

Some Thoughts on the Change of News Communication Subject in the New Media Era

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Abstract: With the arrival of the new media era represented by network digital media, the transmission efficiency of news information has been continuously accelerated, and the relationship between news recipients and communication subjects gradually tends to be equal. This paper discusses the influence and enlightenment of the change of news subject by analyzing the change of news subject in the new media era.

Keywords: New media era; News communication; The main migration

1. Introduction

At present, the arrival of the new media era represented by network digital media has promoted the transformation and upgrading of media, and the migration of the subject and object of news media has given a new definition of news. In traditional media communication, the relationship between the subject of news communication and the audience is fixed. Under this relationship, the subject of news communication generally holds the initiative and the right to speak, while the audience passively accepts. In the context of the new media era, everyone can be the subject and object of news communication. The transparency of news media increases and the estrangement decreases, which further promotes the development and change of news media and promotes the sustainable development of journalism.

2. The change of the main body of news communication in the new media era

In the era of traditional media, the promotion of news transmission and news activities is mainly carried out by professional media personnel, who timely write and report the news after finding it. This requires certain writing skills and professional ability, so it also leads to non-professional people are not competent for the work of news compilation and dissemination. The rapid development of information technology is the important condition of the development of journalism and communication, the use of mobile phones and other mobile terminal to the spread of the traditional newspapers, magazines and other news media into a mobile phone software, news and the new media have strong fusion, pertinence and cost low characteristic, individuality, visualization and fragmented way of obtaining information makes the economic cost and time cost lowering, which caters to the fast-paced lifestyle of current people. In this change, the opposition between news communicator and audience gradually changes, showing a unified trend^[1].

News media also face certain competitiveness. Various news media platforms set up comment areas and forwarding areas to export background data according to big data. Among them, each media platform focuses on data and focuses on news dissemination, reading and comment, which leads to the audience's reading feelings affecting the selection of offline news material types. Therefore, in order to better meet the audience's demand for news, some news communication platforms will choose news materials that resonate with the public and guide the public to read, discuss and spread. This also promotes the relationship between the subjects of news communication tends to be equal, and the audience, that is, the discourse power of the news audience, is enhanced^[2].

3. The influence and enlightenment brought by the change of news communication subject in the new media era

3.1 The renewal of news communication concept

Society is advancing, technology is changing, audience needs are changing. In the era of new media, the concept of news

communication has gained new development. First, the definition of “news” has been updated. In the news industry, the definition of news is very complicated. It not only needs “news” to be “new”, but also needs certain accuracy and objectivity. The release of news should be responsible for the audience. Therefore, with the development of the Internet and big data, the noumenon of news is richer, and news interaction is more active. Audiences can express their opinions according to their understanding of real-time news. In this process, “news” increases the two-way interaction^[3]. News is not simply one-way communication, but news that realizes interaction with the audience. In the era of new media, news communication is more subjective, transparent and close to the public. Secondly, the awareness of the news audience is enhanced. In fact, in the traditional journalism, due to the spread of the platform and channel is relatively fixed, the audience can’t participate in the discussion of news content, this leads to the public for the news sensitivity is reduced, and the innovation and development of new media technology provides audiences with diverse news platform of exchange and discussion, it is effective to accelerate the renewal and the spread of news concept.

3.2 The strictness of news censorship

The main function of news communication is to report the recent facts, while the essential element is to spread the new facts and changes concerned by the audience. In news editing and reporting, news media workers need to keep a rigorous attitude. It has always been the staff and professional leaders of media platforms who are responsible for news audit. Therefore, in the process of editing and adopting news content, there are subjective judgments of journalists, and the choice of many contents also depends on journalists. The development of new media has changed this situation. The audience is involved in the editing, production and selection of news, and the selection and dissemination of news content are more free. Under the background of the widespread development of mobile terminals, the diversity of news subjects is enhanced. People can mine or forward the news around them at the first time. This convenience leads to an endless stream of information. In addition, despite the updating and iteration of Internet technology, there is a lack of formal legal provisions to restrict it, which means that the audit of news needs to be more rigorous.

3.3 Supervision of mainstream media platforms

Under the background of new media, the migration of news communication subjects and the change of news communication media promote the speed and scope of news dissemination more rapidly. The audience participates in the process of news dissemination and release, and is endowed with more supervisory functions. At present, various news media platforms continue to emerge, and more and more abundant news types and contents are spread on the Internet, which in fact seriously squeeze and affect the living space and development pressure of mainstream media, and put forward higher requirements on the audience’s information screening and media literacy. How to find real and credible news content to push is a problem that the mainstream media need to think about when the information speed is updated so rapidly today.

4. Conclusions

In short, China has entered a new era of Internet development, and the subject migration of news communication under the background of new media has gradually eliminated the boundary between news communicators and audiences, greatly affecting the updating of news communication concepts, the review of news work and the supervision of mainstream media platforms. Journalists should deeply realize the influence and enlightenment brought by this change, actively think and change, break the restriction of time and space on news communication, and jointly promote the long-term development of news cause.

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