

Exploring the innovation path of news reporting discourse in the perspective of fusion media

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Abstract: *While the development of media technology in the era of integrated media has brought new directions for news reporting, it has also brought challenges to the survival of traditional news reporters in the era of mobile media. The transmutation of the form of communication in which everyone has a microphone, the serious and official expression of traditional journalists, and the huge transformation of audiovisual aesthetics of audiences have all prompted the urgent need to find innovative paths for the discourse of journalists in news reporting. Through a specific analysis of the dilemmas faced by journalists in the era of integrated media, this article explores the innovative paths of the three dimensions of discourse content, discourse style, and discourse pattern for journalists appearing on camera. Thus, news reporters can better adapt to the media environment in the era of integrated media, become grounded and close to life, and retain more audiences.*

Keywords: *Appearing journalists; Fusion Media; Press Releases; Words*

1. Introduction

With the development of media technology and the change of audience's information needs and receiving habits in the era of fusion media, news coverage has undergone a historic transformation, the traditional means of television news communication has been impacted by the torrent of short videos, short videos lead audiences into the era of video world with short and fast narrative rhythm, vivid and interesting painted content, and intuitive and distinctive content expression, as the final gatekeeper in the dissemination of news events, journalists' reporting discourse has also undergone a subtle change. The purpose of this paper is to study the impact of the multimedia era, which is flooded with fragmented information, the great challenges faced by journalists in news reporting and how to take effective measures to innovate and develop a new model of discourse for journalists appearing on camera.

2. From "big screen" to "small screen": the transformation of news reporting

With the popularity of the Internet and digital technology, especially the rapid development of smart phones and various mobile terminals, media ecology has changed dramatically, the whole society enters the era of integrated media, various types of self-publishing media swarmed out, live webcasting platforms of all shapes and sizes have emerged. In the past, traditional media used the big TV screen to report news events live for a short time or after elaborate production; and in the current era of integrated media social media such as Jitterbug, Racer platform of live mobile news coverage has become the direction of exploration of various media, the traditional form of live coverage has also undergone a radical change.

2.1. Change of communication format

In the traditional media era, especially in the television media, news reports are generally broadcast in fixed time slots on large-screen horizontal TVs, the length of the live broadcast is mostly short, and with the audience is a one-way, one-to-many form of communication. And now, technology has empowered the birth of a new form of live mobile news coverage, information dissemination methods are updated, news dissemination is more vivid and real, it is broadcast live through a small vertical screen on social media on cell phones, compared with live TV, the live time of mobile news broadcast has increased exponentially, and the long time live news scene helps to discover news details and

restore the real face of news. The medium of communication is generally changed from fixed TV to portable cell phones, which to a certain extent weakens the role rituals of both the transmitter and the receiver, and the communication is carried out in a more equal and communicative manner. The audience can interact with the journalist instantly through the comment section or pop-ups, and the journalist can answer in real time, and the communication form has become many-to-many, two-way communication, which also makes the mobile news live have the strong authenticity of "common presence" - realizing the common presence of the audience in front of the screen in the virtual space. This allows the audience to be immersed in the real and complete live picture and to fully understand the real-time news scene across the screen, which greatly optimizes the audience's viewing experience and realizes the interactive interaction of the audience across space.^[1]

2.2. Diversity of communication channels

Traditional media field reporting equipment is generally heavy and inconvenient to carry, the dissemination channels are also constrained by the level of technology at the time is relatively single. In today's integrated media environment, news events have just occurred or the first signs, onlookers can quickly record them through cell phones, tablets and other mobile terminals that they carry with them, and spread out instantly with the help of social media and other communication channels. At the same time, with the rapid development of modern digital technology, the Internet, big data, artificial intelligence and AR/VR and other technologies provide strong technical support for live mobile news, breaking the limits of time and space, live reporting channels are more diversified, live news has a new prospect for development. For example: Xinhua held a live broadcast of the Everest summit measurement in 2020, the live broadcast included Chinese and English, VR, 5G, HD, 4K live transmission of a variety of technical means, a true and comprehensive restoration of the scene of the Everest summit measurement. The live broadcast realized for the first time the image collection of 5 camps at the high altitude of Everest, and exclusively completed the multi-form video broadcast, which harvested over 300 million readers. The live broadcast in the era of fusion media is empowered by technology to disseminate the live situation with high quality and bring the audience the best presentation effect. Not only that, through the application of AR, AI, intelligent algorithms and big data technology, user information and their needs can be analyzed so that more accurate and effective live news can be disseminated, bringing a better audiovisual experience to the audience.

2.3. Diversification of communication content

In the past, traditional media TV news coverage focused more on authority, the content was more serious, and the selection of topics had certain limitations, mostly sudden events and major ceremonial events. The short video news reports now pay more attention to behind-the-scenes stories and specific details, the content is more relaxed but can be very comprehensive three-dimensional understanding of the full picture of the news event, the selection of topics are also more extensive and pro-people, more attention to the user's interest in the content of live reporting. For example, "CCTV News" changed its serious style to bring netizens a lively and light-hearted live content, such as "Live! "They are the woofers in the police force", "Born in China! 9 baby emperor penguins were unveiled to the audience", which attracted the close attention of the majority of netizens and actively participated in the live interaction. "Oh my God, is this still the CCTV news I know?"

