

The Changing News Values in the Internet Age

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Abstract: *In the Internet era, the news spreads fast, the topic of news becomes stronger, and the interactivity is wider and wider, the major media in order to stand out in the competition, often over-emphasis on the news value elements, the news of the time new to the timeliness of the news, the news of the interesting to the novelty of the news, the geographical proximity of the line to the psychological proximity of the line to the change. In this regard, it is considered necessary to control the timeliness of the news by strengthening team building, setting up multiple interview points and using high-tech and diversified reporting means, strengthening the working system and screening system to control the novelty of the news, and emphasising that some news reports should be exhibited on the basis of the truthfulness of the events.*

Keywords: *News values in the internet age; proximity; authenticity*

1. Introduction

In the context of the Internet, information is interconnected and conveyed at a rapid pace, which makes the news media over-pursuing the value elements of the news, leading to the facts of the news event. In news reporting, the richer the elements of news value, the higher the news value. As a result, some media are overly pursuing newness and interest, and have over shifted from geographic connectivity to psychological proximity, for which this paper makes some strategies.

2. Basic concepts of news value elements

The news value element is the main factor that communicates the value of the news facts themselves, also known as news value criteria. This is an important basis for determining whether facts are newsworthy and have access to communication channels; It is also the primary source of information for factual news disseminators and audiences. Comprehensive domestic and foreign literature on the expression of news value elements, this paper believes that it is more accurate to summarise the news value elements into six elements, namely, authenticity, timeliness, significance, prominence, proximity and interestingness. The richer the value elements contained in a news event, the higher the news value. This paper focuses on four news value elements.

The first is the temporal newness of the news, the state of news facts that people don't know yet or that most people don't know about, and it means that the facts are in a state of new occurrence. The shorter the time between news gathering, publishing and distribution, the more valuable the news will be; The more the public knows about unknown facts, the greater the value of the news. However, it is precisely because of this that many news media over-pursued the timeliness of the news and led to news inaccuracies.

Secondly, it is the fun of the news, which contains two meanings. One is to refer to the content as fresh and interesting, fascinating, can let the audience desire to see, all can convey the socialist values and healthy and interesting things about the news. Interesting is not the pursuit of curiosity and excitement, those low-level vulgar, absurd and bizarre content is the news of misplaced interest; the second refers to the content of the news in the form of writing and performance of interesting and vivid, attractive to readers. However, with the great competition in the media, some media have shifted to excessive novelty in order to attract attention.

The proximity of news then generally includes several aspects: The first is the relationship between the space in which facts are produced or generated and the space in which news is disseminated. Secondly, the impact of the facts themselves and their effect on the interests of the people. Third, the distance between news facts and psychological and people's emotions. This type is easy to resonate with and more

likely to produce scale effects, and news spreads faster, which may lead to psychological cues and mood swings if the news media focus too much on news proximity when reporting negative events.

The last is the authenticity of the news, which needs to be put in the first place of the news value elements, especially in the context of today's Internet era, everyone can become a news publisher and disseminator, the authenticity of the news is difficult to scrutinise strictly, and the slightest carelessness will be the beginning of a misinformation to the public, so the authenticity of the news is particularly important. The reporting of all news events should operate on the basis of the veracity of the event.

3. Changes in news value elements in the Internet era

3.1. Shift in news coverage from newness to timeliness

Information technology in the Internet era is rapidly updated, and information is exploding all the time, which breaks the time and space limitations in the dissemination of information, and greatly compresses the time of information dissemination. Each news media, to survive, to attract the attention of the audience, fight every second, to be able to grab the first news reports and released in the shortest possible time, and news reports of the "newness" is changing to the "timeliness"^[1]

However, more often than not, these news events, which have not been thoroughly investigated and are almost always superficial, will result in a situation that is very different from the truth. And some journalists blindly pursue timeliness, integrating readily available materials and data provided by others, and reporting gossip and hearsay as if they were facts.^[2] Some news media outlets, in an effort to get ahead of the game, have made reports without smoothing out the news story. Even some of these stories are ahead of their time, with celebrities being "killed" in news reports as many times as 2009, when former US President George W. Bush, who had retired at home, was reported by a South African television station to have "died". The effect of this on the audience is so great that it even muddies the whole social climate. In the "post-truth" era created by new media, the excessive timeliness of news makes the news content inaccurate, and the subsequent news reversal aggravates the turbulence of the public opinion environment, and the traditional concepts and ethics of journalism are greatly impacted.

