

Influence of We-Media Broadcasting on Traditional News in the version of All the People

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Abstract: August 18th, 2014, the fourth meeting of the central comprehensive deepening reform leadership group has approved the guidance on promoting the integration and development of traditional media and new media. Which indicates that the promotion of media integration and the transition of media ecology to the new transmission field are not only one of the strategies for the future development of the country, but also the direction of media transformation and social economy development for our country under the new media environment. It promotes information dissemination more quickly and conveniently, and increases the interaction of information dissemination. In the era of we-media communication, the traditional way of news communication is unable to meet people's needs, which requires the transformation. Therefore, this article will mainly discuss the influence of we-media news communication on traditional news dissemination, so as to provide rational advice for promoting the sustainable development of traditional journalism.

Keywords: we-media; traditional media; news communication; influence.

1. INTRODUCTION

We- media is a private, individual, plebification and autonomous media, and we-media news communication makes the news events that have taken place more timely and convenient. Meanwhile, it also greatly affects the traditional way of news dissemination, and brings opportunities for the innovation and growth of the journalism industry.

Therefore, in view of these problems, we should strengthen the further supervision and management of our citizens' news in the media communication environment from the various aspects of the disseminator, the communication content, the media and the communication environment, and find the corresponding countermeasures to improve the development of the citizens' news in our country under the new media environment and promote a more positive influence of it on the harmonious society and the construction of civil society.

2. THE BASIC CONCEPT OF WE-MEDIA

In recent years, the word "we- media" has become the most popular word in the Internet. The concept of we- media, as the import of Chinese soil, has been localized and given a new

meaning. The concept of "we- media" stems from a 2003 US think tank Research Report: how do audiences shape future news information. Since then, most scholars in China have defined the definition of "we- media" based on this report.

The report defines us- media as "a way to infiltrate people to provide and share their personal experiences and information after the general public is connected with the global knowledge system via digital technology." Dan Gilmer, the American IT columnist who wrote the introduction for this research report, as the first person to put forward the concept of journalism3.0. He thinks that journalism1.0 represents the mass media such as newspapers, radio and television, which is a collection of one-way communication methods. Under the impetus of Internet technology, journalism2.0 represents the form of traditional media network and the appearance of the website, the timeliness of news transmission at this stage is more prominent, but it still does not break the mode of communication: node-to-surface. However, the arrival of journalism3.0 will change the traditional situation. There is no doubt that blog, micro-blog, network forum, one to one, two-way interactive news communication mode have opened the door of the media era.

3. THE INFLUENCE OF WE-MEDIA NEWS COMMUNICATION ON TRADITIONAL NEWS

The combination of we-media and mobile Internet has accelerated the speed of news production, micro-blog has brought the production and transmission of information into the era of light speed propagation era. At the same time, with the continuous updating of communication technology, we- media has subverted the traditional media's definition of timeliness of news, and changed from "news is what happened recently" to "news is what is happening at this moment." And we- media platform is further deconstructing the concept of timeliness of traditional news, content being the king, gatekeeper mode W and agenda setting. In general, although the mobile Internet and micro-blog, WeChat and other we- media are impacting the old transmission ecology, in the new transmission ecology, because the audience participates in the process of information dissemination, there are many patterns of coexistence, two-way, interactive and geometric transmission speed, and the news and communication environment becomes more and more complicated, traditional news people, news content and news organizations are the core objects of these impacts. In the future, this basic pattern will continue to evolve, prompting the news production and dissemination of traditional media to move forward from organization to socialization.

3.1 The influence of we-media on news content

In comparison, the traditional media news dissemination has the characteristics of closure, many news contents are selected, and its publication and dissemination are limited. We-media's environment is more open, news materials are diverse, and the content of news coverage is relatively wide. Traditional media cannot conduct news interviews first, and many viewers from we-media platform can provide a lot of live videos and interview contents, which has more timeliness. The application of we-media in traditional media helps to enhance the

authenticity, timeliness and universality of traditional media reports. In the rapid development of us- media, it will inevitably impact the development of traditional journalism and communication mode.

