



Promotion of the Communication Power of New Media Products from the Perspective of Visual Communication

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Abstract: With the development of society and the progress of science and technology, visual communication has also entered the field of mass communication from the field of art design. The connotation of visual communication is constantly enriched and updated. When the audience receives the static, dynamic and mutually dynamic multi visual information content, they can further deepen their understanding of the communication content. In the practice of new media, visual innovation is an important way to improve the communication power of news products. The content of visual communication is fully analyzed, and it is clear that new media products explore ways to improve the communication power of new media products from the aspects of exploring multiple visual expressions and reasonably selecting communication channels.

Keywords: visual communication, new media products, communication power, promote

1. Introduction

Visual innovation is undoubtedly an important way to improve the communication power of new media products. In the new media era, it is a requirement for communicators to make rational use of visual information to create high-quality news products. What form news products are transmitted is the exploration of the communication content itself [1]. In the process of news product communication, the audience who has received relevant visual information will interpret this part of visual information? This is a survey of the communication effect. What kind of impact will news products with rich visual information have on the audience and the society? It is a review and Reflection on creating high-quality news products through visual communication, and it is also an important subject for media integration and communication in the new era. It also requires a clear understanding of the visual communication effect of news products in the context of new media. Although more attention is paid to the innovation of visual communication mode of news products in the communication process in the context of new media, improving the communication power belongs to complex content, which requires a more in-depth cognition and understanding of visual communication itself.

2. Visual communication and understanding of communication power

Under the information tide, visual communication has become a new and developing concept. It is moving from the field of art design to the field of mass communication. Through information technology and network media, the connotation of the concept of visual communication is also changing. Vision is an important channel for human beings to receive and transmit information, it generally focuses on pictures and does not rely on words for communication. Replacing traditional printing communication is the biggest feature of visual communication at present, various visual factors make people no longer satisfied with the traditional single and boring form of communication.[2]

The visual communication referred to in this article is mainly a conscious and purposeful creative activity of the communication subject, which organizes and arranges the visual information, and publishes it in a reasonable and effective form, hoping to gain attention and produce social impact. In the current mobile Internet era, the communication space of text symbols is constantly being squeezed, and images, images and interactive combined visual information have become the main communication form compared with traditional communication forms, visual communication forms are rich, diverse and interesting, which have strong visual sensory stimulation and attraction to the audience, deepen the information cognition of the audience to a large extent, and have stronger communication power. The so-called communication power means that in the news communication activities, the news media rely on their own unique communication methods and channels, an ability to have potential impact on the target audience citation.

The communication power lies in the “four forces”, First, communication is the premise and foundation. Without a strong communication force, the guiding force, influence and credibility of the communication content will be impossible. The strength of communication does not come from the self-evaluation of communicators, but from a kind of market-oriented

objective data evaluation. For new media products, the important parameters and indicators to evaluate the communication power include the number of clicks, number of viewers, interaction rate, etc. With the support of the continuous development of media technology, visual information has expanded to image, video, interactive H5 and other forms.

3. Using visual communication means to improve the communication power of new media

3.1 Comprehensive use of media technology to analyze the multi visual expression of news content

New technologies provide unlimited possibilities for the visual communication forms of news products. Multiple visual information such as text, pictures, videos, H5, etc. jointly construct multiple expression forms of news content. The new of new media is not only the new of communication tools, but also the new presentation form of communication content[3]. Making good use of visual communication means is an important means to improve the communication power of new media and create “popular” products. New media news products explore the multiple expression of content and realize the innovation of visual communication forms through the new arrangement of words, innovation of picture styles, or the introduction of more diverse communication forms such as video and H5, which can achieve a significant leap in the communication power of news products.

3.2 Innovative interactive dynamic content form presents resonance propagation effect

The emerging media technology provides support for the communication form to move towards mutual dynamics, and also enables visual communication to realize the transformation from static to dynamic, the rhetorical transformation from reproduction to creation, and the reconstruction from real to virtual combination. The entry of virtual reality technology makes the ways of visual communication more diversified, and the forms of visual information gradually move towards mutual dynamics. From the practical point of view, in recent years, H5 interactive icons, dynamic maps, news games and other forms of interactive dynamic products have been constantly enriched in new media communication.

In terms of communication process, new media products that are dynamic with each other bring a sense of audience participation, and the role of active participation shortens the psychological distance between information consumers and content producers. From the perspective of narrative structure, interactive new media products can guide the news narrative logic through interface operations such as click and selection, and provide a virtual channel for the audience to truly participate in the communication content[4]. In terms of communication power, interactive visual communication has changed the way of information transmission, transforming unilateral information transmission and passive information reception into two-way transmission and reception. The highly interactive visual communication content is more likely to leave a deep impression on the audience, making the audience have a “long-term resonance” of memory in the interaction with the communication content.[4]

Enhancing the interactivity of news products is an effective way to enhance the communication power of news products. A good new media interactive product will make users feel relevant to themselves and willing to actively participate, share and forward, and become “volunteers” in the communication chain. Visual communication products with strong interactivity are easier to “immerse” the audience, stimulate interest in the process of interactive participation, achieve “long-term resonance” communication effect, and improve the communication power of news products.

3.3 Matching the corresponding platform to select the communication channel according to the theme

Rich visual information and a large number of emerging media platforms have laid the foundation for news content to improve its communication power through multiple means. The emergence of new media platforms with different nature and functions has provided news content with more diverse tools and carriers. Different platform function designs and audience orientations are different, which makes visual communication show the characteristics of visual information diversity and narrative system diversity. For example, short video content of entertainment nature is suitable to be put on the platform, and these short video content are more in line with the interests of users. Long picture and interactive H5 new media products are more suitable for We Chat official account communication. The current domestic mainstream information communication platforms have their own distinctive characteristics and different audience groups. Visual communication products with different themes in different fields should adopt different visual forms, match different platforms and audience groups, and realize the promotion of new products.

4. Conclusion

Visual communication has become the mainstream form of information communication in the Internet era. The transfer of content form from text to image has brought a visual feast. Under the background of the development of Internet technology, the interconnection of all things has truly become possible. Visual communication information is scattered in all corners of life, and even shaping people's living environment. Because the Internet has the characteristics of massive information and real-time transmission, the audience is facing a complex environment full of multiple information.

As a typical "hot media" content, the visual information represented by images and videos does not need the audience to give full play to their excessive initiative to a certain extent. The artificial intelligence push algorithm is superimposed to achieve audience friendliness in a sense. In particular, the mutual dynamic visual information can bring "long-term resonance" of memory through reasonable interaction in the communication, and have a long-term penetrating potential impact on the audience. In the visual communication of new media products, we should be alert to the blind pursuit of visual stimulation, which makes the visual communication fall into a "Carnival trap". What the audience gets from the fragmented video is a superficial and passive instant visual pleasure. This kind of fast-food viewing will lead to the audience's slackness in logical thinking, the dissolution of imagination in images, and the loss of self-expression desire.

At present, in the field of visual communication of new media, modern media means over entertainment the content and form of expression, which will have a negative impact on people's values. The short video generated by the platform has been popular in recent years. It is one of the most important visual communication phenomena, and also represents the change of visual aesthetic paradigm brought about by the development of new media technology. In order to unilaterally pursue the click through rate and the number of viewers, some short video producers meet the users' vulgar visual desire, create a series of visual wonders, and create the illusion of visual "Carnival", which requires that while paying attention to the form and "attracting attention", we should not ignore the quality of the communication content, apply critical thinking to examine the visual information that deviates from the communication purpose, and avoid the negative effect of "Pan entertainment" through the concept of journalistic professionalism.

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