

Analysis on the Application Strategies of New Media in News Propaganda

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Abstract

News propaganda work is an important voice of the media, in recent years, news propaganda work has been affected by new forces, news propaganda work is in urgent need of reform, and how to effectively use various emerging media is an important means to improve news propaganda work quality. This paper aims to study the development condition of news propaganda in the new media environment, and analyze the application strategies of new media in news propaganda.

Keywords

New Media; News Propaganda; Strategy.

1. Introduction

New media is now receiving widespread attention. New media is a new communication tool, it has the characteristics of high information interaction, a wide range of information forms and fast transmission speed, etc., it is precisely these characteristics that new media has been widely used in today's society, however, the main modes of news propaganda in traditional media are newspapers or TV, and the propaganda means are limited. The emergence of new media has improved the effectiveness of news dissemination; therefore, news propaganda should explore how to use new media to do a good job of propaganda.

2. The Characteristics of New Media

2.1. Interactivity of the Communication Process

In the traditional media era, the main ways for audiences to communicate with the media are telephone calls and letters, these forms are relatively single, lack interaction, and are also limited by time and space. In the era of new media, the main body of communication has changed, everyone can be disseminator, the status of the audience in communication has risen, and the communicator and the receiver can interact in a variety of ways. Communication methods such as QQ, WeChat micro blog have broadened the channels for people to communicate. Audiences can use software to obtain information anytime and anywhere, integrate them into information communication, and interact with other audiences. In addition, in the current information dissemination process, the audience is not only the receiver of the information, but also the publisher of the information, the transmission of information is no longer one-way, but formed in the two-way interaction between the transmission of the information and the reception of the information.

2.2. Diversification of Communication Subjects

In the era of traditional media, the dominance of mass communication is in the hands of a few people, and journalists are in the dominant position in the communication and hold scarce resources. The emergence of new media has provided a realistic basis for the realization of the national propagation, and the main body of communication has been diversified. First, the new media has a certain degree of openness, all audiences gather on the Internet, make the Internet

become the gathering place for the whole people, and change the pattern of exclusive right in the traditional media era. In addition, people can communicate and interact on the Internet, and people of any educational background, age, class, and occupation can share what they see and hear through network. It can be said that everyone is not only the receiver of information, but also the disseminator and publisher of information. Secondly, new media has broadened communication channels, large amounts of information can be quickly disseminated on the Internet, and the expression of public opinions is diversified.

2.3. Fragmentation of the Communication Environment

In the new media era, the audience is surrounded by a large amount of information all the time. Against this background, the audience's attention has become very limited, and the limited time and energy have caused them to accept more fragmented information, and the media environment has become more virtual and fragmented. For example, Weibo, WeChat, short video, etc., all have the characteristics of high openness, timeliness, convenient use, short and concise contents, and can be spread anytime and anywhere. It can be said that in the era of new media, short contents are more attractive.

3. The Status and Role of New Media in News Propaganda Work

In news propaganda work, new media is also an important position of public opinion, it is the communicator of the party's policy and proposition, the recorder of the times, the promoter of social progress, and the watcher of fairness and justice; it adapts to the changing needs of the public, provides timely, efficient and useful information services; adopt flexible and diversified communication methods to build a new communication platform for direct communication and exchange with the people; strengthen mainstream awareness communication, and continuously improve the quality of news propaganda. At present, everyone can publish news through new media, everyone can speak freely on the Internet, and the Internet has quickly become the gathering place for public opinion. New media can become an important platform for the public to communicate with and help each other.

