

Exploration of the path of journalists' practice of the "four forces" in the era of media integration

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Abstract: News "four forces", refers to the foot, eye, brain, pen power. Practising the "Four Forces" is a requirement for journalists to improve their comprehensive ability. With the deep integration of the media, journalists have made new changes in the concrete practice of the "Four Forces". Based on this, this paper explores the path of journalists to practice the "Four Forces" in the era of media integration: to enhance the force of feet, to use multiple media forms to get close to the masses; to enhance the force of eyes, to quickly target the flashpoints of news clues; to enhance the force of brain, to integrate a full range of information to accurately analyse the news; to enhance the force of the pen, to build up the "last kilometre" of the news report.

Keywords: Media convergence; Journalists; "Four forces"; News reporting

1. Introduction

The idea of "four powers" refers to the power of the feet, eyes, brain and pen. The emphasis on practising the "four forces" of journalism is the country's earnest hope for the entire propaganda and ideological front. With the development of science and technology and the gradual deep integration of the media, the work of news gathering and editing has also undergone new changes, and the professional skills required for journalists to practise the "Four Forces" have become even more demanding. Therefore, journalists in the new era should combine the new media technology and their own increasing professional ability to further explain the "Four Forces" in the new era with concrete practical actions, and stimulate the development opportunities and infinite vitality of journalism.

2. New changes in news gathering and editing in the era of media convergence

2.1. Diversification of audience groups

In news dissemination activities, news disseminators and news audiences are a pair of major contradictions, and they constrain and influence each other. News audience is the starting point and destination of news activities, and the study of audience psychology is the core subject of news psychology. Restricted by the conditions of use and environment, the audience groups of traditional media represented by radio and television are highly marginal^[1]. In terms of age, the elderly tend to get news information through radio, while young people are more inclined to choose television; in terms of occupational attributes, the group of people who drive all year round tend to use radio, while the group of white-collar workers who sit in the office tend to prefer newspapers and magazines of the paper media. It can be seen that the audience group of traditional media receives news news in a solidified way, and what the media disseminates is what the audience receives. And in the era of media convergence, screen mobile phones and other intelligent terminal devices filled with audience life, covering almost all circles of the group, the audience flows among each other, the marginal gradually disappear. The audience can actively participate in the dissemination of information, independent choice of media platforms to receive information, no longer a single arrow to accept, more diverse and personalised. Therefore, when collecting materials and producing news, journalists should consider combining the communication capacity of different carriers to meet the needs of different audiences.

2.2. Diversification of distribution channels

In the traditional media era, television and radio are mainly transmitted by satellite through wired

and wireless transmission, disseminating audio and video news; newspapers and magazines are transmitted through print media, disseminating graphic news. The division of labour between the editorial staff is clear and unambiguous, and the news reporter only needs to ensure that the system transmission needs to be met for the recording of news footage. In the era of media convergence, based on the diversified needs of the audience to generate different media platforms with different tones, the material collected by frontline journalists should be able to meet the technical requirements of "multiple distribution", i.e., the original material can be adapted to the tones, standards, and transmission requirements of various publishing platforms and different media forms. This places higher demands on the quality of the material collected by journalists as well as the ability of journalists to gather news material.

2.3. Quality of news material

At present, a variety of media platforms that have emerged as a result of the diversified needs of audiences are making use of new technologies to present a wealth of news and information. The presentation of the terminal in the traditional media era is relatively homogeneous, dominated by the big screen, radio products and paper. And the era of media convergence includes not only traditional terminal products, but also many smart devices, such as smart phones, pads, computers, etc., and the transmission standard is gradually IP-based. The audience's concentration is distracted by the variety of media choices, and in order to compete for the audience's concentration, different media platforms are innovating the presentation content and presentation methods. Therefore, in the era of fierce competition in the media platform need journalists uphold the principle of content is king to create news content, flexible use of new technologies to improve a variety of formats and streams to give the audience a better audio-visual experience, to win the audience's attention to the news.

