

Reflections on News from the Perspective of All-media

Min Li

Nanjing University of Finance and Economics, Nanjing, China

Abstract

The rapid development of all-media has led to a profound change in information dissemination, and the improvement of news and propaganda work is facing new opportunities and challenges. Adhere to the content as the "king", achieve "material", realize the "high-quality" news, and arouse the resonance and thinking of readers. The integration of digital technology "empowers" high-quality content to match the expression of "creativity", realizes the "circle-breaking" of communication, allows "positive energy" and "large traffic" to "go in both directions" on the Internet, and enhances the breadth of perspective and popularity of news.

Keywords

All-media; News; New quality productivity.

1. Introduction

In the context of comprehensively deepening reform, the integrated development of various media has provided full-process, holographic, full-staff, full-effect digital mobile communication technical support, and the rapid development of all-media has promoted the "phenomenal" change of information dissemination to improve quality and upgrade. At the same time, higher demands have been set on news and propaganda work.

2. Guard the "Moat" of The Content and Highlight The Word "Fine"

Adhere to the content as the "king" and do "have the material". The "hard-core" original reports and the "fireworks" theme propaganda should guard the "moat" of the content, form "unique" intangible assets, realize the "high-quality news", and enhance the "penetrating power" of ideas.

2.1. High-quality content is always the "hard currency" of the information market

With the expansion of media communication channels and platforms, the "reservoir" of media content continues to grow, and valuable media content is facing a situation of "dilution". In the all-media era, under the new situation of "everyone is a media, everything is a media", communication channels can be changed, media platforms can be expanded, presentation forms can be innovated, content construction is always fundamental, and content is still the "golden rule", "housekeeping skills", and "important magic weapons" to respond to "all changes" with "unchanged". And with the process of deep media integration, it is even more mainstream.

In the context of media convergence, news production has expanded from a one-way model to a multi-creative model, breaking through the homogeneous "confinement" of content, and what the audience needs is equal dialogue, plain content, and empathetic discourse. Technology cannot be "one against all enemies," and the content is not only the accumulation of words, but also the transmission of ideas and the exchange of emotions. Professional editing is still the "moat" of media development, and authentic and in-depth content can allow the media to establish a more intimate connection with readers, and arouse readers' resonance and thinking.

The "one word" that touches the heartstrings, the "one sentence" that is fascinating, the "one picture" that is vivid, and the "one moment" that hits the heart directly, have triggered the "thousand words" that have been disseminated. In addition to the "cold" facts, the audience can fully mobilize multiple senses during the experience, deepen the understanding of the content, increase engagement, and enhance the sense of experience.

2.2. Throw yourself down and eat more "fireworks in the world"

Journalism is not just about writing a lot. Whether or not the audience can see, understand, and like to watch is an important "yardstick" for judging whether or not it is effectively disseminated. "Fierce material" is hard to find, and positive energy does not rely on empty "preaching", but is often reflected in micro-stories and micro-touches. Let the grand theme take off the heavy "coat", the landing point is "small" but does not mean that the value is "small", and the "small" character does not exclude the influence of "big".

Journalistic works should be "stained with mud," "with dewdrops," and "steaming," and leaning down to start with the "big and small things" around them, to experience, feel, and observe, so as to capture those vivid and original on-site situations. From the fiery "fireworks in the world", we should explore small materials and small topics, put them in the "big coordinates" of the central spirit, social conditions and public opinion, find out the news points, and tell the "hard truth" with "soft stories" through the "small" news scenes with vivid characters and events as the core, reflect the major themes with great foresight, correctly guide social public opinion, and carefully write "down-to-earth" masterpieces of the times.

3. Make Good Use of The "Nourishment" of New Quality Productivity and Highlight The Word "New"

New quality productivity is a key factor in the process of all-media convergence, which provides a steady stream of "nourishment" for the systemic transformation of mainstream media. The integration of digital technology "empowers" high-quality content to match the expression of "creativity", realizes the "circle-breaking" of communication and the "domain-breaking" of functions, and presents the mainstream value output in a more "down-to-earth" way, making "meaningful" become "interesting".

