



Research on the Transformation of Communication Mode under the New Media Environment

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Abstract: With the rapid development of electronic information technology, human society has entered the new media era, and the traditional communication mode has suffered a profound impact and gradually transformed. This paper deeply discusses the change of communication mode under the new media environment, analyzes the characteristics of information communication in the new media era, including the accelerated expansion of information, the increasing subjectivity of the audience and the significant enhancement of interaction, and expounds the motivation and influence of the change of communication mode under the new media environment. The research aims to reveal the motivation, path and influence of the communication mode reform under the new media environment, and provide theoretical support and practical guidance for the innovation and development of news communication field.

Keywords: new media environment; communication mode; change

1. Introduction

The rise of new media has not only changed the way and speed of information dissemination, but also profoundly affected the structure and function of communication mode. In the digital, networked and intelligent new media environment, information dissemination presents unprecedented complexity and diversity. Traditional modes of communication have been unable to meet the public's demand for information acquisition, exchange and interaction, forcing the field of news communication to constantly explore and innovate. Therefore, in-depth research on the transformation of communication mode under the new media environment is of great significance to grasp the communication law, optimize the communication strategy and improve the communication effect. This paper will discuss the reform of communication mode under the new media environment from multiple dimensions, in order to provide useful reference for the future development of news communication field.

2. The characteristics of information communication in the new media era

2.1 The acceleration of information expansion

First of all, the phenomenon of the accelerating expansion of information is like an unstoppable torrent, sweeping across every corner. With the rapid development of Internet technology, especially the popularization of mobile Internet, the threshold of information production has been greatly reduced. Everyone, no matter where they are, can easily become the creator and disseminator of information as long as they have a smart phone or a computer. This participatory mode of information production has undoubtedly greatly enriched the content and diversity of information, allowing us to access the latest information from all over the world at an unprecedented speed. However, at the same time, the explosive growth of information has also brought us unprecedented challenges. How to select the valuable, true and reliable content among the huge amount of information has become a difficult problem in front of us.

2.2 The audience is increasingly subjectivized

In the era of traditional media, the audience can only passively accept the information conveyed by the media, and lack the right to make independent choices. But nowadays, with the continuous progress of new media technology, the subject status of the audience has been significantly improved. They can take the initiative to choose and obtain information content they are interested in based on their interests, needs and preferences. At the same time, through social media, blogs, forums and other channels, the audience can actively participate in the topic discussion, express their own views and opinions, and even become an important node of information dissemination in some cases. This trend of subjectification of audiences not only makes information dissemination more personalized and precise, but also greatly enhances the audience's sense of participation and belonging.

2.3 The interaction has been significantly enhanced

Compared with traditional media, new media pay more attention to interaction and feedback with audiences. New media tools such as social media and short video platforms provide rich interactive functions, enabling audiences to communicate with information spreaders anytime and anywhere in real time. The enhancement of this interaction not only improves the audience's participation and satisfaction, but also promotes the improvement of the effect of information dissemination. Through interactive communication, information disseminators can more accurately understand the needs and feedback of the audience, and timely adjust the communication strategy and content to better meet the expectations and needs of the audience. At the same time, interactive communication among the audience also helps to form a more open and inclusive public opinion environment and promote social harmony and progress.

3. Analysis of the motivation of the change of communication mode under the new media environment

3.1 The strong drive of technological progress

The rapid development of new media technologies is undoubtedly the core driving force for the transformation of communication modes. The popularization of Internet technology not only breaks the geographical restrictions of information transmission, but also greatly broadens the boundaries of information transmission with its characteristics of immediacy and cross-platform. With the rapid development of mobile communication technology, portable devices such as smart phones have become an important carrier of information reception and dissemination, and people can obtain and share information anytime and anywhere. The application of big data technology makes information dissemination more accurate and efficient. By analyzing user behavior data, media can more accurately grasp the needs of the audience and provide personalized information services. These achievements of technological progress together constitute a solid foundation for the transformation of communication mode in the new media environment.

