

Application of We Media in News Communication Teaching

Huanhuan Shi

Zhengzhou Technical College, Zhengzhou 450007, Henan, China.

Abstract : With the popularization of we media, it promotes the renewal efficiency of news in the field of communication. People's attitude towards news communication is quietly changing. In modern society, the popularization methods of information resources are gradually enriched, and the methods for the general public to obtain data are also gradually expanded. Nowadays, mobile Internet and social media have fully participated in people's life, and the news exchange of traditional education mode has also changed. At present, many teachers are trying to use we media for teaching. Although we media is a simple teaching tool, in today's rapid development of we media, how to make better use of we media for news communication teaching is a problem that needs to be considered. This paper explores the application of we media in news communication teaching.

Keywords : We Media; News Communication; Teaching; Application

1. Introduction

When we use the media to spread news information, the propagation speed will increase exponentially and often radiate rapidly to the surrounding in the form of fission. Usually, it takes only a few seconds for news information from the media to be transmitted to the whole network. The dissemination of this integration mode is difficult to be realized by traditional media, and the transmission of traditional news often takes more than a few hours. Although the traditional news media also have the form of live broadcast, it is still very difficult to improve the transmission speed due to the restriction of audience. In addition, at this stage, the irregularity of hot news has contributed to the diffusion of media to a certain extent. This is because the media reports a lot of information, releases more timely information, and can effectively cover hot spots.

2. We media overview

We media refers to the dissemination of a variety of information by the public through online mode and social platform. Compared with ordinary news media, the standard of this form of spontaneous news communication is low. It is mainly based on people's life, but only the behavior of individual communication. We media information dissemination mode has its own open characteristics. Its users can freely publish news information without restrictions of space and time.

Through we media platform, they can record direct news materials such as video recording, text editing and photos, and share them with others. Tiktok, Kwai, WeChat, micro-blog, QQ, etc., are common in the daily life, but they do not have the traditional media operation mode. The rapid dissemination of news information from the media attracted the public's attention to news information as soon as it was released online, but also accelerated the speed of news dissemination. With the continuous renewal and development of scientific and technological means in social life, the application of we media has gradually become an effective way of modern news communication. The rational application of we media can promote the reform and development of the news industry in the network era. The application of we media has become an important way of information source in people's daily life.

Many news contents disseminated by traditional media must be carefully examined and processed, and strictly examined and approved before dissemination. Traditional news communication has certain restrictions. However, because we media broke through the shackles of traditional news communication, everyone is a news communicator, and can release information through the media

Copyright © 2021 Huanhuan Shi

doi: 10.18686/ah.v5i9.3946

This is an open-access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits unrestricted non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

platform. Due to different regions and communication technologies, the information content disclosed by many traditional media is mainly local and limited. In the context of we media, through we chat official account and we chat and other we media platforms, information can really achieve “infinite prosperity”, and the public can receive interested information according to their own preferences. In traditional media, it is difficult for news audiences to affect the news content itself. Due to the limitation of communication order, even if the news audience sees the news content, the delay with news information continues. However, in the era of we media, we media platform provides real-time comment function, so news viewers can first express their opinions on news content and affect the release of news content. In real life, many news events on we media platform are mass communication. For example, in the case of COVID-19, many news viewers took part in COVID-19’s content forwarding and comments voluntarily. Some news viewers went to the scene to launch rescue activities privately. Some spectators launched COVID-19’s fundraising activities through public platforms, which, to a certain extent, affected the further development of news activities and changed the trend of news content.

3. Application of we media in news communication teaching

3.1 Turning the classroom into a media product workshop by using we media technology

Traditional media is greatly affected by time and space, and its environment is relatively closed. The public can only see it as the receiver of the news. Even if there are questions, comments or suggestions about the broadcast content, there is no channel for voice. To some extent, the public basically has no right to participate. In the long run, the public will accumulate disgust and affect the news evaluation. Since the emergence of the media, the public can learn all kinds of opinions online and express their opinions. The environment is relatively equal. In this way, the environment of public opinion will change. The public can comment, supervise and correct the news, and play the role of social supervision. In the era of we media, information materials of communication platforms emerge endlessly. Teachers in the classroom, using we media technology, students can find news clues from the media, conduct surveys, and try to write news through online interviews. Through the collected audio and video data, the report on the spot can be simulated. Students track and analyze hot events related to mobile phones and computers in real time; Using we media, we will cultivate students’ multimedia business skills in making news and processing text, photos, videos and other information. Taking the teaching of news communication as an example, students use the Internet and other media to collect topics, determine, explain and discuss topics through classroom analysis, and comment, analyze and modify news on the website.