The news media publish inaccurate news in their reports, reducing the credibility of the mainstream media. Trust in the media is an important factor in building public trust and is the basis for the survival and development of the media. Factual, objective and comprehensive journalism is an important means of gaining credibility in the media. Reporting fake news inevitably erodes public confidence in the authority of the media. In these two incidents, some mainstream media were questioned and criticised by the public after the causes of the accidents came to light. In the broader context of media marketing, it is clear that the media seeks financial gain. However, in order to survive in a competitive market, it is most critical that the news media must strictly adhere to ethical restrictions. The news media must take the initiative to assume an important social responsibility by assuming the responsibility to disseminate the facts, to guide public opinion correctly, to tell the facts of the news, and not to seek excessive timeliness.

3.2. News content interesting to novelty shift

Interest is one of the elements of the value of news, but also the first core element and interest is ultimately towards the people's senses, only people who have an impression of the published news react. The news is considered to be a real play its value, otherwise, it is just mediocre, meaningless articles and videos.

Interesting news can drive the senses and mobilise people's attention to the news. In the face of increasingly fierce market competition, some media in order to be able to stand out in the Internet era of massive influx of all kinds of media and information explosion, make the news report gradually to the novelty of the change, so that some of the news is gradually distorted, which leads to the news in the value orientation of the deviation.

Over emphasising the novelty of news can have a negative social impact. The new media in the Internet era are more interested in becoming the highlight of many news than the traditional media are in news, attracting readers' attention and stimulating their desire to read, and winning their trust by disseminating new ideas and opinions that are incompatible with traditional concepts or by emphasising or even exaggerating abnormal, extraordinary and shocking phenomena in the development of things. Overstatement and exaggeration of certain phenomena can easily lead to misunderstanding and trigger social instability if new ideas and perspectives are not acknowledged.

In the era of Internet information explosion, from the perspective of public psychology, people tend to accept more fresh and strange things at the first time, therefore, many media seize the audience's curiosity to publish news with excessive novelty, which leads to the dissemination of fake news and triggers the adverse impact of society. In 2017, a news of "Henan college students marrying their classmates' mothers" quickly became popular on the Internet, and this news is to greatly satisfy the audience's curiosity. The audience is to a greater extent in search of psychological pleasure, and the pursuit of newsworthy, and not interested in finding out the truth. This curiosity has led to a proliferation of fake news, stories that are reported to be completely inaccurate, and the novelty of the news is accentuated. The news media have also seized the audience's curiosity and blindly catered for it, resulting in a vicious circle between the audience and the news media.

3.3. Geographic proximity to psychological proximity

News proximity is one of the criteria for evaluating the value of news, which refers to the qualities of news facts that are of concern, i.e., the degree of proximity of the news facts to the audience in terms of geospatial and psychological distance.^[3] In terms of geographical proximity, news events can attract more attention if they occur in people's neighbourhood. The most straightforward example is that from 2005 to the pre-Internet era, when cable TV was installed in every household and each province had a local TV station, people's primary concern was news from their own province. But with the rapid rise of the Internet, there is a large amount of fresh news being reported every moment, in such an information age, people are more willing to accept those news events that they care about and are similar to their own life experiences, i.e. psychological proximity. For example, "Chongqing Wanjiang bus fell into the river" incident, the accident has not been confirmed, the major media point the finger at the female driver, and more media to the female driver's dress appearance described, "the other is a middle-aged female driver, driving wearing high heels! The woman driver is even said to regard life as a child's play, against the flow of the bus caused by the bus to avoid less than out of control and fell into the river. Half a day time female driver was crazy net violence, many people in the guise of a messenger of justice to the female driver verbally attacked. Male drivers have been talking about their experiences with female drivers on social media platforms, and some male drivers have posted videos about female drivers as "road killers", and male drivers who have had similar experiences will bring their own emotions to the event. Some audiences refract their own negative emotions in daily life into their dissatisfaction with female drivers, and deviate from the facts of the news in a constant vocalisation that lacks strong substantiation of relevant evidence. In news cases with unproven facts, audiences tend to be exposed to news stories that are closer to their own psychological situation and make their own self-assumed judgements about the story.^[4] In the Internet era, people are more inclined to personal needs for news value than social responsibility, in which case both journalists and people will be more inclined to focus on their own psychological changes.

4. Countermeasures for the development of news values in the Internet era

4.1. Control the timeliness of the news and see through the phenomenon to the essence

4.1.1. Strengthening team building and harmonising work systems

The editorial team is made up of several talented people with specialised news reporting and editing knowledge. First of all, the need to strengthen the professional skills of the editorial staff training, so that they can quickly seize the news event "breaking point", improve the timeliness at the same time in-depth excavation of the news inside, to explore the truth. Some other editors, reporters, post and so on should also have professional knowledge, and listen to the mobilisation of the editor-in-chief for a reasonable division of labour while grasping the news hotspots. We all do our own jobs and maximise our own strengths.

