

Original Research Article

# The influence of network communication on news media and its development countermeasures

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**Abstract:** With the continuous development of science and technology and economy, great changes have taken place in the news media. Internet technology has penetrated into all levels of the news media, and the scope and scope of network communication have become more and more extensive, which has brought great impact to the news media. How to carry out news communication effectively in the network environment is a problem that the news media needs to focus on and grasp. This paper analyzes the influence of network communication on news media, and puts forward some countermeasures to improve the quality of news media.

**Keywords:** Network communication; News media; Communication diversity; Interactivity

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## 1. Introduction

In the context of the rapid development of network technology, the actual development and popularization of the network has a great impact on people's lifestyle and information receiving habits. In the network era, news media not only usher in development opportunities, but also face severe challenges. News media must, on the basis of showing their own characteristics, absorb and make use of the advantages of network communication to complete the transformation and upgrading of news media<sup>[1]</sup>. The impact of network communication on news media is reflected in all aspects, and news media must have a clear understanding and positioning. Only in this way can the communication efficiency of news media be improved.

## 2. The influence of network communication on news media

### 2.1. Change the way and speed of news dissemination

Network communication has greatly accelerated the speed of news dissemination, and information can be spread all over the world in a short time. This advantage of speed makes the Internet the main channel for news dissemination, which traditional media can hardly match in speed and coverage.

### 2.2. Promote diversity and interactivity in news communication

Network communication allows news to exist in various forms, including text, pictures, videos, etc., which enriches the expression of news. At the same time, the strong interaction of the Internet enables the audience to participate more actively in the discussion and feedback of news, which has changed the one-way communication mode of traditional media.

### 2.3. Requirements for improving the quality of news media personnel

The diversity and immediacy of network communication challenge the traditional media's news production and dissemination mode. Traditional media need to adapt to the needs of the network era and innovate in content and form to attract and keep audiences<sup>[2]</sup>. This also means that the quality of the journalists and editors of the news media is put forward higher requirements.

### **3. Development countermeasures of news media under network communication environment**

#### **3.1. Make use of new technology to improve communication**

Mainstream media should give full play to their own advantages, make use of new technologies for content production and dissemination, continue to reform and innovate, and enhance their guidance, influence and credibility. In the process of development, news media should combine the characteristics of network communication in the new era, take root in community culture, improve the adaptability of news content, and establish official accounts with the help of various video platforms to optimize news content<sup>[3]</sup>. At the same time, it should also optimize and adjust the broadcast mode of video news in a timely manner according to the opinions and requirements of fans, so as to encourage news media to be influenced by network communication channels. It can further improve its own visibility and gain more audience groups.

From this perspective, firstly, news media enterprises can choose video platforms such as Douyin, Kuaishou and B station to release news content in combination with their own development needs and the characteristics of corporate news media<sup>[4]</sup>. At this time, it must be noted that the audience of such video platforms is very different, and the mechanism of video playback is not the same. For example, Kuaishou and Douyin are mostly short videos, but the content of video platforms such as B station is very complicated, there are many categories and very detailed, and the requirements for news content delivery are relatively high, and the requirements for news content quality are also relatively high<sup>[5]</sup>. Therefore, when delivering news content on various video platforms, news media workers should comprehensively investigate the characteristics and video delivery requirements of the audiences on different platforms, and try to achieve more accurate audience positioning and more sophisticated content production when delivering news videos.

#### **3.2. Optimize content production**

In terms of content production, mainstream media should pay attention to optimizing content, deepen integrated thinking, use empathic communication and other methods to stimulate the internal driving force of effective communication, and break through the bottleneck of improving communication power. In the network era, the development of news media needs to give full play to the advantages of network and related technologies, strengthen innovation in the ways and contents of news media, and meet the diversified news needs of audiences<sup>[6]</sup>. For example, with the change of the audience's habit of receiving news information, it is possible to spread it by means of live broadcast, short video, etc. It is also possible to use big data, cloud computing and other technologies to achieve interaction and communication with the audience, take the audience as the main body, so that the audience can actively participate in the comment and dissemination of news events, and spread the positive social energy through the correct guidance of the news media. Let the audience establish correct values, and a comprehensive view of news events, and play the role of public opinion guidance of news communication.

Moreover, the content expression of news communication should be novel, richer and deeper. It can enrich the performance effect of news with the help of subtitles and bullet screens, so as to attract the audience's attention and comment on news events through small video speeches. With the help of the Internet and the financial media platform, the hosting effect of the whole news program should be improved<sup>[7]</sup>. At the same time, the language should be updated. The style and expression of the language should not be too rigid, and some

network hot words can be appropriately used to attract the audience's attention.

### **3.3. Adapt to individual needs**

Internet communication can meet people's individual needs for news events. Traditional media should adapt to this trend and provide more personalized and diversified news products. For example, news media workers can also use wechat mini programs to add video viewing area or message area in the mini program, so as to expand the forms of wechat news communication and enrich the content of wechat news communication. More importantly, news media workers should reasonably choose the time to promote public number articles. If the news content of the public account is mostly science and technology news, since the audience of such news content is generally younger, the peak time for this group to browse online news information is around 9 p.m., therefore, news media workers can choose to push science and technology news content during this time, so as to improve the effectiveness of news push. If the news information of the public account is related to life or people's livelihood, since the audience of such news content is very wide, news media workers can choose to push such articles during the afternoon hours, so that people can use the fragmented time to read news<sup>[8]</sup>.

### **3.4. Strengthen interaction and engagement**

Encourage the audience to participate in the discussion and feedback of news by taking advantage of the interactivity of the Internet, which not only helps to improve the communication effect of news, but also enhances the audience's sense of identity and loyalty to the media<sup>[9]</sup>. Network communication has strong interactivity, the development of news media needs to fully grasp this advantage. In the context of network communication, it is necessary to communicate more fully with the audience<sup>[10]</sup>. Through effective interaction, communication and exchange, we can have a comprehensive understanding of the audience's psychology, combine with the current social background, and better promote the communication of news media, so as to bring the news media type that the audience likes. By means of market research, big data processing or cloud computing and other technologies, the browsing records of the audience can be analyzed to deeply explore the audience's news needs and preferences, so as to provide the audience with more targeted news, stimulate the audience's sense of participation, and enhance the communication effect<sup>[11]</sup>. Of course, in the context of network communication, news media will also have a great impact, so news media must constantly innovate and improve, combine the audience's demand for news and comments, correctly guide public opinion, and form a good interactive mode of news media.

## **4. Conclusions**

In conclusion, the influence of network communication on news media is far-reaching and extensive. Traditional media need to actively respond to these changes, make use of the advantages of network communication, and at the same time maintain and improve their professionalism and authority to meet the needs of the new era.

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