

Practice the "Four Forces" to be a Media Person in the New Era

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Abstract: *In the New Era of media integration development, facing the change of information communication mode, media people should keep up with the development trend of the times, adapt to the new communication mode, and constantly practice the "Four forces" is the duty of media people. This article explains how to seize the opportunity and deal with the risks and challenges in the new era from the different perspectives of the development requirement, practice process and responsibility mission of the media man.*

Keywords: *News; Media people; Four forces; Comprehensive quality*

1. Introduction

In the age of Internet, with the diversification of information technology and communication methods, the media also has new requirements and standards in the completion of news work. To be a qualified journalist should fulfill his duty, complete his mission and contribute his own value to the cause of news communication in China in the new era.

2. The demands of today's media

2.1 Insist on the truth of the news

With the coming of new media era, it is worth thinking how to guarantee and spread the authenticity of news effectively. In the state of information blowout, more and more information is introduced into the public field of vision without distinguishing the true from the false. As the final bottom line, the authenticity of news has also begun to be questioned and challenged, the Internet era is an era of "Everyone is a journalist" era, and now the standard of judgment is becoming more and more flow-oriented, in this era, when unexpected emergencies occur, for example, natural disasters, man-made accidents, or events that violate morality and ethics usually attract great attention from all walks of life. With the diversification of the subjects of information release, it is increasingly difficult to guarantee the authenticity of news, it provides a convenient condition for the generation and overflow of false news. At present, the competition among various media is becoming more and more intense. Some journalists only pursue the speed, preempting the report without verification and ignoring the authenticity of the news. As one can imagine, such a reversal of priorities for the media to adhere to the authenticity of the news is very disadvantageous. Earlier, on internet platforms such as Douyin, family members had posted videos claiming that Xiangshan's first people's nurse was playing with her mobile phone during the rescue. Once the video was released, it attracted great attention from the public and was reposted on various platforms, on the network the overwhelming public opinion sound swept in. Many netizens started to comment that the head nurse had no professional ethics and should be severely punished for playing with her cell phone during the rescue, with only a short video, before the truth was known, and were met with a lot of abuse. After the investigation of the state media, it was found that the head nurse wanted to call her doctor to continue to assist in the rescue, because work requires the use of cell phones, there is no subjective behavior of playing with cell phones. We have learned from this incident that the state media and media personnel must play the role of "Gatekeepers" and that the state media, as the mouthpiece of the party and the people, must provide good guidance, rely on its influence and appeal to re-establish the facts, as a "Opinion leader" role. Media people should always adhere to the moral bottom line, make clear the truth, and then spread to the general audience.

2.2 Adhere to the timeliness of news

Under the condition of ensuring the authenticity of news, the timeliness of news is also one of the goals that contemporary media people should pursue. The timeliness of news is determined by the timeliness, accuracy and the ideal of news content.^[1] The value of timeliness is crucial to news. News must be "New", which is the vitality of the vigorous development of news and the most basic requirements for news. If a news event is covered over a long period of time, the attention of the audience will drop. After a certain period of time, the news can not be called news. It can only be treated as news. News report is not simply a documentary about history, nor is it an interview about a story, but to report recent or ongoing news facts. If we want to make news valuable, we must guarantee the timeliness of news. Enough to see the importance of the statute of limitations for the news. With the upgrading of information technology and the Internet, the timeliness of news has also been greatly improved. Any thing that you want to record can be recorded at any time and anywhere, and can be rapidly disseminated on various platforms through the internet. This requires media people to ensure the timeliness of news while carrying out diversified and multi-angle reports. In life, media people do not put high buildings, isolated from the masses, but go into the lives of the people to conduct on-the-spot collection, editing and reporting. In this process, you present your primary source to the audience and let them know the whole process of the freshest, most comprehensive and most authoritative event.

2.3 Adhere to the value of news

The dissemination of news is closely related to its own value. If the Internet technology and new media empowerment make the original production model of the news industry, transmission and receiver relations, value system, image positioning have been eroded to varying degrees,^[2] so we also continue to mine the value of news in this. The existence of the news itself for the community and individuals have a certain significance and value. General Secretary Xi Jinping pointed out: "The Internet is already at the forefront of the current ideological struggle. To master the dominance of Internet ideology is to defend the country's sovereignty and political power." Especially for the mainstream media, in the era of new media, how to firmly grasp the dominance of ideology and give full play to the value of news itself is also a challenge. Mainstream media and media people should always be on the ground, strengthen their skills, and strengthen the protection of the red zone. For example, in the People's Daily, they launched a column "Along with the General Secretary" to comprehensively review the general secretary's 10-year investigation and research footprint, and put "I will The spirit of "No Self, Live Up to the People" is passed on to every audience, which is not only a belief in the heart, but also an action at the foot, which reflects the connotation and potential significance of news value. Another example is the release of the series of themed news "This decade of China", which shows China's achievements and progress in this decade in an all-round and three-dimensional manner. Through the presentation of pictures and data, the audience can feel the rapid development of China in the past decade. Development, China's comprehensive national strength has been continuously enhanced, people's living standards have been improved, and the value of news conveys the happiness of the people.

