



# On the News Integration Skills in the New Media Era

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DOI: 10.32629/jher.v3i1.629

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**Abstract:** With the development of Internet technology, the importance of news in the new media era has gradually become prominent, and the way of news transmission has also undergone great changes in a more diversified and rapid manner. With the advent of the new media era, the dissemination of information has become more and more diversified, which can no longer be met by people's requirements on the dissemination and acquisition of information. Traditional news media have begun to be gradually transformed to the direction of diversification. In the new era, how to use digital technology to realize their own advantages and development trend to improve their own competitiveness have been an important issue to be concerned. Based on the current situation of the development of new media, this paper studies the changes of the news communication environment in the new era, analyzes the existing problems and puts forward corresponding countermeasures and suggestions combined with the current situation of the news industry in China.

**Keywords:** new media, news, integration skills

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## 1. Introduction

With the rapid development and progress of new media and the rapid application of Internet technology, information is the most important carrier in the process of news transmission. The integration of traditional news media and emerging media has become a trend, and the new media era has put forward higher requirements for journalists in the aspects of network technology and Internet development. The new media has brought people convenient and efficient ways of information transmission. How to make good use of mass data in daily life to deal with events effectively in a timely manner has become a problem that journalists must confront. This article makes integrated concerns of the characteristics of new media and the existing problems to put forward that the opinions and practical measures should be integrated.

## 2. Problems existing in news integration skills in the new media era

### 2.1 Audience in news dissemination

In the era of new media, the subjectivity of the audience is greatly enhanced, and the status of the audience is increasingly important. People accept news information content in more diversified ways, which provides traditional news media. In the era of new media, the ways of information transmission are diversified. People not only choose information resources, but also express their own needs freely. The identity of news disseminator is more clear, and the audience group is gradually expanding in the era of new media. This requires journalists to have a high level of professionalism. In dealing with emergencies, we can guide public opinion in place, correctly and effectively screen the audience, and try to be positive and healthy when facing some social hot issues and sensitive topics. The second is to timely release topics and opinions about people's livelihood, as well as the development of related events and solutions, and other information to assume social responsibility.

### 2.2 Public opinion

In the era of new media, people's information transfer is fast and convenient, and news dissemination is more rapid. In the process of news dissemination, the environment of public opinion has a great influence on it. The birth of successful news is often to form a public opinion in a certain region and time. Therefore, journalists must pay attention to the diversity of different groups, avoid one-sided turn to interview, and the news information should be inspirational and attractive, persuasive, enhance the audience's interest. At the same time, when creating and guiding the atmosphere of public opinion, journalists should also have high quality and fairness to guide the masses to treat correctly, update their ideas, and better propaganda and promotion.

### 2.3 News publicity and advertising

News communication and advertising are inseparable, which complement each other, depend on each other, promote

each other and finally achieve common development. To effectively integrate news publicity and advertising in the new media era is to optimize the allocation of information resources on traditional media forms and new network platforms, realize two-way communication, and adopt appropriate means to achieve certain communication goals according to different types and genres.

## **2.4 The public**

In the era of new media, great changes have taken place in the way of news and information transmission. Traditional news media can no longer meet the public's demand for current affairs and culture. Due to the era of new media, people's access to and use of information and the public's reading habits have undergone great changes. Network convenience can enable people to achieve this since the media platform can provide dynamic news events and hot issues in time, so emerging technologies can be adopted for news reports to make people to be more actively involved, and be put into the corresponding resources to solve daily life such as the subject of some social topic.

## **3. The strategy of news integration skills in the new media era**

### **3.1 News integration should be two-way interaction**

The consciousness of news integration in the new media era is to share information resources on traditional media and network platforms, realize the unification of news content, reporting methods and user experience, and realize the communication and emotional resonance between people and things through various forms and means. At the same time, I will choose the words with certain timeliness and interactive characteristics and the ones I am interested in to participate in the news report.

### **3.2 Journalism needs to be marketized**

The marketization of news refers to the dissemination of information to each audience through the media. Marketization means that the management goal of news units is market-oriented, instead of blindly pursuing economic interests. The marketization of journalism in the new media era mainly refers to the integration of content production, service and brand promotion centering on users. Its purpose is to let more readers know the information they are concerned about or interested in. Effective integration and dissemination in traditional news media can make the audience interested in themselves and form habitual cognition, and at the same time, it can better play the advantages of new media. News resource sharing can also be strengthened through the new media platform, so as to realize the virtuous cycle development and social benefit maximization under the market competition mechanism.

### **3.3 Integration and operation should be fast and effective**

News is a kind of comprehensive and multi-level information dissemination activity. In the era of new media, the transmission speed and transmission mode of information are very fast, which requires journalists to have good professional quality. At the same time, it is necessary to have rich working experience and high comprehensive ability to deal with emergencies and problems. The integration of news means to make effective use of traditional media and new media and realize optimal allocation of resources on the basis of the integration of original media. First of all, traditional "we media" should be combined with network platform. Secondly, we should make full use of emerging technologies. First, the Internet + newspaper + radio and other multimedia forms. Second, the emergence of Wechat public account, Weibo and other mobile phone clients enables news to be transmitted to the audience and the public in a more timely manner, so that more people can learn the latest news for effective communication.

### **3.4 News integration should be diversified**

In the era of new media, news integration skills are also a very important topic. In the process of communication, news and media need to integrate various media information, which can be used through various means to make comprehensive analysis and report and explain to guide the direction of public opinion. It can also provide news clues and suggestions to other relevant departments, and actively seek help to solve their own problems, but also do a good job of website content optimization work. The last is to close and strictly control information to ensure the maximization of news dissemination effect and sustainable development.

## **4. Conclusion**

In today's era, new media is a relatively independent and open platform. Traditional media and the audience's face-to-face communication mode is simple, and the one-way interactive communication mode is broken. With the advent of the

new media era, journalism will surely usher in a new period of development, which requires continuous innovation and reform for traditional news media. This paper mainly discusses the characteristics of news in the era of new media, analyzes the existing problems, and puts forward integration skills and measures, sets up the development direction and goal of the correct use of new media, and constantly explores, develops and improves. This requires that in order to achieve effective communication in the era of new media, it is necessary to establish a new era of media news with authority, high credibility, in line with social needs, high credibility that can be accepted and recognized by the broad audience, and finally can be widely promoted by the society.

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