

Discuss How to Improve the Quality of News Reports from the Perspective of Integrated Media

Bingyi Chen

Shanghai University of Sport Shanghai, China 200438

Abstract: In the era of integrated media, the content and form of traditional news reports have undergone tremendous changes. This paper firstly analyzes the meaning of news broadcasting in the convergent media era, and then analyzes the problems existing in the development of newscasting in the convergent media era.

Keywords: Fusion media; News reporting; Improvement; Efficiency; Quality

1. The meaning of news broadcasting in the era of convergent media

With the rapid development of my country's social economy and information technology, the current media industry in my country mostly exists in a diversified form. The integration of various fields has brought about a historic change in the communication mode of the media industry. From the original boring and single communication method to the current three-dimensional, all-round communication. Therefore, at present, the communication mode of my country's media industry mainly has the following three characteristics: The first is the normalization of live news broadcasts.

The second is the internationalization of news dissemination. With the development of my country's information technology and globalization, the dissemination of news information in major media industries has gradually shifted from domestic to global.

Finally, there is the integration of news reports. The development of the new era has gradually replaced traditional news reporting by new forms of news reporting. The integration of various fields and the collaborative development of news broadcasting with computers, mobile phones and other multi-platforms present an all-round development trend of news broadcasting ^[1].

2. Problems existing in the development of news broadcasting in the era of convergent media

2.1 There are developmental problems

Although more and more new media appear with the development of our society, from a practical point of view, this phenomenon is very likely to lead to the phenomenon of diversion between the news reporting industry and the general public in our country, which makes the future development of traditional media unfavorable. Based on the background of the convergent media era, although the current new media industry has a certain impact on my country's traditional news broadcast work, the fundamental reason is that my country's traditional news broadcast work has not been combined with the development of the times, and some news broadcast content is boring. Single, the broadcast style is too strict ^[2].

2.2 The public and the advertising market split

With the continuous development of multimedia technology in our country, there is a split between the social masses and the advertising market in our country, which also affects the news broadcast industry in our country. The traditional news media is mainly determined by the amount of public reading. However, in the era of convergent media, the integration of news broadcast work and various fields has broadened the ways for people to obtain news information. The way of dissemination of traditional paper newspapers is not suitable for today's society ^[3].

2.3 Too much reliance on network platforms for information dissemination

In the context of media integration, there are various channels for people to obtain news and information, but in the face of

massive data information, people cannot guarantee which one is true and reliable. Therefore, the accuracy of some news information cannot be effectively guaranteed. At the same time, due to the reproducibility of news information in the Internet age. If news with false data is widely disseminated, it will have a certain impact on people's thinking and cognition.

3. Ways to Improve the Quality of News Broadcasting under the Background of Converging Media

3.1 Increase audience engagement

The traditional news broadcast work in our country pays great attention to the accuracy of news information. This feature is very popular among the people in the early stage of the development of information technology in our country, when computers and mobile phones have not been popularized, because news information has strong objectivity at this time. And news reporters can abide by their professional qualities and do a good job in every news broadcast link.

3.2 Editing news content with strong storytelling

Under the background of media integration, both the form of news broadcast and the content of news broadcast have undergone qualitative changes. All of the above phenomena are related to the current way of news and information dissemination in our country. In the process of reporting, traditional media usually report all kinds of news in an objective way, and it is the characteristic of our country's news broadcasting work to focus on the facts. At the same time, during the reporting process of news information, the staff will not be mixed with personal emotions, because once mixed with personal emotions, if the news broadcaster has poor thinking and cognition, it is easy to deviate from the meaning behind the entire news information, making News produces the wrong direction.

3.3 Broadening the coverage of news broadcasts

The era of convergent media has made news broadcast platforms more widely spread. Therefore, in order to find a suitable news dissemination channel and ensure the quality of the entire news reporting work, news practitioners should first combine the media era and today's social environment to find the characteristics of different news broadcasting platforms. For example, some news information needs to be written in text. Report-based, then news practitioners need to find relevant news sites. Look for authoritative and rigorous text information to report. If some news reports need to be video-based, then news practitioners can combine with my country's popular short video platforms to conduct news reports through live broadcasts. Different video platforms have different audiences, which requires news practitioners to carry out news broadcasts based on the preferences of different audiences.

3.4 Improve the interactivity of news reports

The traditional way of broadcasting news information is mainly disseminated to the public through news programs. People cannot directly or indirectly participate in the work of social media news broadcasting, which meets the needs of news reporters in the media era. Consider the interactivity of news information, and strengthen communication with mass media through live broadcast platforms or video platforms.

3.5 Realize cross-media collection of news content

In order to better present the diversity and hierarchy of news information, news event interviewers need to collect news information from multiple perspectives. In the process of news information collection, it is necessary to use a variety of network media to integrate, not only need news event interviewers to have strong professional quality, but also to deal with each news emergency with a flexible attitude.

4. Conclusion

To sum up, in the context of media integration, the news industry should first edit news content with strong storytelling, expand the radiation coverage of news broadcasts through diversified methods, realize cross-media collection of news content, and finally create news content with distinctive characteristics. better attract the general public.

References:

- [1] Wang Xiaozhen. On how to improve the quality of news reports in the era of integrated media [J]. Journal of Journalism Research, 2017,8(11):206,211.
- [2] Liu Huirong. Talking about how to improve the quality of news reports under the environment of integrated media [J]. Western Radio and Television, 2019(17):50-51.

About the author:Bingyi Chen (2000.12-, male, Liaocheng City, Shandong Province, undergraduate, student in the Journalism Department of Shanghai University of Sport, studying journalism and sports journalism)