Research on the Innovative Promotion Model of Computer Digital Media Technology in Newspaper News Distribution

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Abstract

The rapid development of current digital technology has had a significant impact on the production of news programs. Compared with traditional newspaper news distribution, both technology and form have been significantly improved. Digital media technology makes it possible to store a large amount of information, with good timeliness, strong interaction and little impact on time and space. The news program after the introduction of digital technology has effectively changed the audience's concept and program production concept, and greatly improved the quality of the news program in many aspects such as detail processing, audience interaction, and background display. This paper first points out the current application of digital media technology in newspaper news distribution, analyzes the current promotion strategy, and hopes to promote the healthy development of the national newspaper news industry.

Keywords

Digital Media Technology; Newspaper News Distribution; Technological Innovation Promotion.

1. Introduction

In recent years, with the successive advent of various new technologies such as big data, Internet of Things, mobile Internet, and cloud computing and their application in various fields, the promotion methods of newspapers and periodicals have also undergone corresponding changes. Newspapers and periodicals are fully integrated with digital technology, and their online publicity methods are effective[1]. Platforms such as short videos can timely report news information that occurs in various places, and most of the news content is close to the reality of life, which can resonate with people. The use of computer digital media technology to carry out new reports is a successful exploration of domestic newspaper news distribution[2].

2. Analysis of the Current Application of Digital Media Technology in Newspaper News Distribution

Digital media technology relies on digital circuits, through binary and logical calculation-related technical means, combined with basic requirements such as the main content of the media, transmission paths, etc., to achieve a steady improvement in the effectiveness of media program production. Digital media can play text, pictures, video, sound and many other file forms, especially with the support of computer technology and virtual reality technology, using digital photography, computer graphics, scene design and performance, and gradually formed somatosensory interaction, holographic images[3], New media broadcast paths such as virtual reality. This technical feature makes digital media technology more practical and, to a large extent, meets the needs for the use of modern technology in the process of media development. The application of digital media technology in practice has also accelerated the interaction and networking of media, providing technical support for the transformation of traditional media and the development of new media. Specifically, digital media technology eliminates the

influence of space, time and other factors on users' listening and watching media programs[4], which not only facilitates users to flexibly choose the time and place to watch programs according to their own preferences, enhance the user experience, and at the same time It has also created more interactive platforms, greatly expanding the freedom and space of media activities. For example: in the process of development, some traditional media have strengthened the connection with users by opening Weibo, WeChat public account, official website, etc., and combined the evaluation of program broadcast effect with user evaluation. Targeted and directed optimization of media program content and program dissemination methods will continue to stimulate the development potential of the media and cultivate its commercial value and competitiveness[5]. See Fig. 1.
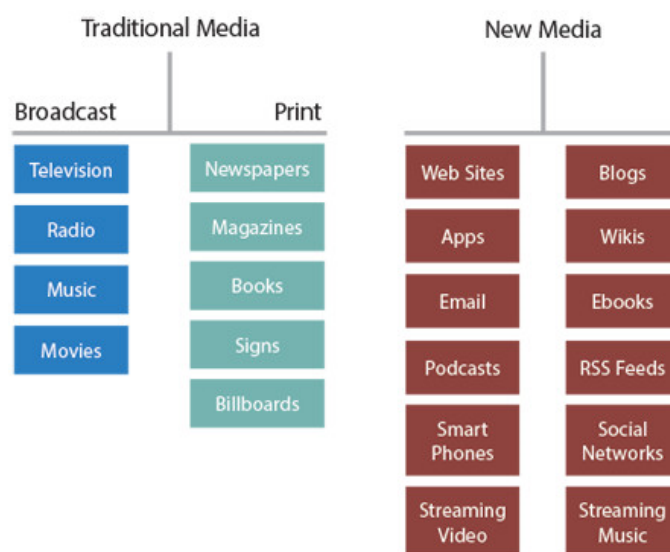
Fig 1. The current application and traditional difference of digital media technology in newspaper news distribution

3. Promotion Strategy of Digital Media Technology in Newspaper and Periodical News Distribution

Newspaper news programs need to rely on the promotion methods of new media to expand the scope and audience. The promotion mode of new media mainly starts with the content and form of newspaper news programs, integrates the development concept of the new era, and pays attention to the programming and planning of programs. By using scientific programming methods and selecting appropriate communication channels, a certain amount of traffic can be obtained, and a development path for newspapers and journals that is suitable for contemporary society can be gradually explored.

3.1. Innovative Broadcast News Concept

The traditional concept of newspaper news has seriously hindered the development of the program. In order to do a good job in newspaper news, the first thing to do is to innovate the concept of newspaper news. The newspaper news industry is closely related to the times. With the progress and development of the times, the program concept has also become Change and innovation should be made. It is not only necessary to use the Internet platform and big data to solicit the opinions and opinions of the broad audience, but also to do a good job in the guidance of newspaper news programs. In the era of new media, the newspaper news industry pursues the mass quantification of information data and the rapidity of information dissemination, but it is precisely because of this program concept that it also hinders the development of newspaper news, because the short creation time means that The quality is prone to problems.

