

Analysis of the New Phenomenon of the Interaction between Literature and News Communication from the Perspective of New Media

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Abstract: With the rapid development of China's economy and society, the field of new media has emerged. New media appears new phenomenon in the interaction between words and news transmission. However, the emergence of new media has impacted the traditional media to a certain extent and changed the way and degree of people's acceptance of information. In the process of research, this paper studies the current situation of interaction between literature and news communication in the new field, providing research reference for related fields and scholars, and promoting the development of the industry.

Keywords: New Media Field; Literature and News; Interactive Phenomenon

1. Introduction

In order to better understand the interaction between literature and news communication, it is necessary to separate and combine the two, so as to better understand the concept between them, and effectively distinguish and combine them. For example, taking news as the research object, in the process of news reporting, it usually reports events. In general, it should include reports of economic events, political events, cultural events, etc. , in general, the content of news reporting is relatively wide, which can involve aspects in the process of social development. But literature is mainly a process of the author's self-expression, which generally includes poetry and prose, as well as other literary forms, but it is relatively limited.

2. The contrast between news and literature

News and literature have some similarities while they are different, so it is very important to understand their similarities. The similarities between literature and news mainly include the following aspects. First of all, the relevant materials of literature and news are all from real life, which is an embodiment of real life. News completely represents a response to real life, which has authenticity. Only events with authenticity can be called news, and can be a good news work. Compared with news, although literature also comes from life, it is quite different from real life. The main reason is that the author extracts materials from real life, modifies and processes them in various ways and methods, and produces a certain literary significance on the basis of reality. Secondly, the contents of news and literature are very rich. In the process of news reporting, there are many kinds of events, such as economy and politics. From many levels and layers, the characteristics of the times, economy and human beings are expressed, and the real events are expounded. Literature is also the same with rich material selection. It is mainly a deduction of social life, presenting real events in different ways in front of people's eyes.

3. The difference between literature and news

For literature and news, there are similarities and differences. For news and literature, the fundamental

differences lie in the following aspects. First of all, news events are mainly a kind of restoration of real events, which represent the real events in people's lives. Literature is mainly the author's own experience of life experience. The key of news report is to find materials in real life. Literature is a kind of imagination based on feelings. News has a strong authenticity, but literary works are virtual to a certain extent. On the other hand, in the process of reporting, news is an important means and way to transmit and guide public opinion. It plays a role in creating a good social atmosphere, and journalists bear social responsibility. Literary works mainly bear a subtle influence, and its influence on society is carried out bit by bit, with relatively low speed of influence. It should be noted that literary works need to transmit social positive energy.

4. The interaction between literature and news communication

4.1 The dissemination of news can promote the development of literature

Under the background of the new era, the new media emerged, which made up for the shortcomings of traditional media. The existence and development of new media provides a platform for the media and literary writers to play their own abilities and publish their works. They have more opportunities and platforms to show themselves. At the same time, the high development of the Internet makes the author can display his works to the audience through the Internet platform, thus attracting more audiences and increasing his fans. Meanwhile, the existence of network platform realizes the dynamic communication of creators, which enables literary creators to communicate and communicate with each other by using the network platform, collide with the creativity and wisdom, and create better literary works. As a medium in the process of cultural communication, new media can expand the popularity of literary works, and its effect on improving the influence of common sense works is very significant.

4.2 The influence of literary creativity on news publishing

News publishing cannot be separated from literary creation and play. The writing manuscript should use literary creation method, so as to make a clearer description and explanation of feelings and events. The literary creation of news editors is an important part of the news dissemination and is also the improvement of water for news editors. Only in such a case can we expand the reader group and gain the trust of the readers. In the process of news editing, different types of rhetoric styles and various narrative vocabulary are often used. The events of big vernacular type cannot meet the needs of all readers. Sometimes editors need to use various literary styles, set suspense to attract readers' attention and expand the range of pronunciation. Literature elements make news more readable and ornamental, and continuously improve the literary value and literary magic of news. In the use of literature rhetoric and means, news can arouse the resonance of readers, which has caused the rise of public opinion.

5. How to coordinate and interact in literature communication and news

It is very important to realize the coordination and interaction between literature communication and news. In this paper, in the process of research, there are three main measures for the interaction between the two, which are to build an information platform, in order to use online media, avoid the fuzzy boundary, and better promote the development between the two.

5.1 Building the information platform under the new media

The existence of multimedia confirms the development and progress of the times, which will also drive the evolution and change of society. At the same time, its existence is of great significance and value to promote the dissemination of literary works and news. In today's rapid development of multimedia, the platform is very important for the dissemination of news and literary works, so we can strengthen the construction of the platform to better achieve the dissemination of news and literary works. The rapid development of modern information technology brings new opportunities and opportunities to news and literature communication. With the development of science and technology, mobile terminals are becoming more and more. In this case, there will be more and more mobile terminals. The emergence of mobile terminals has brought a better way for the dissemination of news and literature. The constraints of time and space have been broken, which has brought

more opportunities for its development. However, journalists are also facing more difficulties and great challenges, which require them to understand the characteristics of new media and keep the idea of continuous development and mining to report news.

5.2 Use of online media

At this stage, with the rapid development of network information technology, there are more and more media platforms on the network, which undoubtedly provides a broad space for literary creation. Compared with offline reading, people are more willing to read online and collect literature resources online. New forms of literary publishing are emerging. Literary writers do not have to seek the cooperation of publishing houses, but seek the cooperation with the Internet media platform and network, relying on the new media platform to publish private literary works. In order to get more readers' attention, we can also use advertising materials to interact with readers on the platform and arouse their interest and attention.

5.3 Avoiding blurring the boundary

Under the influence of multimedia, literature and news communication, there is interaction, but the boundary between them seems to be more and more blurred. As a matter of fact, the phenomenon of fuzzy boundary is common. If we pursue too much truth, literature will lose its way. Its essence is also difficult to be released. If the news pursues too much modification, it will lead to the change of authenticity. Reporters must fulfill the social mission and support the principle of originality. Only in this way can the news be better spread of authenticity. Literary creators must adhere to the richness of creation and reasonable integration with novels, so that literary works are higher than life, and can constantly improve the artistry of literary works.

6. Conclusion

In short, new media is booming in our country, and the interaction between literature and press and publication is also accelerating. Literature and news complement each other on the platform of new media, and they are indispensable. The common use of the two can produce good chemical effect between the two sides, promote the generation of social positive energy, and drive the development of social justice events, as well as better spread literature and culture, so that literature and culture can have a better inheritance.

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