4.1.2. Multiple locations to ensure the news is up-to-date

The establishment of news interviews in multiple regions allows news staff to arrive at the location of the incident as quickly as possible, shortening the distance between them and the place where the news is generated, and providing comprehensive access to the latest and most complete information about the news event to ensure that the news is up-to-date. And establish co-operation with local TV stations to fully communicate about the work, so that if the newsman cannot arrive first, the specifics of the news time can be transmitted to the TV station.

4.1.3. Use of high-tech diversified reporting tools

With the rapid development of information technology, the Internet society information dissemination speed is very fast, within a few seconds can make the news spread around the world, which makes the dissemination of information in a wider range and greater impact. Television news should take advantage of the network media dissemination speed, wide range of dissemination and interactivity with the audience and other characteristics, for the short and fast news, you can take the "screen flying word" way in the subtitle area, so that not only can make the audience in the first time to get the news information, but also to make up for the slow dissemination of television news this disadvantage. ^[5]

4.2. Don't overdo the novelty, promote positive social energy

4.2.1. Strengthening the work system and improving the quality of personnel

While pursuing the novelty of the news, staff members should grasp the "degree" of appropriateness. Firstly, journalists should always be politically sensitive and take the initiative to bear the banner of promoting core social values. Secondly, do your homework on the angle and depth of the news. Secondly, the news media should do their homework on the angle and depth of the news. For some news reports containing critical content, they must double-check whether the news event is true and whether there is still a reversal, and they should lead the audience towards the truth, act as a supervisor of public opinion to avoid deepening the conflicts, and safeguard the stability of the society as the overall situation. Finally, the professional ethics of journalists should be strengthened. Journalism ethics is a moral standard for measuring and evaluating the thinking and behaviour of journalists, and a code of conduct that journalists should follow when reporting the news. Public education is a precursor to justice and a cornerstone of democracy. The task of journalists is to enlighten the public and endeavour to report events and topics truthfully, fully and fairly. Therefore, it is important to persevere with internal efforts to punish journalists who violate the code of conduct and to improve the overall quality of journalism.

4.2.2. Do a good job of screening and reporting newsworthy stories

In the current age of the Internet, there is a huge amount of information spreading unchecked online every day. At the same time, under the rapid development of the current era of integrated media, the audience can be both the receiver of news and the publisher of news content. As a result, there is a mix of real and fake news on the Internet, and once fake news expands and spreads, it is bound to disrupt the normal order of society. Therefore, the existence of television media is more important, news editing staff must be timely news content screening and false news even if corrected, strict adherence to news discipline, good news information value judgement, adhere to the principle of objectivity and fairness. Selection of interesting news premise is that the news content must be true and reliable, can not be considered fabricated.

4.3. Authenticity needs to be a priority

In the value elements of the news, the authenticity of the news needs to be put in the first place, especially in today's Internet era, the rapid dissemination of information in all directions, unverified news floating on the surface of the news, once reported, will quickly spread to disrupt the social order, and therefore must adhere to the authenticity of the news. Journalists and the news media should take the initiative to assume social responsibility, promote social justice and correctly guide social hotspots.

As far as media organisations are concerned, it is necessary to retain the traditional media's more stringent review process in the news production process, and once a suspected article is found, it is even more important to strictly examine the authenticity of the news source, correctly judge the value of the news generated, and make a good judgement of the news value and then finally determine what form of news to publish. Even in this era of rapid dissemination of information, news organisations must be determined to seek "truth" rather than "speed" between "speed" and "truth". Once it is found that a published news report is inaccurate, timely remedial measures should be taken, even if the article is corrected, to minimise the adverse impact on society. While pursuing economic interests, the news media should always build up and secure social credibility and correct the relationship between economic interests and public interests. A monitoring mechanism has been set up to deal seriously with those fake news and to strengthen the sense of responsibility.

As far as journalists are concerned, first of all, they should enhance their sense of learning, establish a Marxist view of journalism, and bear in mind that journalism and propaganda are in the service of the people, society, and the construction of the socialist economy.

Secondly, we should stand at the forefront of the ideological field, have a deep understanding of the fact that "journalism is not a trivial matter", go to the front line of news events, investigate and research news events, verify information through multiple channels, and keep a good grasp of sensitive and hot issues. Finally, it is important to strengthen the professional knowledge and skills of journalists, to do a good job of every piece of news on the ground, to constantly update their cultural knowledge, to be responsible for the facts disseminated by the news, and to be accountable to the audience, the subject of the news event, and to society.

5. Conclusions

In journalism, news value, while important, is not the most important thing. When tracking newsworthiness, journalists must consider the social impact of events. The news media should make their own contribution to the healthy development of society and do a good job in guiding and educating properly. Unlike other for-profit businesses, news organisations need to consider not only their own economic interests but also social benefits. Journalists should not follow journalistic values blindly and biasedly. They must assume the most basic social responsibility and professional ethics in the news value stream, promote positive social energy, promote advanced culture, and strive to maximise social benefits.

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