The structure of news discourse and news articles needs to be carefully selected and written by the author. If you blindly pursue traffic and ratings, the content quality of newspaper news will be difficult to guarantee. In the long run, it will not only lose the advantages of traditional newspaper news, Moreover, the content and form have not been greatly improved.

3.2. Pay Attention to the Planning of News Programs

In order to achieve long-term development, newspapers and news programs must pay attention to the content planning of news programs. The planning of news programs is mainly the selection of news content themes, looking at the development and changes of things from a novel or unique perspective, and using correct thinking. Ideas guide the masses and make them the correct direction of public opinion. For hot events, it is necessary to deeply investigate and study the reasons for the occurrence of public opinion events, see the essence of the event, raise the apparent event to a theoretical and ideological level, and interpret the profound truth contained in the event from a professional perspective. Let the people gain something after watching or listening to the news program. But at the same time, in the deep new media era, it is also necessary to consider that users have more personalized and diverse content needs. Content sharing platforms represented by Weibo, Zhihu, Douban, Baidu Baike, etc. enable users with professional knowledge to become opinion leaders, and producing high-quality content will get more rewards. Different news has different values, but it is difficult to fully convey in actual propaganda. Therefore, accurately analyzing user content needs, properly adjusting content production, providing more accurate personalized content, and creating differentiated content advantages are the first issues that need to be considered in terms of content in the use of digital media technology for newspaper news distribution.see Fig. 2.
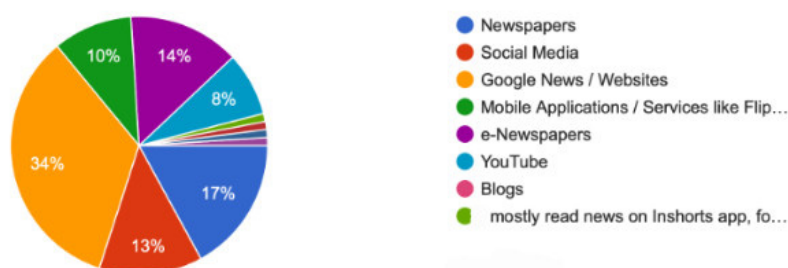

Fig 2. Analysis and Research on Innovation Process of Newspaper and Periodical News Distribution in the Environment of Digital Media Technology

3.3. Innovative Content Editing Mode

Considering the fast-paced work and lifestyle at this stage, in the production and editing of media programs, digital media technology can be used to present the emotional concept and value orientation of the program. Under the guidance of this idea, a complete media program platform can be formed by using different media program themes such as series programs, investigative reports, and in-depth reports, so as to form a related media program form. In order to achieve this goal, media practitioners make full use of digital media technology to integrate and derive various media elements, so that the depth of media programs can be fully explored. For example, with the support of digital media technology, news program producers can complete the innovation in form and adjust the subject matter, and integrate news elements such as news scenes, characters, and voices to make news programs more three-dimensional and fuller. . At the same time, the editing mode of news content of newspapers and periodicals needs to be regularly innovated and changed. In order to improve the persuasiveness of the news, the staff need to use relevant digital media technology to restore the news scene, bring a real experience to the audience, and let the masses in the process of listening. You can imagine relevant pictures and scenes in your mind, which is also crucial to enhancing the understanding

of the masses. When writing news programs, the staff must actively set up various program questions, answer the audience's doubts, let the audience clearly and deeply realize what they are listening to, and use the same period of news as the broadcast news program. so that people can raise their interest when listening and better attract the attention of the masses.

4. The Path Selection of Newspapers and Periodicals in the Digital Media Technology Environment

After the introduction of digital communication technology, the news media has been effectively updated. Compared with the paper media used for a long time in the past, digital technology has innovated printing technology, created a digital media collection and editing business network, and greatly improved the speed of news collection and editing. The news content is presented in front of the audience. After digital media technology is applied to radio, television and network media, it can spread a news event to any corner of the earth, effectively increasing the audience. This paper studies the application of digital media technology in newspaper news distribution and finds that there are the following forms:

4.1. WeChat Official Account

People can use WeChat official account to achieve rapid news dissemination in a relatively short period of time, and at the same time effectively expand the scope of dissemination. For example, well-known official accounts such as People's Daily and Banyuetan have more than 10W+ readings and forwarding every day. The essence of WeChat marketing is content interaction and interpersonal interaction. Newspapers and journals should use the "public account" and "circle of friends" to publish event topics in a timely manner, maintain the relationship with users, establish a good brand image, and create a benign interaction environment with users. . The content of WeChat should not only avoid long-winded and straightforward descriptions, but also pay attention to the fact that it must be related to the customer's own interests and hobbies, stimulate the participation and interaction intensity of the user group, and maximize the rights and interests of users. In terms of copywriting design, it should also be short, fast and new, and use voice, short video, animation, pictures, text and other methods to create a platform for brand image.