3.2 Diversification and individuation of audience needs

With the rapid development of society and the general improvement of people's living standards, the audience's demand for information is increasingly showing a trend of diversification and individuation. They are no longer satisfied with the "one-size-fits-all" information services provided by traditional media, but are eager to selectively receive and participate in information dissemination according to their own interests, needs and preferences. This change in demand has prompted news and communication organizations to constantly innovate their communication models to meet the diverse needs of the audience. For example, through social media platforms to provide interactive and highly engaged information dissemination methods, so that audiences can express their own views and opinions while receiving information; Or make use of big data analysis technology to provide personalized information recommendation services for the audience, so that the information transmission is closer to the actual needs of the audience.

4. The impact of the change of communication mode in the new media environment

4.1 Profound changes in the field of news communication

In the new media environment, the transformation of the communication mode is like a strong east wind, blowing every corner of the news communication field. It has not only inspired a wave of innovation in news communication technology, promoted the extensive application of cutting-edge technologies such as cloud computing and artificial intelligence in news communication, but also prompted news communication organizations to constantly explore new communication modes, such as short video, live broadcast, VR/AR news, etc., to meet the increasingly diversified information needs of audiences. This kind of innovation not only enriches the forms and means of news communication, but also improves the speed and efficiency of news communication, making news communication closer to the audience and more attractive and appealing[2]. However, the change also comes with challenges. With the rise of new media, the competition in the field of news communication becomes more and more fierce, and traditional media are faced with difficulties such as audience loss and declining advertising revenue. Therefore, improving professional quality, enhancing innovation ability and deepening media integration have become the only way for news and communication organizations to cope with challenges and achieve sustainable development.

4.2 Reshaping and reflection of social culture

The transformation of communication mode in the new media environment is like a double-edged sword, which not

only promotes the prosperity and development of social culture, but also brings many challenges and reflections. On the one hand, the popularization of new media lowers the threshold of information dissemination, enabling everyone to become the producer and disseminator of information, thus promoting the diversification and democratization of information. This change greatly enriches the connotation of social culture and enhances the cohesion and centripetal force of society. On the other hand, problems such as information overload and the proliferation of false information have also followed, bringing great troubles and harms to society. Therefore, strengthening information supervision, improving public media literacy, and creating a clean cyberspace have become the common calls of all sectors of society. At the same time, the transformation of communication mode under the new media environment also prompts people to reflect on the value and significance of traditional social culture, and promotes the continuous innovation and development of social culture.

4.3 New opportunities and challenges in the economic field

The transformation of communication mode in the new media environment has had a profound impact on the economic field. On the one hand, it promotes the rapid development of the new media industry and injects new vitality into the economic growth. The new media industry, with its unique industrial form and business model, has become an important force in promoting economic transformation and upgrading. At the same time, the development of new media also provides new opportunities for the transformation and upgrading of traditional industries. Through new media marketing and cross-border cooperation, traditional industries have gained new vitality and vitality. On the other hand, the transformation of communication mode in the new media environment has also brought new challenges to the economic field. With the popularity of new media and the intensification of competition, some traditional industries and enterprises are faced with dilemmas such as squeezed market share and squeezed profit margins. Therefore, strengthening innovation capabilities and enhancing brand competitiveness have become important ways for enterprises and industries to cope with challenges and achieve sustainable development.

5. Conclusion

To sum up, the change of communication mode under the new media environment is an inevitable trend of The Times and an important embodiment of the innovative development in the field of news communication. This change has not only profoundly affected the mode and effect of information transmission, but also promoted the development and progress of social culture and economic fields. However, we should also be clearly aware that the transformation of communication mode in the new media environment has also brought some problems and challenges, such as information overload and the proliferation of false information. Therefore, we need to constantly explore and improve the communication mode under the new media environment, better meet the needs and expectations of the audience, and promote the healthy development of the field of news communication and the prosperity and progress of social culture.

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