3. Enhancing footwork and using multiple media forms to reach out to the masses

3.1. To be the "front line" of the news scene by exercising subjectivity and initiative.

To practice the "Four Forces", footwork is the foundation. Enhance the strength of the feet need to play the subjective initiative of journalists, run more on-site, more to the grassroots level, so as to grasp the first-hand materials, write a grounded live news reports [2]. In particular, front-line reporters must personally penetrate into the news scene when taking and reporting news, constantly digging into the details and news points of the scene to ensure that the key information obtained matches with the news facts, and to avoid releasing false news. In the era of media convergence, news no longer use a single form of media as a carrier, often both sound, image, video, and some even in the form of virtual technology to present, which has a higher standard requirements for the news material collected on the scene, but also to the news reporter on the news scene grasp and use of the test. Reporters need to have the ability to react quickly and act efficiently, shoot and select materials according to the pre-cleared news vein at the scene, and know how to flexibly use advanced media technology to collect news images with more visual impact and higher artistic expression, so as to facilitate the subsequent creation of news reports with both topics and aesthetics. Footwork in place, the pen can be strong, "lazy people can not be a reporter". In 2020, Wulong Daily captured the profound dedication of Chongqing Wulong District Media Centre reporters during flood relief operations. These reporters swiftly arrived at the frontlines, fearlessly traversing perilous zones, closely observing the scenes, and attentively listening to the voices of the people. They gathered compelling and emotionally impactful news materials, shedding light on the unwavering commitment of party members and cadres who bravely led the evacuation of residents, disregarding the dangers involved. As one of the media centre reporters eloquently expressed, "it is only by measuring with our feet that we truly comprehend the perils." News reporters stand as the "first line" on the news scene, wholeheartedly capturing the essence of every event.

3.2. Reaching out to the grassroots, both online and offline

Practising footwork, journalists should consciously practice the mass line, and endeavour to go deep into the grassroots, deep into the masses, and really stay close to the actual life, close to the masses. Grassroots is the best classroom for journalists and a treasure trove of resources for journalists to explore news materials [3]. Only by running all over, running deep and running through the grassroots and paying attention to the people with true feelings can journalists uncover news materials that fully

demonstrate the spirit of the new era and make news reports with real social value. Journalists should face up to the actual problems at the grassroots level, carry forward the good tradition of "running the news with bare feet", and really integrate into grass-roots life by going into the streets, neighbourhoods and rural areas to learn as much as possible about the state of the nation, the Party, the community and public opinion. In the era of media convergence, technology has brought the distance between the masses and journalists closer, and in some cases where journalists are unable to meet with their interviewees due to force majeure factors, they can conduct online cloud interviews with the help of online communication platforms. Offline field interviews are the main focus, supplemented by online cloud interviews, both of which are two-pronged and complementary, in an effort to provide more comprehensive, detailed and three-dimensional material for news reporting. Starting from 17th January 2022, Volkswagen Daily launched the column of "New Year's Journey to the Grassroots", in which hundreds of journalists went into the villages and households to record the scenes of the local people's life in various forms such as pictures, words and videos. Reporters in the Dongying Yangmiao community ventured into the lives of local farmers, exploring greenhouses and conducting field research to experience the changes occurring in rural areas. Similarly, a reporter in Qingdao's West Coast New District observed the development of township commerce and trade by immersing themselves in the rural market. News reports come from the people's life, without the news reporter "down" to the grassroots perception, can not show the welcome changes in the lives of the masses and heart-warming moments.

4. Enhance the eyesight, rapid targeting of news clues flashpoints

4.1. Enhancing news acumen and creating an "eye for news"

Eye power is the key to the practice of the Four Forces. Journalists should practice the power of the eye to enhance their power of discovery, discernment and judgement in the face of the complexity of the situation, and to accurately and quickly identify and discern the various statements, views, trends and situations in the ideological field. The ability of journalists to have a high level of eye for news depends on their sensitivity to the news material. In the era of media convergence, this kind of news sensitivity refers to both the ability of journalists to quickly uncover important clues with news value in the mass of information, as well as the ability of journalists to rigorously identify the differences in news orientations and deviations in communication effects. The former requires journalists to open their legs and mouths, to observe life on the basis of footwork, to accumulate editorial experience, and to see, ask and find more news materials close to the lives of the masses. The latter requires journalists to constantly learn scientific and cultural knowledge, insight into domestic and international policy trends, with a correct political stance and a wealth of knowledge of news gathering and editing, in the selection of news, can note the news material and today's mainstream social fit, to judge its value orientation, and can be a small to see the big picture, targeting the hotspots of concern to the general public. When integrating materials, journalists should anticipate the general effect of communication and the direction of public opinion after the release of the corresponding news, so as to avoid misdirection and misleading the public, reducing the credibility of the mainstream media and affecting social stability. Journalists should continue to strengthen their "news eyes" through the practice of gathering and editing different types of news topics, to accurately serve the propaganda work of the country and the well-being of the people, and to play the role of the mainstream media's position of public opinion. For example, one of the series of reports launched by the Workers' Daily starts from the perspective that some of the masterpieces have no heirs, and calls on the community to attach importance to the nurturing and development of outstanding skilled workers, to bring into full play their invaluable value and to promote the spirit of craftsmanship.