In the process of news propaganda, the application of new media can effectively improve the operational efficiency of various processes such as press release collection, press release writing, news review, and press release. Developing new media applications for users can enhance the value of Internet news propaganda and achieve the purpose of effective propaganda. With the popularization of the Internet, the Internet has become an important position for news propaganda. We-media has become an important force in online news propaganda, and we-media mainly consists of two parts, the first part is me-media news propaganda platform composed mainly of individual users. For example, individuals can register for an official account to publish relevant news content. The individual has gained a great voice. The second part refers to the news dissemination platform created by the integration of traditional media and we-media. At present, many news propaganda platforms have been matured. For example, two important news propaganda platforms, it is necessary to have a more comprehensive application of various news dissemination platforms, only in this way can we strengthen our understanding of new media and improve the level of news dissemination.

4. The Problems of New Media in News Propaganda

4.1. The Fragmentation of Information

The fragmentation of information makes it difficult for news propaganda to gain general attention in the era of new media; the status of communicators and receivers has profound changes. Any individual or organization can release information through new media, resulting

in an exponential increase in the amount of information; the public is not surrounded by massive amounts of information all the time. Nowadays, information receiving channels and information publishing channels has become more diversified, and diversified products have met people's various needs. Under this background, audiences are easily lost in the ocean of information, and their ability to capture key information declines. In addition, complex information often contains a lot of false information, which may further distract the audience and waste time and information resources. In other words, diversified media contact has increased the cost of people's information choices, and information fragmentation will make news propaganda unattractive, difficult to gain general attention, people are easy to be submerged in the flood of information, thereby losing judgment.

4.2. The Target of News Propaganda is Gradually Weakened

The mass media can make the audience's attention focus on a certain event, form a hot topic, and convey the intention of propaganda to the audience through questions, this is very common in the era of traditional media. In the traditional media era, the mass media holds the dominant power of information resources, and audiences often passively accept the issues conveyed by the mass media. In the new media era, the traditional agenda setting function has been reinterpreted. The setting of news propaganda agenda is mainly to measure whether the agenda set by the new media is consistent with the agenda of public issues. In the new media era, many communities have emerged, in these communities; the status of audiences in communication has changed from passive to active, which has gradually weakened the target of news propaganda.

In news propaganda, there are many problems in the media: the confusion of public opinion guidance and management, the poor integration of traditional media and we-media, and the defects of we-media itself. The first is the chaotic management of we-media's news propaganda and public opinion guidance, because the core of news propaganda is to conduct public opinion guidance, and we-media propaganda may be due to the complex communication methods of new media and rich media, which is prone to confusion of public opinion. The rapid development of new media has caused everyone to become a news disseminator and a news maker. Such a fast dissemination method makes the content of news propaganda more complicated, and the supervision of relevant departments is too difficult, resulting in a relatively more public opinion guidance management for news propaganda. The effect of the integration of traditional media and we-media is not good, because traditional media still holds an important voice. Under the development environment of new media, we-media is a new information dissemination channel, and traditional media needs to be able to promote in the form of news. Reforms and changes have taken place in content and expression methods, so that the effect of news propaganda can be improved.

4.3. The Role of Gatekeeper is Weakened

The advent of the new media era has shaken the gatekeeper status of traditional media. Nowadays, everyone can use computers and mobile phones to quickly publish information. The dissemination of information has broken through the limitations of time and space, traditional news media is no longer the only channel for information dissemination. Numerous dissemination subjects have begun to appear, and the role of gatekeepers has been weakened, this has brought great challenges to the news propaganda work of traditional media.

4.4. Unsound Integration

At present, the integration of many traditional media and we-media is not sound, and there is a lack of interaction with the audience, this does not conform to the trend of the times and the facts of news propaganda. Many traditional media have not yet clearly realized this reform; as a result, traditional media lacks real influence in the Internet era. Since the media itself has big

flaws in news propaganda, since new media is a news dissemination method that grows rapidly in the network environment, news content may be heard from the ears, and the quality of news will also be greatly reduced in the complex news dissemination process. This has increased the difficulty of information supervision, and we-media news production methods are flawed. We-media also has the phenomenon of abusing the power of communication. Since every ordinary citizen can also use the media platform to propagate related content, many ordinary people have a lot of wrong understandings about the right to free expression as stipulated by the law, resulting in cross-border and infringement behavior, the abuse of the dissemination power and credibility possessed by the media promote false news information, it is not conducive to the mature and standardized development of news propaganda in our country, clear laws and regulations are needed to restrict the propaganda.