3.1. High-quality content needs the "wings" of traffic

High-quality content, which carries the mainstream value of advanced culture, is always the "lifeline" of the media, and discourse innovation is the starting point of content innovation in the all-media era. New quality productivity is a key factor in the process of media convergence, which subversively changes the traditional process of news production and dissemination, reshapes the entire media format, and provides a steady stream of "nourishment" for the systematic transformation of the media. The "blessing" of emerging technologies allows "positive energy" and "large traffic" to "go both ways" on the Internet, and is better at entering the "topic circle" of the audience, making good use of new technologies to plug in the "wings" of content, and promoting the transformation of new quality productivity into new quality "communication power".

Content creators should conform to the evolution of the communication ecology, technology empowerment and innovation, deeply feel the changes of the times, the change of concepts, and the iteration of aesthetics, and break through the circle. From planning, editing, reviewing, and dissemination, from content production to resource allocation, new technologies have penetrated into all aspects of news production, making content innovation more "fresh", content dissemination more "down-to-earth", and content quality more "deep", and gradually becoming a "powerful assistant" in media content production.

3.2. Seek change with "new" and empower with "quality"

Keep up with the cutting-edge wave, explore the application of new technology scenarios, change the communication form of "one thousand people", highlight the technological leadership, forge new quality productivity, and drive the leap of all-media productivity with scientific and technological innovation. Relying on the connotation of news to attract people and relying on the power of ideology to infect people is a question that must be answered in coping with the new situation and new challenges, and is also the only way to speed up the development of new quality productive forces in the media. Actively embrace cutting-edge technologies such as AI artificial intelligence, big data, large models, and cloud computing, integrate advanced media technology into all aspects of media business, and realize the "empowerment" of the whole chain of technology of "planning, collection, editing, review, distribution, evaluation, and feeding", and adapt technology to media resources, combine with the regular characteristics of digital communication, and adapt to the actual needs of the audience, presenting more diverse content expected by the audience.

As an important carrier of information dissemination, new technologies bring not only the upgrading of technology, but also the comprehensive innovation of content, form, communication channels and other aspects, so as to realize the rapid dissemination and wide coverage of news content, jointly build a collaborative and innovative all-media communication pattern, and press the "acceleration button" for the development of all-media. The use of advanced technology to improve the quality of content, improve the efficiency of production, improve the user experience of the audience, and meet the personalized needs of the audience requires innovation in news expression, providing richer and more diversified news products, and meeting the expectations of the audience. Using the latest big data technology, improve the production efficiency, communication efficiency and user experience of media content, strengthen user thinking, accurately locate the target audience, adopt methods such as changing voice, clever character design, and strengthening interaction, launch more accurate and personalized news products, and effectively enhance the appeal, attractiveness and persuasiveness of communication content. Explore rich forms of media presentation, establish an independent and controllable new media platform, aggregate a large number of editorial and user resources, lay a good foundation for the sharing of high-quality resources, and enhance users' sense of participation and immersion. Through technological empowerment, based on the actual needs of users, we will innovate language methods and presentation models, improve the efficiency and quality of content production, and creatively produce news products that the masses like to see, so that news reports will become enjoyable and the audience will naturally feel "relish" in the process of receiving information.

4. From "Integration" to "Deep Integration" and "Strong Communication"

Mainstream values are integrated into multiple "voices", content is "king", introducing cutting-edge technology, mastering new technologies and new applications, giving birth to new thinking and new ideas, expanding new models and new resources, accelerating the development of all-media "embracing integration", occupying the "commanding heights" of information dissemination, and making positive energy produce "large traffic" and good voices become "the strongest voice".

4.1. From "coexistence" to "Tongmai", to be a "sharing home" of content

With the in-depth development of the all-media era, media is no longer simply splicing, but a deep interaction, which is a collaborative relationship that promotes each other. In the network structure of the Internet of Everything, the "media island" has long ceased to exist, and the "barrier" of heterogeneous media has long been broken, improving the integrity and coherence

of information dissemination. Relying on the new all-media technology, it focuses on multi-perspective "network sense" expression, increases the "entrance" of network traffic, and is committed to reconstructing the communication logic of text, sound, lens, narrative, etc., to achieve discourse resonance, emotional exchange, and thinking collision.