4.2. Flexible use of new technologies to assist in capturing "news points"

In the era of media convergence, journalists need to enhance their eyesight can also be assisted by the use of advanced technology to capture "news points". The potential of the human eye is infinite, but the information that can be obtained by the human eye alone is limited. With cloud computing, big data, and other modern information technologies, journalists can leverage human resources to gather news materials. They combine their own observation, analysis, and discernment to assess the emotional tendencies in textual data and visually analyze data to identify essential "news points." Through this approach, they can supplement and refine news materials, improving the accuracy, quality, and efficiency of news creation. By visualizing and analyzing data and evaluating the emotional tendencies

in text, journalists are able to enhance their news reporting process. For example, at the scene of a sports event, news reporters who are not familiar with the professional field knowledge of the live event project, it is difficult to record the comprehensive game process and detailed analysis of event data with the human eye, can be generated through the use of big data technology event report and then edit the news report, which greatly reduces the probability of releasing erroneous news, but also improves the speed and ensures the timeliness of the news.

5. Enhancement of brainpower, integration of all-round information and accurate analysis of the news vein

5.1. Keeping the big picture in mind and fostering an up-to-date journalistic perspective

Brainpower is at the core of the practice of the four forces. Enhancing brain power means enhancing the ability to think hard, to be able to think well and to make accurate analyses and judgements in work, study and life. Journalists should be loaded with the masses in their hearts, have the big picture in their minds, and focus on the mainstream with an up-to-date news perspective, integrating information from multiple sources to remove falsehoods, from point to point and from side to side. Journalism is a complex and systematic cerebral labour, requiring journalists to adhere to the correct position on the basis of keeping close to the big picture, timely planning of topics, around columns, series of reports and special editions and other forms of launching in-depth and thought-provoking news reports, in order to disseminate the correct view of the news^[4]. In the era of media convergence, all people participate in communication, the influence of traditional mainstream media is dispersed and shifted, and the power of discourse has greatly declined, so that once the direction of propaganda activities is deviated, the audience can easily be exploited by the self media of good and bad quality, which is not conducive to the orderly conduct of the national propaganda work. Therefore, it is the task of the times for journalists to strive to enhance the impact of the news. The journalists of the People's Daily explore hot spots in various fields of social development from a news perspective that keeps pace with the times, and through "interest-based combinations" and "cross-media cooperation" and the application of media platform matrices, create a series of integrated media brands, such as "A Book of Politics and Economics" and "Learning Great Country". Through "interest-based combination" and "cross-media cooperation", the media platform matrix has been applied to create a series of integrated media brands, such as "Politics and Economics" and "Learning from the Great Powers", which have effectively increased the influence of the news, realised the value and benefits of the news, and achieved the unity of the macro-trend, the meso-timing, and the micro-effectiveness.

5.2. Enhancement of critical thinking skills to be a good "gatekeeper" of the news

Enhancement of brain power, journalists should not only be good at identifying problems, but also be able to use critical thinking and logical thinking to accurately analyse and answer questions, to grasp the essence behind news events, and to continuously exercise their own discursive skills. In the era of traditional media, after the collection of news material, there are writing, editing, broadcasting, auditing and other links, a news release often through multiple layers of strict gatekeeping. In the era of media convergence, due to changes in technical means and communication carriers, news reports are often broadcast live, which greatly compresses the preparation time of front-line journalists, and requires journalists to have strong "brain power" to support the entire report. News reporters should set a good theme direction and overall emotional tone before the live broadcast, organise the language while thinking about the news vein, express in the brain in advance of the gatekeeper, adhere to the positive public opinion orientation, and timely response to the emergency situation in the live broadcast. In news interviews, journalists should be diligent in thinking, ensure the logic of the interview outline, and differentiate the interview process and content according to different social roles and different work nature of the interviewee. In the subsequent material and manuscript review, journalists should rely on their own understanding of the subject matter and the control of communication orientation, to do a good job as the first gatekeeper of the news.