At the same time, the content of live mobile news coverage is not completed after the end of the live broadcast of the task of dissemination, but can be generated in the live video reprocessing, to achieve the second or even multiple dissemination, to achieve quality content "a production, multiple dissemination". The live broadcast provides live unpredictable content to the users watching the broadcast, which is also transmitted to the cloud, and the backend can edit some of the content into short videos for secondary dissemination to achieve re-dissemination on websites and newspapers and other channels, completing a convergent report and expanding and extending the life of the live content product.

3. The dilemma faced by journalists' discourse expression in news reports.

In the age of information-rich and attention-limited integrated media, the words of traditional news report reporters are no longer applicable to the communication requirements of today's integrated media era, and the language expression of news reporters is facing a serious challenge.

3.1. Everyone is a journalist in the new media era.

In the era of integrated media, everyone has the right to become a journalist. The relationship between the transmitter and the recipient in the era of integrated media has been transformed, with the audience changing from the previous position of passively receiving information to actively discovering and producing news on their own. Due to the communication characteristics of new media and the diversification and convenience of video and audio production in the short video platform makes everyone a producer and disseminator of news, sometimes only a cell phone can realize the live news. And because of the timeliness and freshness of the news, many major events in recent years, the phenomenon of new media before the traditional media voice more and more. As a result, the voice and authority of traditional media such as newspapers, magazines, radio and television are gradually being "diluted", while traditional news reporters only need to meet the requirements of the rules and complete the content output, paying less attention to the preferences and needs of the audience. So, audience attention has gradually declined and its survival has been severely challenged.

3.2. Traditional journalists' personalized expression needs to be improved.

In the era of integrated media, media technologies such as 5G, big data and algorithmic recommendations have created conditions for personalized communication, and personalized and interactive narrative features have become more prominent. In the traditional media era, journalists play the role of propagandists and need to report news events objectively and truthfully without personal color, and generally adopt an introductory narrative style, with news reporting focusing on depth, breadth and height, and a more serious reporting style and a more limited reporting theme. This is mainly due to the fact that journalists appearing on camera need to strictly follow the principles of objective, truthful and impartial reporting, all based on news facts and avoid adding personal subjective judgments, therefore, there is a sense of distance between journalists and audiences, and audiences have a serious and official stereotype of them. The one-sided report of "one person, one microphone" is the main manifestation of the lack of personalized expression of traditional reporters who follow the facts, their language style is calm and objective, and even follow the standard format of live reporting, lacking interaction with the audience, ignoring the dynamic role of "journalists". With the advent of the era of integrated media, it is obvious that the language expression of traditional journalists cannot meet the needs of audiences in the era of integrated media.^[2]

3.3. The audiovisual aesthetics of the audience has changed

The famous communication scientist Marshall McLuhan believed that "the medium is the message". He believes that communication media are stretching the human senses, disrupting traditions and reshaping and transforming society. Media technology creates life now, and audience habits change with the medium. In the traditional media era, the audience passively accepted the content of news reports, and the reporter's wordy broadcasting style and dignified broadcasting posture formed the audiovisual aesthetics of the audience at that time. Nowadays, the fragmentation of reading, the entertainment of news and the socialization of information reception have made audiences more inclined to receive news information on mobile, more inclined to news content with a sense of freshness and expressions close to life, and the aesthetic tendency of audiences has also changed, and audiences are more attracted to language that is easy and flexible, with a sense of communication and object. At the same time by today's live mobile news coverage time is generally measured in hours and longer, so the serious and rigid language of traditional news reporters face the dilemma of not being able to attract the audience to stay in the live room for a long time.

4. The path of journalistic discourse innovation for news reporters

The reporter appearing in the news report is an important part of the news program and the final gatekeeper of news dissemination. The change in the expression of the reporter's voice in the news report is the most intuitive presentation of the traditional news program "putting down the shelf". The journalists' grounded oral expression, novel discourse content and personalized discourse style to comply with the transformation of news reporting in the era of melting media are the path options for journalists' discourse innovation in the era of melting media.

4.1. Adjusting the content of the discourse and expanding the field of selected topics

In today's new media platforms, the "flow-only theory" has changed the form and content of news dissemination, showing the characteristics of fast pace and small volume, short and fast news rhythm and sensational news headlines to attract the audience's attention. At the same time, the audience's excessive freedom of expression inevitably leads to the entertainment of news and the proliferation of fake news. Faced with the complex communication environment and the diverse cognitive needs of audiences, journalists' expressions in news reports have to be innovative and transformed. As a news disseminator at the scene, the reporter on camera can enhance the sense of scene in news reporting by completing the dissemination of information through the camera at the real scene. Therefore, journalists must take quality content as the core, adhere to the principle of "content is king", always maintain a sense of freshness and curiosity, and provide audiences with in-depth, authoritative, professional and diversified content. In addition, it is also necessary to continuously learn new technologies and knowledge, improve the business ability of news reporting, flexibly change reporting angles, enhance self-drive and improve business ability.