3. The "Four Forces" Practice Process of Media Personnel in the New Era

3.1 Go deep into the masses - practice foot strength

For media professionals in the new era, the implementation of the Four Forces has a long way to go. Practicing foot strength is to take root at the grassroots level, go deep into the people, combine the actual situation in life, and move forward resolutely. Nowadays, the times have undergone tremendous changes. Media professionals must not only keep up with the trend of the times and feel the great changes of the times, but also go to the masses, understand the masses, go to the grassroots level, and listen to the voices of the people. Today, with the rapid development of the Internet, media professionals should be more rooted in reality, and more should explore the truth, goodness and beauty on the Internet, and expose falsehood and ugliness. Only works that truly penetrate into the masses can reflect the people's sentiments and express the voice of the people. recognition of the masses. Practicing foot strength is to see where the masses are and where our lively news reports are. In the "New Year's Grassroots" activity held by the National News Front, it is warm that more than 100 reporters such as People's Daily and Nanchang Daily took root at the grassroots level, measured the

earth with their footsteps, felt the changes of their country and country with their hearts, and took practical actions. Describe the original mission. Since the program was launched, sub-columns such as "Frontline Research" and "Special Reports" have been launched simultaneously to experience a vibrant era in the reproduction of each festival scene. Xinhua News Agency has sent more than 100 reporters to various front lines. In the actual life of the people, they have proposed a variety of topics and carried out various forms of reports, fully showing the new face of the people of the motherland. No matter how much soil you have on your feet, you will have many sincere feelings in your heart. The inspiration and harvest all come from the people.

3.2 Distinguish right from wrong - practice eyesight

Training media people's eyesight is not a one-day work, but requires long-term training in news reporting, not only to improve one's eyesight to distinguish right from wrong in daily practice, but also to be in all kinds of complicated news reports. Exercising our "news eye" and having a pair of discerning eyes will allow us to keep the truth out of news events and leave the most worthy of reporting. Specifically, eyesight is the power of observation and discovery. How to find the hidden social meaning behind an ordinary news event and tap the value of news depends on the eyesight of journalists. Media professionals in the new era must firstly distinguish between right and wrong when dealing with a large amount of mixed information on the Internet. In today's society, online platforms are the main front of netizens. As soon as there is trouble, some netizens start to spread rumors and criticize on the Internet by virtue of the concealment of the Internet. At this time, news media people play an important role. Media people can find their special points in general events, and they can also find the universality of things in special events. Dig out more worthy of reporting content in news events, and discover deeper content, so as to restore the truth of the news itself. Only by grasping the most essential characteristics of events in the complex environment, seeing the direction clearly, being a "gatekeeper" for the public, and consciously presenting real and objective information with eyesight, promoting the main theme and benefiting the society in the process of publishing news Stable development of information, put an end to the spread of online rumors, and carry out scientific guidance. To enhance the eyesight of journalists, the key is to learn to grasp the correct political direction, to be able to distinguish right from wrong.

3.3 Keeping the righteousness and innovation - training the brain

Brain power requires media people to learn to be good at thinking, summarize and analyze, and improve their own awareness and ability to grasp the problem itself. While practicing brain power, we should also be upright and innovative, and be good at finding the correct development direction for new breakthrough points through the exercise and thinking of thinking. The meaning of keeping upright and innovating is to abide by the right path and take a road of innovation. One of the most important tests of journalists' professional ability is their thinking ability. When reporting emergencies, they must have rigorous thinking logic in order to sort out the development of the incident and restore the truth of the incident to the audience. Journalists must have a strong ability to integrate information in order to provide audiences with the most vivid and true news events. Reporter Zou Yun has shown admirable professional ability in the face of emergencies. As a foreign correspondent, Zou Yun can be said to be a war correspondent who has experienced many battlefields. She has appeared in many major international news. , her sharp questions and succinct views are all defending my country's right to speak internationally. When the United States was suddenly hit by a hurricane, when the site was in the situation of water and power outages, Zou Yun put the reporting of news facts first, and at the most difficult moment, risked falling objects and the live broadcast room. Kang Hui made a live connection to report on the scene. In less than 2 hours of the shooting, she reported the latest news in the fastest time. From their own language expression to a logical discourse system, reporters need to refine and convey the news content. This test is the use of brain power. Only with strong brain power can we write excellent news works.