3.2 The influence of we-media on the object of news communication

In recent years, with the rapid development of network information technology in China, social software has been widely applied, which will inevitably impact and influence the traditional mode of news dissemination. In us- media communication environment, the boundary between the communicator and the audience has disappeared, the audience is both the receiver and the publisher of information. The synchronic two-way transmission has become a great advantage of we-media communication, which can collect information that the audience send back in time comprehensively and effectively. The one-way dissemination of mainstream media restricts the initiative participation in the dissemination of the audience and they can only passively receive information. In the mainstream media, many news programs will add the comments of net friends after the narration and comment on the news events by using the views of net friends, so as to get the psychological distance shorter with the audience and create an "opinion environment" to influence, restrict and guide the public opinion.

3.3 The influence of we-media on public opinion

In the era of mass media communication, public opinion is a relatively static concept. The public participation in two-way ecology makes public opinion a dynamic field. The people of different personalities and experiences have formed a lot of individualized opinion groups in the communication, which makes the living space of the traditional news report and public opinion narrower. The public are no longer a hungry thought containers, but participants who have the courage to express different positions and values. They enjoy equal rights to dialogues, and are keen to supervise the news dissemination of traditional media.

On the one hand, the network public opinion has formed a compelling situation to push the government and the media organizations to give public, comprehensive, and true presentation of problems that people care about. On the other hand, there are some resistance and challenges in the process of verifying and clarifying facts because of the possibility of being questioned at any time by the traditional media news report and the work environment guided by the theory.

4. THE INTEGRATION OF WE-MEDIA AND MAINSTREAM MEDIA

4.1 Integrating new technologies and new methods into mainstream media dissemination

The emergence of we- media has brought impact and challenge to the mainstream media, as well as opportunities for development. The news dissemination should respond to the call of the times and apply the new technology and new methods to the mainstream media. First of all, the way of news dissemination should be innovated and new technologies should be applied on a large scale. Secondly, some new means of communication should be adopted, to make good use of the media and cooperate with the mainstream media, so as to achieve the goal of expanding the scope of news dissemination. Under the background of we- media, the way of news dissemination is more diverse. The traditional media needs to use a variety of ways to

carry on the news dissemination, tries to get attention from the audience on the contents and improves the scope of the influence.

4.2 Cultivate high-quality talents with strong news and communication skills

First of all, it needs to master advanced technology skillfully; secondly, the news communicator should have the psychology of "Hit on what one likes", grasp the interests and preferences of the public, and take the way that the audience is more willing to accept to face the complex and changeable media ecological environment, adapt to a variety of talent needs, cultivate high-quality talents. The news and communication personnel should be good at using the time to carry out the corresponding training, understand their own shortcomings in the training and learning process, promote their professional ability to improve, and finally report the news content that the audience like and accept.

4.3 Increase the speed of media dissemination and broaden the scope of communication

The communication of we-media is a niche communication, which can make many people with common interests come together and do something together no matter where they are. The niche media communication mode highlights the personalization in interpersonal communication. We-media dissemination, storage and retrieval are all very convenient, news dissemination is not only fast, but also wide in communication range.

5. CONCLUSION

To sum up, the rapid rise of us- media and the expansion of traditional media have led to increasingly fierce competition in the media market. The replacement of the old transmission ecology by the new communication ecology has become the main manifestation of the current domestic media integration, and the restructuring of the social structure and social resources has become the core task of the media industry at this time. Specifically, the traditional journalism and communication industry needs to adapt to the needs of social development, constantly carry out reform and innovation, and seize the opportunity of media development. By cultivating talents with new media thinking, integrating new technology into traditional news dissemination, it will eventually expand the influence of news, more importantly, the transfer of social rights is completed and the initiative of the expression of public events is realized.

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