

# Impact of New Media Technology on Traditional News Communication Theory and Analysis of Its Innovative Model

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**Abstract:** With the rapid development of science and technology, the emergence of new media technology has changed the limitation of communication content, and news communication mode has become multi-point to multi-point. It changes the traditional agenda setting, impacts the dominant position of traditional news leaders, and satisfies the public's sense of use and satisfaction. In order to improve the timeliness of news communication, new media technology is used to innovate the news communication mode. By innovating the way of news report, optimizing the form and content of news communication, and integrating reading and news release, it tries to spread news globally and finally realizes the innovation of news communication mode. In order to verify the timeliness of news communication after innovation, a comparative experiment was conducted with the traditional model. Experimental results show that the innovative news communication model has better timeliness.

**Keywords:** New media technology; Traditional news communication theory; Analysis of innovation mode

## 1. Introduction

With the progress of our society and the continuous development of information technology, China has gradually entered the era of new media. The rapid development of new media has brought great challenges to traditional media. In the new media era, the traditional news media is gradually declining, and the mode of news communication in China has changed to a great extent, which has formed a serious impact on the traditional theory of news communication. Traditional news communication theory pays attention to providing more valuable news to the public. However, with the development of new media technology, whether it is the focus of current events, social issues, or entertainment news that has been attached great importance to, the way of new media communication is more timely than the traditional way of news communication. Compared with the traditional way of news communication, the new media communication keeps pace with the trend of the times, is fast and convenient, and has a stronger timeliness. The new media technology brought about by the Internet era plays an

important role in the field of news communication, especially in the mode of news communication, which can bring about essential innovation in the new media era. The reform and innovative development of news communication mode can achieve high-quality and efficient news communication [2]. Therefore, if news communication wants to meet the needs of the times to the greatest extent, it must keep pace with the times and innovate the mode of news communication under the background of new media technology. By studying the impact of new media technology on the traditional theory of news communication, we can innovate the mode of news communication under the new media technology.

## 2. The Impact of New Media Technology on Traditional News Communication Theory

The development of new media technology has a great impact on traditional news communication. As shown in Table 1, it is a comparison between new media communication and traditional news communication.

**Table 1 Comparison of new media communication and traditional news communication**

Contrastive perspective	New media communication	Traditional news communication
Route of transmission	Internet mobile phone software	TV, radio the print media
Propagation velocity	Real-time and fast	Slow speed and fixed frequency
Dissemination content	Variety	Current affairs
Communication subject	Public	Media
Characteristic	Effectiveness, timeliness, interactivity, diversity, digitalization,	Authority

Profit model	Online media advertising we media advertising video advertising	Print advertising television advertising radio advertising
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New media communication not only improves the shortcomings of traditional news communication, but also impacts the traditional theory of news communication.

**2.1. The theoretical limitation of impulsive information dissemination content checkpoint**

The emergence of new media technology has broken the space-time limitation of information dissemination by traditional communication methods. Information dissemination under the new media technology has the characteristics of openness, which weakens the effect of content restriction in traditional news dissemination theory. With the rapid development of new media technology and a wide variety of media platforms, news dissemination is no longer restricted by content-checking standards. Although in social software such as weibo, tremble, post bar, etc., the platform has restrictions on speech that does not conform to values, but because of the huge user groups, it is difficult for the platform to supervise the dissemination of content, the effect of restrictions is negligible, lagging behind the speed of information dissemination, and the role of content gates is limited.

