

# Analysis of the Change of News Communication in 5G Application Background

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**Abstract:** Under the background of 5G application, the reform of news communication industry will gradually face the direction of data and intelligence, and integrate Internet of things technology to further enhance the user experience. This paper briefly describes the content of the relevant changes, and gives the corresponding views.

**Keywords:** 5G; News Communication; Change Analysis

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## 1. Introduction

With every technological innovation in the network era, the transformation of news communication industry will produce great changes, and in the 5G era, it is more to innovate the corresponding technological mode based on user experience.

## 2. Opportunities for the development of news communication industry in 5G era

Through the development of communication industry in recent decades, it can be seen that with each technological change in the field of communication, and it will lead to a new opportunity for the development of the news and communication industry. In the development of 2G to 4G network, the news communication industry gradually shifted its focus to mobile communication. With the upgrading of communication technology, the industry chain also derived a new mode of news communication. Generally speaking, in the news communication industry, it will gradually move towards the diversified form of communication, and the corresponding content will also tend to be more diversified. Therefore, the development opportunities brought by the 5G era to the news and communication industry are endless, which will comprehensively promote the new pattern and transformation of the industry chain.

## 3. The mode change of 5G news field

### 3.1 Full time communication

At present, the media communication will no longer be limited by the traditional time and space, and with the continuous development of the era of financial media, the communication form in the field of news is no longer limited to a single paper manuscript and electronic manuscript, but more in the form of paper books, audio and video to carry out a full range of

information dissemination. Combined with the network technology, the communication path in the field of news is integrated to make it more in line with the characteristics of the development of the times. At the same time, the effective use of online and offline resources achieve the transformation of the information communication mode of the news communication industry, and break the time and space constraints, so that the current news information can ensure that all the time exists in people's lives, further expand the amount of information of news communication, and broaden the way of news communication.

### **3.2 All reality communication**

With audio and video as the main means of transmission: 5G network with high-speed information transmission technology, at the same time, compared with 4G network, both the information carrying capacity and network bandwidth are qualitatively improved, so that users can watch news video information smoothly. The content quality of the corresponding video information will also be comprehensively improved. In the 5G era, high-definition video transmission will be the main mode, such as 4K and 8K video. In this industry, the form of news content will turn to video and audio, and combine with multimedia for all-round information dissemination, so that the application form of video will be more comprehensive, for example, combination of VR, AR, MR can give users a more real news reading experience, and improve the real-time and dynamic of news dissemination in this field. 5G technology can realize the transmission of high-definition media such as photos, video and audio, and even the 3D model of news scene can also enable users to realize all-round real scene interaction through VR and MR.

Products will tend to be holographic: the development of today's holographic media has become an inevitable trend in the 5G era. In this way, the omni-directional and three-dimensional communication of news media can be realized. Combined with virtual reality technology, the user's actual experience can be enhanced. At the same time, 3D holographic projection technology is integrated to enable users to get a smoother video viewing experience under the blessing of 5G network. In the field of news, the combination of holographic technology can make users interact more smoothly and naturally online and offline, and the reference of this technology makes the service of news products richer.

### **3.3 Full connection propagation**

In the traditional news industry, it is mainly based on experience to formulate the needs of users, so there is a lack of effective data support for user management. With the popularity of 5G network, it can realize the connection of all aspects of people's daily life in an all-round way, and can realize the effective recording of events. Full connection communication can ensure that the news industry has accurate and reliable user data information, and can push directional services for users in real time. 5G data technology will fully integrate the data management mode of collection, analysis and storage. With the help of advanced Internet of things network equipment, it will carry out the analysis and processing of data from multiple dimensions and directions. Therefore, the future development of the news industry, in the technical level, is mainly based on user data analysis to achieve product promotion and sales.

### **3.4 Industry wide communication**

5G technology has become a reality because of its high transmission rate, low propagation delay and wide broadcast characteristics. People's understanding of information is no longer based on traditional paper media, radio and television media and mobile computer media, but will be the media for each user, individual, family and every step of the organization terminal equipment. 5G transmission rate can ensure the transmission of high-definition video and high-quality audio. With the connection of multiple devices, the data transmission can still be maintained at high speed. Therefore, the Internet of things industry has been developed rapidly, and the data dissemination end and intelligent equipment software are effectively and comprehensively integrated into people's daily life, such as smart home, wearing equipment, etc. At present, almost all the screen can effectively communicate information. Generally speaking, under the support of Internet of things technology, the current news media industry integrates 5G technology will move towards a diversified, three-dimensional and all-round information transmission for data collection and analysis.

## **4. Development strategy of news communication enterprises in 5G era**

Before that, every change of network communication information will face the integration of the industrial chain, as well as

the corresponding development opportunities. The development of today's news communication enterprises, in the background of 5G era, should timely change the traditional news information communication mode and the corresponding development thinking. In the construction of the industry that attracts professionals to participate, we should make a comprehensive analysis of policy information and seize the opportunity of development.

#### **4.1 Giving full play to professional advantages**

Generally speaking, the news communication industry is an empirical industry, without strong professionalism and high professional barriers. After decades of development, the news industry has accumulated many news communication channels, as well as the corresponding loyal readers. At the same time, it also integrates rich information content, whether it is text, digital, audio, image and video, etc., which are the natural advantages of the current news communication industry. In the 5G era, the effective integration of virtual reality technology, combined with big data analysis technology and holographic projection technology with the characteristics of the times, encapsulates the corresponding news information content, so as to realize the corresponding information content, which can achieve greater information carrying capacity in the communication link, making the information transmission more interesting.

#### **4.2 Changing development thinking**

Generally speaking, Internet enterprises tend to be in the forefront of the news industry in terms of information reception and application. With the arrival of the current 5G era, news enterprises need to receive new technologies more comprehensively and actively if they want to break through the siege of the traditional Internet industry. Generally speaking, news enterprises should fully realize the importance of various advantageous technologies under the background of 5G era. Whether it is IOT network technology, big data technology, artificial intelligence analysis technology, etc., they should play their due role, and get rid of the ideological limitations of traditional news industry as far as possible, and they need to integrate the characteristics of the development of the times in an all-round way, so as to refer to the development mode of Internet enterprises with the help of its traffic to achieve the wide spread of news content. At the same time, in the process of online layout, we should always carry out a full range of offline market building. Nowadays, the news market will gradually move towards the direction of intelligent and experiential development. We should combine different service contents to improve different industrial chains and seize the corresponding development opportunities.

#### **4.3 The change of publishing logic**

In the current 5G era, the main feature is that big data technology will be more perfect. Combined with artificial intelligence, the news communication industry can realize the comprehensive and detailed analysis of users and the effective use of relevant behavior data. In today's era of Internet of things, massive data will be generated all the time. The news and communication industry needs to consider from the perspective of readers, and continuously analyze and model big data, so as to obtain the needs of users, make corresponding news selection according to the corresponding needs, and save costs as much as possible and improve the efficiency of news communication.

### **5. Conclusion**

Generally speaking, in the 5G era, the transformation of news communication industry needs to integrate professional talents and technology to build the industry chain in an all-round way.

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