5. News Propaganda Strategies in the Era of New Media

5.1. Strengthen the Management of Guiding Public Opinion

The media should strengthen the management of media propaganda and do a good job of managing the correct guidance of public opinion. For example, first, it is necessary to make clear the management way of we-media and set relevant regulations and requirements for the news propaganda of we-media, and it is also necessary to conduct strict review of the content. We-media is a producer of news content for media, and it also needs to guide the we-media producers with certain correct values, combined with national development policies, and also needs to be able to manage all kinds of propaganda content at a deeper level, standardize the management for different news dissemination objects and news types, deliver news information to the audience in a timely and accurate manner, and the relevant staff also needs to be able to carry out standardized training and strengthen the promotion of professionalism and moral qualities. Since the relevant staff in the we-media environment are not professional in news communication, and uneven in ethics, they also need to be guided by the staff to improve the content quality of news production, make good use of the news propaganda role of new media technology, strengthen the construction of the staff and organizational team, improve the news content production team, strengthen the level of news propaganda, and improve the efficiency of news communication.

In the era of new media, the traditional media's voice does not mean that gatekeepers are exempted from their duties. In news propaganda, especially in the work of public opinion guidance, the mainstream media still plays an irreplaceable role. Nowadays, the TV format can no longer meet the needs of the audience. The mainstream media should adopt the form of combining large and small screens to broaden the channels of information dissemination and increase the audience's attention. For example, the media can actively use the Internet platform to carry out simultaneous live broadcasts to attract audiences to watch.

5.2. Attach Importance to Public Opinion Leaders

The expansion of new media platforms has provided the public with greater voice space. Public opinion, as a manifestation of people's thinking, has also become more diversified. In particular, the vigorous development of new media represented by Weibo, TikTok, and WeChat has further promoted the interactive influence of online public opinion. Although the rapid development of Internet public opinion reflects the progress of society, the anonymity of the Internet has also brought a certain degree of negative impact, such as irrational speech, emotional expression, and Internet rumors from time to time. These will affect the correct judgment of people, mislead public opinion, and even cause social panic. In short, in propaganda and reporting, the influence of opinion leaders should be used to give play to the positive guiding role of opinion leaders to form a joint force for news and propaganda; improve the media's public opinion guidance

function, ensure correct public opinion guidance, and effectively maintain the status of mainstream ideology.

5.3. Increase the Dissemination of Big Data

The advent of the era of big data has brought huge development opportunities and challenges to all walks of life. In the field of news propaganda, the popularization and application of computer network technology has changed the traditional news dissemination channels and the way of collecting and editing. The traditional news dissemination method is, in a popular saying, "what you know is what I want you to know". Users do not have the right to choose independently. Nowadays, the rise of new media has given audiences more choices, which has changed the news dissemination pattern. How to accurately locate users and disseminate news based on user thinking? Big data analysis played a key role. On the basis of big data's analysis of the audience's portraits, it is possible to understand the users who are disseminated more clearly, and achieve targeted dissemination. In addition, big data can also be used in news reports. Although news itself is concrete, the influence of integrating big data cannot be underestimated. The application of big data has opened a new development path for news communication in the information age. Looking to the future, news propaganda should find the correct positioning, and continuously improve the application level and dissemination of big data technology.

6. Summary

This paper first analyzes the problems and current situation of news propaganda in the new media environment, and proposes targeted solutions. News propaganda needs to strengthen the application of new technologies, standardize the way the media speak in the news propaganda industry, use the media to guide the public, improve the media's public credibility, strengthen the media's influence, and promote the development of news propaganda work in the new media environment.

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