**2.2. Shock the traditional media communication mode theory**

The change of media communication mode is manifested in the integration of media. Media convergence is a "big media system" that integrates various information formats and displays through new terminals on the basis of digital technology. As far as the present media manifestation is concerned, it has already possessed the basic characteristics of media convergence [4]. At the same time,

with the aggravation of competition among heterogeneous media, a new round of differentiation emerges synchronously in the fields and links of media convergence, which shows the trend of "dividing up for a long time", strengthens the advantages of media attributes at a higher level, and meets the needs of audience to get more effective heterogeneous information through "integration" and "subdivision" in specific communication links. The traditional media's mode of communication is one point to many points. For example, the traditional publishing media is that editors decide the theme of the report, reporters collect facts, then edit them into news, and disseminate them to the public in the form of newspapers or programs. As shown in Figure 1 below, with the development of new media technology, the mode of communication has become multi-point to multi-point. As long as new media such as internet, mobile social software and so on, anyone can spread information to others economically and conveniently. The state of mass communication and the format of mass media have undergone and are still undergoing profound changes as a result of the new media. Traditional communication forms and channels are fixed, and communicators have strong monopoly and control rights. Nowadays, everyone can use mobile phone software to upload their works or to spread the news around the public without restriction on location, time and place, completely breaking through the barrier of discourse power of traditional mainstream media [5]. These information, which is carried out at any time, has even become an important information or information source of traditional media, and the nature of interpersonal communication has been highlighted and strengthened.

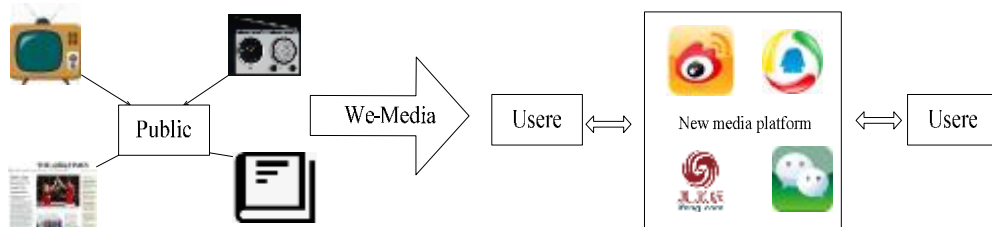


Figure 1. Diagram of news communication change

**2.3. Impact on agenda-setting theory**

Agenda setting refers to judging and displaying the value of news through the role of information in different groups' consciousness, which embodies the control ethics of the media, the guidance of thinking and the rigor of news dissemination. However, with the development of new media technology, more and more ways for the public to get in touch with the news, and the theory of agen-

da setting has also been impacted. The choice of agenda has shifted from the media to the public, and the public occupies a dominant position [6]. Different from traditional news communication, there are more or less issues in the process of using new media technology to disseminate news. On the one hand, because the mass always receives the news information passively in the traditional news communication, they can only select and receive limited information in the agenda set by the traditional

media, but can not communicate and dialogue with the media equally, let alone publish news information. Moreover, because the new media technology relies on the Internet, a large amount of messy Internet information makes agenda setting very difficult. On the other hand, traditional news communication only pays attention to how to push news to the audience, but does not pay attention to the audience's demand for news content, so the audience can not freely choose topics. The use of new media technology to disseminate news and information can achieve two-way interaction between the disseminator and the audience, greatly enhance the enthusiasm of the audience to participate in news dissemination, thus to a certain extent, eliminate the control of traditional media.

**2.4. Impact on opinion leader theory**

Opinion leaders, referring to influential news leaders, are the linking point of enlightenment in the traditional theory of news communication [7]. However, with the development of new media technology, such as microblog, post bar, micro-message, social phone software and other online media, people can freely express their opinions, and can freely screen useful information for themselves. It enlarges people's freedom of speech and no longer requires opinion leaders to play a cohesive role, which impacts the theory of opinion leaders. But at the same time, due to a large number of good and bad information on the Internet, and some ill-intentioned information disseminators, leading to national separatist speech, some negative inflammatory speech, rumors and false rumors without any scientific basis spread on the network platform, which has a certain impact on social stability.