Through the "blessing" of emerging technologies, we will continue to optimize the allocation of resources, embrace new technologies and applications such as new quality productivity, share and exchange data and information on the whole platform, and master and apply all aspects of media communication technology, so as to realize the multi-faceted linkage, effective integration and deep integration of content and technology, and create an integrated operation model. Text, pictures, audio, and video are organically integrated to build a multi-dimensional and three-dimensional narrative structure, break through the barriers and obstacles of internal fragmentation and fragmentation, and create high-quality communication content with a sense of experience, interaction and effectiveness.

4.2. Expand the "circle of friends" and expand the "1+1>2" aggregation and communication effect

With the further profound changes in the communication pattern, the iterative upgrading of the all-media matrix, and the application of new technologies into all aspects of news gathering, editing and distribution, audio and video shooting and editing, intelligent generation and writing, etc., the functional penetration has been achieved in the whole process of clue collection, manuscript editing, manuscript mapping, thematic aggregation, content risk control, media asset management, etc., which has improved the efficiency of content production on the one hand, and enhanced the intelligence and personalization of media on the other hand. Integrate new technology resources, expand the "circle of friends" with the same frequency resonance, the same direction, with multi-dimensional, in-depth, wide coverage linkage, increase traffic, gather popularity, form a "1+1>2" aggregation communication effect, and promote the news "out of the circle" more brilliant.

Cutting-edge technology "empowers" the construction of an all-media communication system, breaks through the limitations of a single media, expands the "circle of friends" of communication, reconstructs new applications, new scenarios and new ecology of the news production process, and creates a new model of diversified collaboration and efficient operation. Deeply cultivate the vertical field, build a multi-circle, dynamic and sustainable "one network" all-media communication pattern, realize content linkage, technology exchange, resource integration, and platform aggregation, and enhance the breadth of perspective and communication heat of news.

5. Cultivate A Team of All-media Talents with "One Specialty and Multiple Abilities"

The rapid changes in the media ecology have led to and continue to undergo tremendous changes in the professional roles, working methods, and business operation methods of journalists, and the traditional monolithic journalists can no longer meet the needs of all-media news reporting. In order to adapt to the changes in the media environment and the changing role of the journalist profession, the all-media transformation of journalists has also become an inevitable trend in the new communication ecology.

5.1. Adjust ideological cognition and strengthen thinking on Internet journalism

In the all-media era, the demand for news talents in the media industry has different characteristics. Under the guidance of the all-media ideology, the news production process has taken on a series of new characteristics and requirements. The news production process of

multiple collections and releases, multi-platform sharing of resources, and diversified information expression not only maximizes the utilization of news resources, but also breaks the traditional static one-way communication mode in the past, and the traditional news talent training model formed based on the structure and operation mechanism of traditional journalism can no longer meet the needs of the times, and the era of media integration calls for a new type of media talent.

Information is no longer a scarce resource, and the ability of journalists to think independently is the most scarce resource in the current media environment. Journalists should stand at the forefront of disseminating new technologies, learn to use the latest and most cutting-edge communication technologies, and discover valuable news clues. For journalists who are on the front line of news, it is particularly important to maintain a sober mind and a rational view of the media and always treat news reporting with objective and critical thinking when faced with a complicated media environment. In the context of media integration, it is necessary to establish Internet thinking and integrate Internet thinking into news reports. The Internet, especially the mobile Internet, has brought about changes in the differentiation, niche, and circle of news dissemination, and news dissemination has shown the characteristics of communicator-centered dissolution, flattening of the relationship between transmission and reception, and individualization of information reception. Journalists should establish the concept of integrating news reporting, understand the laws of news, and be able to complete the production and dissemination of content in accordance with the requirements of news laws. It is also necessary to understand the advantages and disadvantages of different media communication, master the communication technology of different media, be able to meet the individual needs of different audience groups, more accurately and effectively grasp the timeliness of the report, and make the report truly become a channel for the media to connect users.