3.4 True feelings - practice pen power

Pen power is actually the ability of news expression and presentation. Today's brushwork requires not only wonderful brushwork, but also "eighteen martial arts", adapting to the trend of differentiated and differentiated communication, mastering all-media communication technology, and improving all-media editing capabilities.^[3] With the continuous advancement of information and communication technology, media professionals have changed from traditional writing to quickly recording recent

news events. The constant requirement is that we should write Chinese stories with real emotions and spread Chinese voices. For media people, we should be "iron-shouldered with morality and smart-handed with articles". How to write into the hearts of the people, and how to write content that truly reflects the reality of people's lives, news media people need to write works with thought, warmth and quality. In the exchange activities organized by the Central Propaganda Department for young reporters from central news units to practice the "Four Forces", the majority of young reporters actively participated in it, and wrote a large number of articles that not only reflected the real life of ordinary people, but also highlighted the true feelings behind the incident. Real feeling, really achieved the effect of being grounded, steaming, and moisturizing people's hearts. News gathering and writing is never a fantasy, but a real look at the real scene and portrait of feelings. It is necessary to be able to internalize the bits and pieces of the people's lives into the hearts of the media people and translate them into the media's pen. Words like this are inspiring and powerful. Only by experiencing wind and rain in the environment of the big society and honing in practice can we carefully create ordinary but great stories and characters, and experience the youthful power of young reporters.

4. Responsibilities and Missions of Media Persons in the New Era

4.1 Keep up with the development of the times

For media professionals, under the trust of the society and the people, under the unpredictable situation of the times, we should bravely stand up to the tide and assume this responsibility and mission. The first thing to do is to keep up with the times. development context. Today's world is an era of "Internet +", and every bit of life in life will be closely related to it. No matter what form of communication is inseparable from the blessing of the Internet, the mainstream media is even more so. Various companies from the central to the local governments have all explored new types of mainstream media relations, and achieved integration in multiple developments. Traditional media have also changed their traditional models, creating "two micros and one shake" regardless of updating their own forms of communication. With the gradual development of short videos, this is even more the case. Mainstream media are constantly changing their thinking and using different forms to express their content. In addition to "News Network", China Central Radio and Television has launched a series of short videos in the "Anchor Talks Network" series. The news commentary column of the news commentary is refreshing, and it conforms to the integration of concepts associated with short videos today, and its influence continues to expand. This is especially true for media people. They create their own personal accounts on various platforms and build IP positioning. Many hosts have made countless fans by sharing their daily work, life anecdotes, and views on social events. In addition, CCTV hosts carried out public welfare activities such as poverty alleviation and agricultural assistance through the live broadcast technology of the Internet platform. Zhu Guangquan, the famous "Duanzishou" of CCTV, joined hands with Internet celebrity anchors to carry out live broadcasts on Taobao platform, attracting 10.91 million online users in just two hours. , not only sells various products, but also assumes the social responsibility that media people should have.

4.2 Cultivate your own comprehensive literacy

No matter how the times develop, media professionals in the new era should always improve their comprehensive quality. This is also the core competitiveness of media professionals. They also need to be hard on their own. We should always keep the practice of the Four Forces in our hearts, integrate them when broadcasting news, and make news reports that satisfy and comfort the audience. At the same time, in line with the development trend of the times, improve the comprehensive quality of collecting, editing and broadcasting, master various editing software, flexibly use new media APP and the operation of accounts on various platforms, so as to better carry out news broadcasting work. Only when their comprehensive literacy reaches a certain level, can they calmly and show professional literacy in the face of sudden and urgent broadcast events. For the hosts of "News Network", the audience's impression is that they have solid basic skills and can broadcast news content smoothly and clearly. As everyone knows, "News Network" will also have moments when urgent reports are needed. Kang Hui's oral broadcast has been on the hot search without error for 20 minutes. The broadcast makes people sigh the importance of their comprehensive literacy.

4.3 Fulfill the original mission of a media person

As a media person, you should always keep in mind the responsibilities and responsibilities of a media person, and practice the original mission of a media person. We should always be on the same frequency as the times, conform to the development trend of the times, keep up with the trend of the times, and spread the values and values of contemporary China, be able to spread the voice of the times powerfully to all parts of the world, and be able to focus on reflecting and embodying the aesthetic pursuit of the people and cultural literacy. We should keep pace with development, strengthen the innovation and improvement of news content, and use new media technology, audio-visual integration, and digging into details to further deepen the perspective and depth of news. We should speak with the people. The media is the mouthpiece of the party and the voice of the people. When excavating news materials, we must focus on telling folk stories, and focus the media's lens on ordinary people in ordinary life, so as to truly serve the people. , to report the big and small things around them for the people. We should go in the same direction as the society. Everyone lives in the society. When dealing with news interviews, we must establish correct values, spread the positive energy of the society, inherit the excellent traditional culture and spiritual connotation of the Chinese nation, and achieve the aspirations of the people. Only in this way can we establish a credible media, fulfill the original mission of the media people, build a new beautiful and harmonious society, and create a new situation for a healthy network ecology.

5. Conclusions

In the new era, media professionals should continuously improve their professional skills and always grasp the correct direction of public opinion. Through the love and dedication of journalism, we will unite the hearts of the whole party and the people of the whole country, sing the main theme of red, live up to the development of the times, live up to the people's great trust, and faithfully fulfill the glory and mission of the media people in the new era.

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