**2.5. Impact on the theory of social mass use and satisfaction**

The content of news should meet the general tendency and psychological needs of the public, embody the public's desire for information, and embody the effect of information dissemination [8]. In the era of new media technology development, the theory of public use and satisfaction has been greatly impacted. The rapid development of new media technology has realized the rapid interaction of mass information. For example, comment forwarding in microblog, discussion in video forum, etc. the audience can choose information according to their interests and needs. The content of traditional news communication is only the prediction of the majority of the audience; with the help of new media technology, it increases the openness of news communication. Faced with massive information data and news information, people can choose freely. For example, most of the current mobile news software is divided into social news, sports news, entertainment information, stock section, foreign current affairs news and so on. The audience can choose according to their own needs and realize the personalization of news dissemination.

**3. Innovative Model of News Communication in the New Media Age**

The development of new media technology has forced the traditional news communication industry to innovate rapidly. By utilizing the effectiveness and comprehensiveness of new media technology, the mode of news communication is innovated in the way shown in Figure 2.

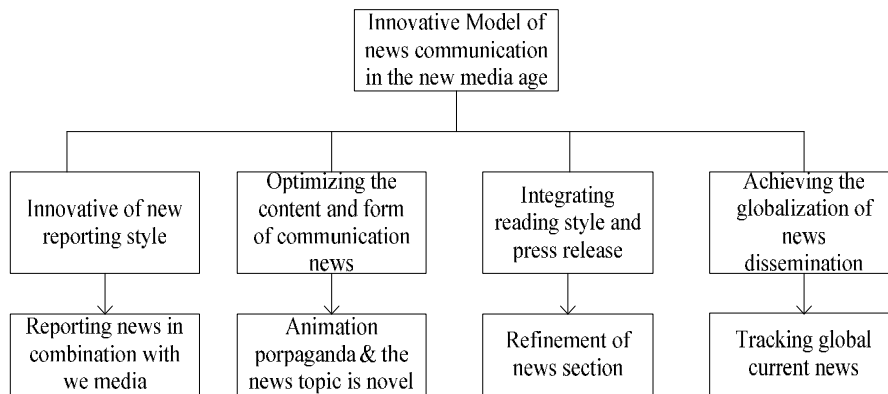


Figure 2. Composition of innovative model of news communication in the age of new media

**3.1. Innovation of news reporting style**

In the era of new media, we use We-Media to innovate the mode of news communication. Effective links between we Media and news reporting. News communication should be two-way, which can better increase people's interaction with news events [9]. In the process

of Innovating the mode of news communication, we should use the We-Media correctly and scientifically. We can set up a comment area after each news column, collect people's opinions, or conduct a survey before the news is published to analyze people's different opinions on different news and to what extent they want to read eachnews.

As a new way of news dissemination derived from the era of new media, We-Media mainly refers to people's daily life and entertainment, using electronic devices to record events in daily life, and upload them to the network platform for more people to understand, thereby improving the click-through rate. As shown in Figure 3, in addition to the live news broadcast through the traditional fixed-time television station, the new media technology can be used to broadcast live news in real time through mobile phone live broadcasting, thus eliminating

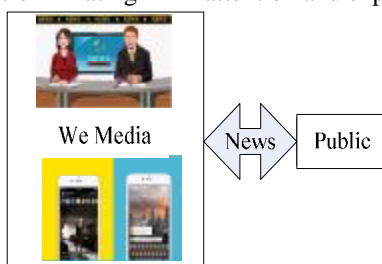


Figure 3. News dissemination using we media technology

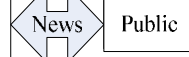
### 3.2. Optimizing the form and content of communication news

Nowadays, the amount of information in people's lives is too large. By observing the news information dissemination in the new media era in daily life, we can find that there are many similarities in news information, and many contents are expressed in different ways. On the one hand, there are great differences among different users in educational level, life background, physical and mental characteristics, personal needs, etc. In order to better meet the needs of different users, further stimulate their interest in news information reading and expand their news influence. News editors use different ways and languages to compile news information, or set some headlines that deviate from news content seriously to attract the attention of the public, but this way will also lead to serious deviation of news content from the facts, and even hinder the development of news communication. On the other hand, in the long-term process of compiling news content, news editors are likely to form a certain tendency. In the compilation of news content, the authenticity of news content can not be guaranteed [10]. Therefore, in the process of using new media technology to innovate news communication, we should further strengthen the sense of responsibility of news editors and disseminate news information with positive energy.