6. Strengthening the power of the pen, building the "last kilometre" of news coverage

6.1. Strengthening writing skills to resonate with the masses

Practising the four forces, the power of the pen is the point of departure. The power of the brush is the ability to create works that are pleasing to the people. Journalists want to enhance the power of the pen, is to start from the point of view of the masses, using the language of the masses, the masses are happy to accept the way to explain the point of view, and then the depth of the layout, the foot force to the place, the eye found the beauty of the brain thinking of the depth of the pen, the lens, to create a combination of novel subjects, high quality content, simple language good works, and endeavour to achieve the truth, write new, and write live. In the era of media convergence, in order to conform to the tone of the Internet reading mode, journalists should moderately change the traditional style of writing, and write more in a short, practical and new style and in a tone close to the masses, so as to build up an audience mindset and audience awareness. The livelihood news published in the social media account of a local integrated media centre applied net elements in the picture editing and copywriting, such as "surprise or no surprise", "takeaway special forces" and other Internet buzzwords or popular terriers, attracting tens of thousands of netizens to comment and watch. It attracted tens of thousands of netizens to comment and watch, and achieved good communication purpose and effect. Therefore, in the era of deep media integration, traditional journalists should also gradually transform into new all-media journalists, be able to familiarise themselves with the characteristics and communication laws of different media platforms, disseminate news in the way that audiences like, keep up with the trend of the times, and enhance the all-media journalism literacy. Secondly, journalists strive to evoke emotional resonance among the audience while producing news content, aligning with the principles of ethical journalism. They aim to touch people's hearts, convey societal care and warmth, and promote positive energy. By prioritizing emotional impact in news reporting, journalists can effectively engage and connect with their audience, fostering a sense of empathy and understanding.

6.2. Diversification of media presentation and creation of quality journalistic works

"The iron shoulder carries the righteousness of the world, and the marvellous hand writes the articles." The quality of a journalist's penmanship determines the quality of the news story. The standard of measurement of the pen power is mainly reflected in the reporter's formulation of the news title is accurate, novel, whether it fits the theme; whether through the comprehensive application of the language of sound and picture, so that the content of the news report is touching, fascinating and so on. In the era of media integration, in addition to training their creative skills through continuous exchange and learning, journalists should also be good at packaging news with the help of diversified media technologies. For example, cultural-themed news in the network graphic client can enhance audience interest and interactivity by creating posters, MG animation, and H5 pages. Livelihood news can be enriched on short video platforms by adding sound effects and stickers using editing software, resulting in a lively and innovative news style. Regarding sports news, selecting dynamic music that resonates with the audience can evoke their emotions. Science news can be presented using animation styles or panoramic presentations, utilizing technologies like AE, 3D modeling, and VR. Slow news stories like volcanic eruptions can be shared through immersive live platforms. "Penpower" remains the essential aspect of news reporting, representing the final stretch where news is effectively conveyed to the audience. In the era of deep media integration, this "last kilometer" is no longer limited to traditional writing but encompasses various presentation methods. Regardless of the way of presentation, journalists must adhere to the content as the king, the media as a medium, in order to create more high-quality news works, to build the "last kilometre" of news reporting.

7. Conclusions

Extraordinary strength of foot is out of eyesight, and diligent thinking writes a magnificent chapter. Today, the continuous deep integration of media has increased the difficulty of journalism, but also brought more vigour and possibilities for journalism. Journalists should not forget the original intention, keep the mission in mind, focus on the "four forces", practice the "four forces", enhance the "four forces", flexible use of emerging media technology to adapt to new changes in the media environment. By strengthening our engagement with the audience using diverse forms of media, we can establish a closer connection with the masses. Additionally, enhancing our ability to identify news clues and focus on flashpoints allows us to respond rapidly. Integrating a wide range of information and analyzing it

accurately helps us identify the core of the news. Finally, by improving our writing skills, we can ensure that our news coverage becomes the "last kilometer" that shines brightly and contributes to the field of journalism.

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