4.2. Visualization

Visual news broadens the reach of news media. The application of AI news in practice has enriched the means of content editing and form innovation. Editors can flexibly use various means to present news information, combine data, text with pictures and videos, and make boring news content interesting to arouse users' interest in reading. After the introduction of digital technology, Weibo, WeChat and the client have realized visualization. People can not only browse news content but also see video files, which effectively improves the effectiveness of news dissemination. Among them, panoramic technology is an integral part of digital media technology. It uses computing technology and scene design technology to build a wider media scene, so that users can obtain stronger sensory stimulation when watching and listening to media programs. In order to give full play to the overall advantages of panoramic technology, it is necessary not only to use traditional forms of information such as text, pictures, audio, and video, but also to use 3D video, virtual scene technology, and holographic imaging technology to create more impactful images. media scene. At this stage, most events and events will cooperate with professional technology media companies in the production process, so as to apply virtual interactive technology, 3D imaging technology, etc. The user's messages and comments on the platform are sorted and sorted, and the user's information acquisition preferences are mastered. On the basis of the above preparations, the content of the news copy

is initially determined, and the content of the news copy is optimized by manual editing to improve the quality of the news copy.

4.3. Live Broadcast of Digital Media Technology

In recent years, live broadcast programs have become popular, and the rise of new social tools such as live broadcast and H5 has also provided new ways for brand communication. Compared with the simple methods of text and pictures, live broadcast has the characteristics of fast communication, strong interaction, and strong sense of reality, and it is easy to create a visual scene. It integrates a variety of media into its news content, and uses Douyin and WeChat platforms for dissemination. Short videos make full use of the fragmented time of users with stronger interaction in form, high social viscosity, and verticalization of content, and can better satisfy users' social interaction. When using the short video platform to spread the brand, it is necessary to focus on vertical fields on the basis of building user portraits, build user usage scenarios, provide easy entertainment and creative content, and use social media to maintain interaction with fans, open up communication channels, pay attention to User operation and maintenance. Demand survey data show that using this form has attracted tens of thousands of news viewers, and the effect of news dissemination has been greatly enhanced.

4.4. AI Digital Media Technology

Today, user personalization is more prominent, more interactive, and content is more aggregated, which means user experience is more important. Among them: AI News, with the help of new AI technology and new means, new media practitioners can obtain more comprehensive data, combined with the acquisition preferences of the public, carry out a series of work such as editing and pushing news content, and gradually promote the influence of news media improvement. In the distribution of newspapers and periodicals, the phenomenon of AR, VR virtual reality and multi-sensory interaction can be displayed by allowing users to scan the QR code. At the same time, panoramic cameras are also used in news dissemination, which greatly improves the clarity of news information dissemination. VR digital media can also be applied to smart phones to help viewers watch panoramic news and improve the authenticity of news. Through the various ways of expression of digital technology, users can experience various physical things from sight, hearing and even touch. This multi-sensory interaction, such as film screening, game experience, etc., can be achieved through virtual technology. The created scenes enrich the user experience, generate interaction and ideas, and enhance the subjective experience of users when visiting.

In the practice process of the integrated development of AI news and news media, technicians can use hardware such as network sensors and GPUs to build an AI news hardware platform, so that they have the corresponding capabilities to complete the monitoring of various information data. For example: carry out dynamic tracking of the reading volume, video playback volume, forwarding volume, etc. of relevant articles in media platforms such as Weibo, WeChat official account, and video website, and use big data technology, distributed data mining, distributed database Construction, cloud storage technology, virtualization technology and other paths, continue to filter complex data, quickly feed back the regular data to the relevant technology modules of AI news, and then use various algorithm models to decompose and evaluate the regular data, so as to On this basis, complete the prediction of hot news events, prepare news content in advance, and greatly enhance the timeliness of news. At the same time, AI news has a strong ability to identify target users. Under the framework of sensors, big data technology and cloud computing technology, it can form an accurate cognition of users' information acquisition preferences and information acquisition paths. Targeted regular push of news information.

4.5. We Media Matrix

Brand communication is a three-dimensional, all-round and multi-dimensional communication process, and different network platforms have different communication functions due to their different content or form characteristics. For example, Weibo is mainly used for information dissemination and user interaction, search engines are mainly used to place bidding advertisements to improve brand awareness and influence, and knowledge marketing platform Zhihu is used to find opinions for topic dissemination and so on. Platforms such as mobile social networking, news information, video platforms, knowledge marketing, communities, and e-commerce have different dissemination roles, and it is necessary to carry out multi-platform linkage according to the platform advantages.

5. Conclusion

Under the background of Internet integration, after the introduction of digital media technology, the form, content and speed of national news program dissemination have changed significantly, removing a large amount of unreasonable information, effectively increasing the speed of dissemination, expanding the scope of dissemination, enabling News information has had a more profound impact on people's lives. In the future development process, the newspapers and journals industry must closely follow the requirements of the development of the times, strengthen the application of various new technologies, and highlight the digitalization, informatization, networking and intelligent development of industry innovation and development. It is necessary to pay more attention to the personalized needs and diverse emotional demands of users, and to use modern big data technology and new media platforms to accurately analyze user portraits to create new value experiences for users. It is believed that by doing so, the newspapers and journals industry will achieve a longer-term, healthy and sustainable development.

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