5.2. Ability to reshape and realize the multimedia expression of news

In the all-media news system, it is necessary to realize the sharing of news resources on different platforms and maximize the use of news materials collected by reporters. The news production process requires the realization of all-media news products, the diversification of reporting platforms, the reorganization and sharing of news resources, and the immediate reflection of news feedback. In the era of all-media communication, according to the needs of different media platforms, all-media reporters should not only collect text and picture materials, but also collect video, audio and other multimedia materials, and by making full use of the characteristics and advantages of text, pictures, audio and video, animation and other materials, according to the needs of different media platforms, processed into different forms of terminal news products, to achieve multiple expressions of news, combined into a three-dimensional, novel, lively, unique form of news reporting. The all-media news reporting mode has reached an unprecedented height in the requirements for the individual combat ability of reporters. Journalists must have the ability to independently complete the entire news gathering and writing process, including topic selection, news planning, interviewing, photography, videography, and writing.

Therefore, as an all-media journalist who conforms to the development of the media, it is necessary to keep up with the pace of the times. The all-media era is an era of innovation in news gathering and writing, such as news topic selection and concept, news style and style, tools and means of news gathering and writing, and methods and techniques of news gathering and writing. Under the general trend of deep media integration, journalists must constantly break through themselves and actively innovate in news writing and news reporting methods. According to their own strengths, they will be proficient in one or several business skills, and at the same time, they must also be involved in other professional skills, so as to reach the level

of "being able to use", so as to be able to independently complete the collection of various materials on some special occasions and situations. Cultivate the news sensitivity to obtain news clues in the new media technology environment, and be able to explore news hotspots through new media platforms in the first time. While the professional skills of journalists are becoming more and more versatile and perfect, we cannot ignore the construction of professional quality of journalists. In this more complex and seductive media environment, the call for objectivity, impartiality, and the tireless pursuit of truth is stronger than ever. The construction of journalists' professional quality should not be relaxed in the slightest, but should be particularly emphasized. Journalists need to strengthen their ability to identify and distinguish fake news when using the Internet to obtain information, shoulder the sense of social responsibility of journalists, and enhance the authority and credibility of the media.

5.3. Strengthen the ability of all-media teamwork

At a time when the media competition is extremely fierce, "all-round" is only the foundation of all-media reporters, and a strong teamwork ability is the most important, and in the practice of all-media reporting, usually the general interview is completed by a small team composed of two to five people, and each person has a clear division of labor in the interview, some are responsible for photography and videography, some are responsible for text writing, and some are responsible for on-camera interviews. Especially in some major news reports or breaking news event reports, it is very difficult to achieve outstanding results by oneself, and only through the sincere cooperation of each reporter in the all-media team, giving full play to their respective strengths, and learning from each other's strengths, can a successful all-media news reporting task be completed.

Journalists need to improve their skills in using new media to produce and publish news, that is, to develop the ability to write, shoot, host, comment, and report as anchors, and also to use new communication technologies such as 5G, AI (artificial intelligence), VR (virtual reality technology), and AR (augmented reality technology) to improve the dissemination and appeal of news reports through team cooperation.

5.4. Establish the concept of "readers first" and improve the quality of all-media talent training

In the all-media era, with the intensification of media competition and the development of communication technology, the channels and ways of people obtaining information have shown an "explosive" growth. At the same time, people's access to information is diversifying, and audiences' awareness of participation is also increasing, and the choice of media products is becoming more and more personalized. The audience has undergone great changes in reading habits, media contact and selection methods, and the characteristics of information needs. People have the right to choose, and in such a media environment, the audience's subjective consciousness is constantly increasing, and they are no longer satisfied with the one-way passive mode of communication, but begin to actively choose the types and methods of contacting the media, and gradually participate in the process of communication of the news media, becoming an important part of it. Therefore, as a journalist in the all-media era, we must strengthen the reader-centered reporting concept, always put the needs of readers first, and establish the audience-oriented reporting concept. In addition to paying attention to the awareness of the audience in the production of news products and providing the audience with information that they really need and like to see, it is also necessary to consciously cultivate the ability to manage the audience, that is, to learn how to cultivate, manage, and maintain their own fixed readership.