### 3.3. Integrating reading style and press release

Nowadays, with the development of new media technology, there are more and more ways for the public to access and read news and information. As shown in Figure 4, from the traditional way of reading newspapers and books in the past to the e-book reading and even au-

dio-reading nowadays, people's reading habits are changing. With the rapid development of new media technology, the amount of information accessed by the public is also increasing. In the process of obtaining information, the public is easily affected by these factors, and can not judge the value of contacting news, which also increases the difficulty of searching news. In order to improve people's reading effect and improve the quality of news information reading, relevant staff should make effective use of the new media era. The dissemination of news information has the advantages of large amount of information dissemination and fast dissemination. Reasonable integration of reading methods and news release, we should be able to investigate people's reading methods, categorize news content according to readers' preferences, and then meet the needs of different types of readers; we should pay attention to timely update news content, and finally summarize, so as to ensure that readers can grasp more news.



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### 3.4. Achieving the globalization of news dissemination

In the process of globalization, the dissemination of news should also meet the requirements of the times. The development of new media technology has solved the technical limitations in the past. Therefore, journalists should firmly establish the concept of news globalization, pay attention to the situation at home and abroad, and try their best to spread and communicate without borders. Follow up and report the global current affairs news of public concern, and release it in time by using new media technology. Especially in reporting major global events and other activities, we can learn from our peers advanced technology, learn advanced experience, and make

full preparations for the deep integration of the media in the future.

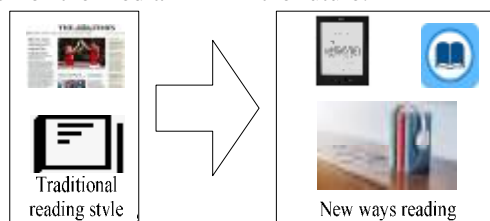


Figure 4. Changes in reading style

#### 4. Contrast Experiment

In order to compare the effectiveness of new news communication modes innovated by new media technology, a comparative experiment was designed. Taking the traditional plane news communication mode as the control

group and the innovated news communication mode as the experimental group, the speed of news communication of the two modes was compared. Six different types of news are selected and disseminated in two ways respectively for verification.

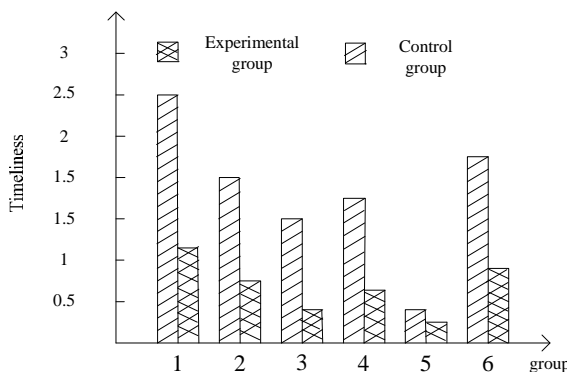


Figure 5. Propagation speed comparison

The results of the experiment are shown in Fig. 5. In six different types of news communication, compared with the traditional news communication mode of the control group, the experimental group has a stronger timeliness of news communication. Generally speaking, the timeliness of news dissemination by using new media technology innovation has been improved a lot. The innovated model is more timeliness, more in line with the current development of the times and the requirements of the journalism and communication industry.

#### 5. Peroration

To sum up, by studying the impact of new media technology on traditional news communication theory and using new media technology to innovate the mode of news communication, we can meet the needs of news development in the new era. In the era of new media, the innovation of news communication mode must be more appealing, so that people can form good thoughts and feelings from the innovated news communication, and develop good reading ability. In the process of Innovating the mode of news communication, we should effectively combine the real news content and the characteristics of the new media. Only in this way can the innovated

mode of news communication be more in line with the development needs of the times and the efficiency of news communication be improved.

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