



Good News Comes from “Running”: A Discussion on the Timeliness and Accuracy of News

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Abstract: This paper aims to comprehensively explore the dual importance of timeliness and accuracy in journalism. Through in-depth analysis of specific examples, it further elaborates on the profound view that “good news comes from ‘running’”. The article not only focuses on the quick response and professional quality of journalists in reporting unexpected events but also delves into the crucial role of news accuracy in ensuring the authenticity of information and maintaining public trust. Meanwhile, this paper will also conduct a detailed analysis of the professional quality and social responsibility demonstrated by journalists in on-site reporting.

Keywords: News; Timeliness; Accuracy; Journalists; News reporting

1. Introduction

In the field of news communication, the concept that “good news comes from ‘running’” has long been deeply rooted in people’s hearts. It not only emphasizes the quick response ability of journalists when facing unexpected events but also highlights the core value of news timeliness. The recently popular Hong Kong drama “News Queen” vividly demonstrated this concept. In the drama, rescue workers and journalists always arrived at the scene of unexpected events at the first time, recording the most real and shocking moments with cameras and pens. This phenomenon not only reflects the competitive situation in the news industry but also reveals the public’s high expectation for news timeliness. Therefore, in-depth exploration of the concept that “good news comes from ‘running’” will not only help us better understand the essence and requirements of journalism but also provide useful inspiration and reference for how to improve the timeliness and quality of news reports in the new media era.

2. Manifestations of News Timeliness

2.1 Rapidity of Media Reports

Taking Phoenix Satellite TV as an example, its morning news program “Phoenix Morning Express” has accompanied countless people to start a new day. The program is famous for quickly delivering major domestic and foreign events, and its slogan “For major events, watch Phoenix” is deeply rooted in people’s hearts. Phoenix Satellite TV ensures that viewers can obtain the latest news information at the first time through an efficient news collection and editing process. This fully reflects the media’s unremitting pursuit of timeliness in news reporting. In the field of news communication, the rapidity of media reports is not only the core manifestation of news timeliness but also one of the key factors of media competitiveness. It requires journalists to collect, edit and disseminate news information at the first time. The rapidity of media reports ensures the freshness of news information, enabling viewers to obtain the latest information in the shortest time. The “Phoenix Morning Express” program of Phoenix Satellite TV realizes the rapid transmission of news information through an efficient news collection and editing process, allowing viewers to learn about major domestic and foreign events when they wake up in the morning. This rapidity not only meets the viewers’ need for fresh information but also enhances the media’s credibility and influence.[1]

2.2 Quick Response of Reporters on Site

In news reporting, the quick response ability of reporters is of vital importance. They need to quickly judge the value and importance of news events and arrive at the scene to report as quickly as possible. For example, in the reporting of a certain international summit, a well-known reporter, despite facing interview restrictions, could still respond flexibly and successfully obtained responses from important figures through ingenious questions and props. This case not only demonstrates the professional quality and adaptability of the reporter but also reflects the importance of news timeliness. In the increasingly fierce competition in the media market, the rapidity of media reports has become one of the core indicators of media competitiveness. With the advent of the information age, the speed of news dissemination is getting faster and faster,

and the competition among media is becoming more and more fierce. Whoever can transmit news information faster and more accurately will be able to occupy a favorable position in the market. The rapidity of media reports also has an important impact on public opinion and social stability. When unexpected events or major news events occur, the media must respond quickly and transmit information in a timely manner to dispel the public's doubts and uneasiness. Therefore, the quick response of reporters is of great significance for maintaining social stability and public interests.[2]

3. Importance of News Accuracy

3.1 Fact as the First Priority

While pursuing news timeliness, accuracy is equally indispensable. News reports must be based on facts to ensure the authenticity of information. Otherwise, no matter how fast the reporting speed is, it will not be able to win the trust of the audience. Therefore, when collecting and editing news, journalists must strictly abide by news ethics and professional ethics and verify through multiple channels and angles to ensure that the content of the report is accurate. This is the basic bottom line of journalism and the key to winning public trust. In news reporting, the accuracy of facts is the cornerstone of news value, which is the basic principle of journalism. If the content of news reports does not conform to the facts, no matter how fast the reporting speed is, it will not be able to win the trust of the audience. On the contrary, it may cause misunderstandings, mislead or even social unrest. The accuracy of news reports is directly related to the image and trustworthiness of the media in the public's mind. Only by ensuring the authenticity of news reports can the media's credibility be enhanced, so that the public can trust the media more when obtaining information. Conversely, if news reports frequently contain false or misleading information, it will seriously damage the media's credibility and lead to the loss of public trust and support.

3.2 Professional Quality and Responsibility of Reporters

Journalists should not only pursue speed but also pay attention to questioning skills and news mining ability in on-site reporting. Journalists need to possess profound professional quality and keen insight. They need to dig out the truth and stories behind news events through in-depth interviews and careful observations. This can not only improve the quality of news reports but also enhance the public's understanding and recognition of news events. Meanwhile, they also need to always keep in mind the principle of "safety first" to ensure that there are no deviations or safety accidents during the reporting process and ensure the safety of themselves and the reporting objects. In addition, journalists should also assume social responsibilities. As the disseminators of social information, journalists bear important social responsibilities. They need to actively disseminate positive energy and guide the public to form correct values and public opinion orientation. In the reporting process, journalists need to pay attention to the balance and fairness of reports to avoid excessive exaggeration or misrepresentation of facts, so as to avoid misleading the public or causing unnecessary disputes.[3]

4. Case Analysis

In a certain unexpected event, a well-known journalist demonstrated excellent professional quality and adaptability. The event occurred during an emergency rescue operation, and the situation on the scene was complex and dangerous. However, this journalist did not hesitate to rush to the scene and quickly integrated into the rescue team. During the interview, despite facing many restrictions and difficulties, the journalist could still respond flexibly. He successfully attracted the attention of the rescue workers and won their trust and cooperation through ingenious questions and appropriate props (such as recording pens, cameras, etc.). Through in-depth interviews and observations, the journalist not only understood the progress of the rescue operation but also dug out many touching rescue stories. These stories not only showed the heroism and selflessness of the rescue workers but also conveyed social positive energy and humanistic care. The journalist's report quickly attracted wide attention and won the praise and recognition of readers. This case not only demonstrates the professional quality and adaptability of the journalist but also reflects the perfect combination of news timeliness and accuracy.

5. Conclusion and Prospect

In summary, the view that "good news comes from 'running'" not only emphasizes the importance of news timeliness but also reminds us that we cannot neglect accuracy while pursuing speed. Journalists need to continuously improve their professional quality and adaptability to ensure that they can provide accurate and timely news reports for readers in the rapidly changing news environment. Meanwhile, they also need to always keep in mind the principle of "safety first" to ensure the smooth progress of news reports. In the future, with the continuous development of media technology and the increasing demand of the public for news information, journalists will face more severe challenges and opportunities. Therefore, they need to continuously innovate reporting methods and means and improve the quality and level of news reports to meet the

expectations and needs of the public.

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