This is embodied in the fact that journalists should be good at discovering important and important news topics, skillfully planning and selecting reporting angles, publishing news

comments with novel viewpoints and leading the trend of public opinion on hot spots, difficult points, and key events, choosing the narrative discourse system and arrangement methods preferred by the audience, and even mastering the various means of expression of new media. Be good at discovering good Chinese stories, and also have the ability to tell good stories wonderfully. Only by going deep into the grassroots, going to the masses of the people, and practicing the requirements of "going around and reforming" can we write more good works with thought, warmth, and quality. Discovering and reporting on typical people and events around the common people is vivid and vivid, and can very touch people's hearts. Allowing journalists to go to the front line and to practice is the work style that practitioners of the all-media era should have. Especially in the context of the development of social media changing the pattern of social opinion, the ability of journalists to observe, analyze, judge and choose news facts is more important. Therefore, it is necessary to further enable journalists to sink down to the grassroots level and strengthen their training in investigation and research ability.

6. Conclusion

In an all-media environment, high-quality content is always the "hard currency" of the information market. Professional editing is still the "moat" of media development, and authentic and in-depth content can allow the media to establish a more intimate connection with readers. New quality productivity is a key factor in the process of all-media convergence, which provides a steady stream of "nourishment" for the systemic transformation of mainstream media. Master new technologies and new applications, give birth to new thinking and new ideas, expand new models and new resources, and realize the resonance of news communication, emotional exchange, and thinking collision. The changes in the media ecology and the reading habits of the audience have also driven traditional journalists to upgrade their business skills in an all-round way to meet the reporting needs of the all-media era. Actively establish an all-media news mentality, base ourselves on the actual needs of users, innovate language methods and presentation modes, improve the efficiency and quality of content production, and creatively produce news products that the masses like to see, so that news reports become enjoyable and the audience naturally feels "relish" in the process of receiving information.

References

- [1] Li Shihui. Solidly Promote the Construction of A Socialist Cultural Power [J]. *Struggle*,2024,(15):46-48.
- [2] LI Bin, Li Wenliang. Promote the In-depth Integration and Development of Party Journals with Reform and Innovation[J]. *Chinese Journalists*,2024,(10):30-33.
- [3] Yu Bin, In-depth News Reporting and Exploration in the Context of Content is King[J]. *China Newspapers*,2024,(15):44-45.
- [4] Deng Qingxia, Chen Cheng. "Communication" and "Change": Information Dissemination Strategies of New Media News Journalists[J].*Reporter Observation*,2024,(5):70-72.
- [5] Zhang Chaoguang. How to Position Journalists in the All-media Environment [J]. *Cultural Industry*, 2023, (16):111-113.
- [6] Yin Ang. The Role Change and Innovation of Editors in the Wave of Omnimedia[J].*Omnimedia Exploration*,2024,(6):112-113.
- [7] Wang Fang. Trend Transformation News Rebirth--Digital Transformation Strategy of All-media Journalists[J].*News Culture Construction*,2024,(12):139-141.

- [8] Li Yan. "Change" and "Unchanged" in the Transformation of Journalists in the Era of Convergence Media[J].Western Radio and Television,2023,44(17):204-206.
- [9] He Ximei. "Four forces" is the "Vitality" of Professional Journalists in the All-media Era[J].News Lovers,2024,(01):55-57.
- [10] Fan Yi. How to Keep Integrity and Innovate in the Era of All- media, and Strive to Improve the "Four Forces" of News and Public Opinion[J].China Radio and Television Journal,2023,(11): 31-34.
- [11] Zhang Zhi'an, Gong Shenxi, Tian Hao. Segmentation and Integration: Socialist Ideological Communication from the Perspective of Omnimedia Communication [J]. Global Journal of Media, 2023, 10(02):3-16.
- [12] Yang Delin. The Transformation of News Gathering and Writing Thinking in the Era of Omnimedia [J]. Young Journalists,2020,(17):63-64.