In this teaching process, students do not rely on teachers to find the theme of describing news in the state of imagination, but practice in the real news environment. The status and process of analyzing and feedback through we media and writing comments are actually the same as that of journalists. Because the comments under the website can have a strong interaction, the news commentary writing introduces the news activities, the opinions expressed by students, the theoretical knowledge used, the proposed writing method and other revision opinions. Teachers suggest publishing excellent topics in the media inside and outside the school. We can take we media as the background, vigorously support the reform and development of traditional media, so as to improve students’ professional ability and cultivate comprehensive talents. Therefore, teachers need to increase the assessment of students and publish the assessment content through the self media platform. In addition, the unified single evaluation method of news communication curriculum is becoming more and more outdated. During the evaluation process, teachers will completely cancel the written examination and combine teaching with online participation, routine homework and final task release. Use big data technology to collect and analyze relevant information and adopt diversified evaluation mechanism. For example, in the process of news practice, the official self media account operated by students can use the number of fans and sharing rate as the evaluation criteria.

3.2 Using we media to realize flipped classroom

In addition to classroom teaching, many schools are also promoting flipped classrooms. Teachers can shoot some knowledge points in short videos and upload them to the website. Teachers show relevant news materials through videos, make PPT and briefly introduce the content of the course to stimulate students’ interest. Next, arrange homework and ask students to submit news works. Flipped classroom also helps everyone to share high-quality resources. Teachers and students recommend good news works to discuss and study on the platform. In addition, this flipped classroom is a long-term mechanism, and the interaction between teachers and students on the platform will form an atmosphere suitable for teaching and learning. Flipped classroom teaching is mostly the discussion and exchange of applied knowledge. For example, journalism majors often discuss current news hot spots. In the past education, teachers assigned tasks one week ago and discussed them the next week. However, we media can also discuss hot topics, which is likely to break the lag. Teachers use direct tasks in the classroom, and students use mobile phones for information retrieval.

According to the current hot search ranking, they will soon summarize the news hot spots of the day in real time. Then teachers ask the participants to collect relevant comments and write a real-time summary. At the personal level, students can use Kwai, WeChat, micro-blog platforms to release and follow up posts, upload videos and photos under the guidance of teachers. For example, the official we media account set up by students is mainly used to collect educational courseware and materials in real time.

With the advent of the era of big data, news is generated everywhere. In particular, users' participation in content creation not only puts forward higher requirements for journalists, but also brings great changes to students' learning style and needs. In the process of accessing information by using mobile phones, networks and other media, you can consciously collect news materials, present articles, ppts and video images centered on issues of interest, and share and communicate with students in the course. In the flipped classroom, teachers must confirm students' topic selection and content and give timely guidance. After students discuss each question, teachers need to summarize and refine accordingly, supplement students' views, and help students re-examine to broaden students' horizons. In the flipped classroom, teachers can grasp this problem in time and give students a few minutes to search for relevant information on the Internet. When students answer, they can supplement each other's data. News emphasizes communication. As a suitable carrier, we media can provide a variety of data. For example, we can use the media to collect some excellent topics such as press conferences and video news. This can not only stimulate students' enthusiasm, but also promote communication and interaction.

4. Conclusion

Today, more and more we media are in an unprecedented state of development. New equipment, new APP and new communication are constantly emerging. News production that relies on technology or focuses on technology has become a significant feature of today's news industry. In the era of rapid development and change of we media, news communication teaching can not only improve students' news learning ability, but also meet the needs of we media market. News communication teaching must change its way of thinking and make new exploration and attempt in many aspects, such as educational mode, classroom form, and educational means and so on.

References

1. Zhao Y. A new exploration on the teaching reform of Chinese journalism history: the application of flipped classroom. *Journalism University* 2016; (2): 123.
2. Xiao L. Impact and influence of self media news communication on traditional news communication. *Journal of Ezhou University* 2016; (3): 59-60.
3. Jiang W. Problems and countermeasures of news history teaching at present. *News Knowledge* 2017; (11): 72.