to keep up with the headlines on the front page of a newspaper, but visual expression through video, live streaming, infographics and other means make news reports more diverse and interesting. This makes the users interested in the content because they can read more easily and intuitively. With the continuous development of Internet technology, people rely on digital communication to obtain news information anytime and anywhere. News reports can be displayed to the audience in many ways the help of new media and new technologies such as mobile client, Tik Tok, 5G HD live broadcast, AI synthetic anchor, and many more [9-11].

During the 2019 China's Two Sessions, China Central Television (CCTV) took the lead in traditional media transformation by introducing the most advanced technology to allow viewers to experience holography in person. For example, the VR cameras installed in the "Ministers' Passage" which is a passageway that attendees of Two Sessions use to enter/exit the meeting room of the Great Hall of People which features interviews of Two Sessions' attendees, has created various types of news content, such as VR pictures and VR vlogs. The audience wore live broadcasting glasses while watching it through their phone as if they were in the scene of the two conferences. In addition, the One-Minute Overview of the CPPCC Press Conference has made a further breakthrough in news coverage, creating a platform that allows users to participate in reports by Two Sessions. It includes time-lapse photography and global reporting, as well as integrated VR technology, short videos and other resources as well as the margins of traditional news reporting style, thus making traditional news reporting form is more diverse.

4.3 Strengthen information integration

In the age of omnimedia, network information spreads quickly in various forms, and information fragmentation is serious. The information that the audience can receive is relatively complex. Meanwhile, in the age of omnimedia, the media and the audience are irrelevant. There are only producers and transmitters, and also receivers of information. If the media spread and develop, the trend of network public opinion will be difficult to control. Therefore, journalists involved in the case must of sort and classify information properly to keep the public opinion in the right direction. When reporting major news events, traditional mainstream TV media should give more priority to the quality of news content, increase news dissemination, prevent and control negative public opinion, and let mainstream media reporting platforms become the mainstream voice of all media. In order to increase the influence of mainstream media, relevant media should enhance the quality control of major news reports, focus on improving the quality of news content, find the correct positioning, determine the development direction, and build up mainstream media [12-15].

The open and free nature of the Internet makes it possible to upload news to the Internet for free. With the emergence of various Internet we-media, the proportion of high quality news in China is declining. Therefore, the relevant mainstream media of major news reports should improve the management of news quality, commit to producing high-quality news content, find out the value behind major news events, and express the in-depth news value more succinctly, so as to improve the readability of news. As the mainstream voice of every media era, mainstream news reports must help audiences plan and integrate diversified network information and plan truly high-quality news information. Mainstream media must also be committed to creating high-quality news products, digging deeply into the value and significance behind

news events, and providing more concise and accurate news reports for the audience.

4.4. Work ability requirements of reporting staff in all media environment for major news reports

4.4.1 The ability to “think through problems”

Topics of news coverage should include “the main principles and policies of the Party and the government, the tasks that are related to the overall situation and the work of the central Committee in a given period of time, the achievements made in reform, opening up and socialist modernization, and major measures related to fundamentals.” News interpretation of major topics can be said to be the main way to show policy propaganda, public opinion guidance and mainstream media authority. In the era when new media jointly appear in front of users, focusing on key topics and reporting extensively in the form of news has become a necessary way for professional news media and journalists to strengthen their agenda-setting ability and build social consensus. At this stage, the key criterion to judge the value of major issues is what China has proposed: “Focus on the center and serve the overall situation.” It includes major events in the field of activities, society and people's life, and the ability to “think questions” is not only necessary to select the topic accurately; key thematic reports should not only focus on political heights, but also focus on confronting reality and concerns, pressing and sensitive issues, and improve the accuracy of the reality of key thematic reports so as to strike a deep chord with the audience.

4.4.2. The ability to “think things through”

Different from other reports, major issue reports cover major events, major agendas and major theoretical issues in economic and social development, so a strict news planning process is required between topic selection and presentation. This process involves news editors and editors selecting and developing news resources, including explanatory views on news topics, planning reports, and post-report feedback. “News report planning is a continuous process that precedes reporting, and it is closely related to the planning and design of news products ^[16]”. The important part is not about planning the content. But it is the unique political and social nature that determines that the program needs to be improved to increase its visibility and relevance. It is an effective way for professional news organizations and journalists to show their strengths and create personalized reporting. Especially for local media, key themes should be closely aligned with local practices to emphasize local awareness of key themes. It has high-level connections with the entire country. In fact, there has always been a principle of “distinction” and “proximity” in news reporting, and the closer the distance is (both physically and psychologically), the more newsworthy it is. From these two principles, the importance of localization and identification in the planning stage of the theme of news works will not only enrich the expression of the theme, but also help to make the theme closer to the people. The distance between them, especially the psychological distance, leads to a deep understanding of the internal realistic connection between the subject and real life.

4.4.3. “Word thinking” ability

In news reporting on key topics, journalists are not only the disseminators of policy guidelines and regulations, but also the decoders and readers of key topics. “Interpretation” and “reporting” are closely related to professional news reporting skills. Therefore, journalists must have “word thinking” ability, as well as solid topic selection and planning ability. Specifically, the delicacy and emotional engaging ability of news expression is important ^[17].

Delicate expression means that news reports, especially those on key topics, must be specific, vivid and meaningful. Journalists must use imaginative language when reporting on key topics, striving to create a lively news language that will help both local interpretation and audience coverage of the key topics. The emotional engagement ability of news expression is that when reporting, we should always adhere to the

people-centered principle, always empathize with the people, and report in the language and way that the people like. The presentation and innovation of the theme report is not deliberately embracing the rhetorical style of the Internet era, but delivering professional news and telling a touching Chinese story with a warm perspective, warm reality and warm humanistic feelings.

5. Summary

As a conclusion, in the face of all the media combines media environment, to strengthen the spread of major news, broaden the channels, we need to using the power of technology, to strengthen the application of full media platform, rich report forms, and strengthen the integration of information, digest the information, develop the advantage of major news broadcasts, achieve the interaction between multiple platforms, so as to increase the depth of topics, events and words in major news broadcast, and better realize the broadcasting strength of major news reports in the all media environment.

Disclosure statement

The author declares no conflict of interest.

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