4.2. Change the style of discourse to highlight personalized features

In the age of fusion media, the communication environment and the way audiences get news have changed, and the traditional professional role of news reporters has been severely impacted and faced with a worrying situation. In the era of integrated media, news reporters must change their previous serious and official way of reporting, not only to pay attention to the effect of reporting in front of the stage and behind the scenes, but also to strengthen the personalized expression. First of all, to actively create a "persona", you can create a distinctive persona through personal characteristics or serious or affable, and choose the corresponding reporter with the time of the live broadcast, so as to close the distance with the audience and attract specific audience groups. Second, to highlight the personality characteristics. Entering the era of media integration, the traditional one-way communication is gradually transformed into "interpersonal communication". Therefore, the live news reporters should focus on highlighting the personality characteristics, which can start from the preparation work before the report, the "highlights" during the report, and the text and picture propaganda during the report, so that the audience can see the vivid and three-dimensional image of the news reporter, and also further customize the personal wording and language style according to the characteristics of the target audience to enhance the audience stickiness.

4.3. Innovative discourse patterns to enhance the attractiveness of expression

The era of fusion media has given rise to a huge amount of UGC, and folk discourse and topics have entered the media's agenda setting. In the age of self-publishing, in addition to contributing content through various channels, the public can provide feedback, such as evaluating media, interacting with journalists, etc., and influence the decisions and processes of media organizations. Therefore, the audience plays a leading role in the production of news discourse and agenda setting in the Internet era, and together with traditional media, they have constructed a new media ecology.

According to a study by Zeng Qingxiang, a professor at Communication University of China, although a journalist is the writer of news discourse, he is not the subject of the discourse. Qinghua University communication scholar Li Xiguang directly pointed out that the news let "he said", the report more humane. In the era of integrated media, "he said" should also include "netizens said". "Netizens say" is the daily role of the audience in the era of integrated media, and the way they watch TV has also changed, from focusing on watching TV to watching TV while brushing WeChat, and the demand for independent participation in the news has become stronger and stronger. In news reports, audiences can interact with journalists in more or less real time through message boards and scrolling screens on social media or short video platforms, which provides a huge amount of interactive information and stimulates their enthusiasm and initiative to participate in the program. Therefore journalists covering news need to actively engage with their audiences. This not only makes the journalist's language more relaxed and object-oriented, but can even change the structure of the journalist's discourse through engagement with the audience. Journalists use language and paralinguistic feedback to respond to the audience's information, truly realizing an instant, gapless interactive experience between the communication subject and object. It also enhances the fun, humor, affinity, and communication of the host's words. This can attract more audience for the program interactive experience of participation, sense of value. At the same time, viewers prefer to stay in the live news

coverage.^[3]

Harold Mendelsohn, speaking of the theory of mass entertainment, suggests that television and other mass media fulfill an important social function by relaxing or entertaining ordinary people. In traditional news reporting, the narrative style of the appearing journalist is serious and official, with much propaganda but little interaction, and a low sense of audience entertainment and participation. In the era of integrated media, the language of news reporting should be more lifelike, mainly recording the unexpected situations and real emotions encountered by journalists in reporting, changing the narrative from "spectator" to "participant" and interspersing the interactive dialogue with the audience. This requires a change in the reporter's language from "broadcasting" to "living" style. The reporter does not only need to use a dignified image, a well-spoken voice and a fixed pattern of reporting language for formal reporting, but also to "speak human" and "speak to people" and use "good-looking" language for live news reporting. And the language of "good looks" comes mainly from life. Journalists need to get out of the big screen live, to have a sense of interpersonal communication, and immerse themselves in the news scene. This requires the journalist to integrate real feelings, using a living, colloquial language expression to pull in the distance with the audience, as if around a friend, colleague, teacher chatting from all over the world, with a more grounded, colloquial expression to enhance the appeal of live news coverage for the audience.

5. Conclusions

In the era of integrated media, the development of digital technology has driven changes in the media environment, and traditional media are experiencing unprecedented challenges. Therefore, journalism is also on the road of transformation and upgrading to adapt to new technologies, new situations, new needs and new challenges. At the same time, the journalists appearing in the news coverage in the era of integrated media should also actively transform, how to seize the audience's attention in the new era of the continuous emergence of various mobile terminals, and how to cope with the transformation from audience to user These are the kinds of dilemmas that news reporters inevitably have to consider in their transition. News reporting in the context of media integration continues to move towards an interpersonal communication style, and journalists need to change in response to the times, innovate the content of reports, change the style of discourse, innovative discourse style, so that news reports become grounded, close to life, more humane and contemporary, so that our news reports may retain more audiences.

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