The shift towards knowledge production in digital journalism in the context of media convergence

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Abstract: *The data-driven world of today has gradually become one of the most impactful features of the 21st century. The article looks at the development of digital journalism and its prospects in recent years, and examines digital journalism with the aim of providing some insights and implications for the ongoing media convergence and knowledge production transformation in China.*

Keywords: *media convergence; digital journalism; knowledge production; shift*

1. Introduction

There have traditionally existed two different research perspectives on the generation of news. The ideology of news, which argues that the generation of news requires the use of discourse to reshape people's understanding, thus legitimising the established power structure and social order, views news as an everyday object, and examines the interaction between news and social forces in three aspects: the production, circulation and consumption of news. However, these two theories have encountered a series of embarrassments in real media practice: firstly, the new media's dismantling of the timeliness of news has led to a change in people's understanding of what news is; the double helix of public opinion constituted by the resonance of social networks and mainstream media, and the emergence of new business models, all of which are impacting on people's perception of what the value of traditional media is. Standing at this dim and blurred crossroads, it is certainly a very creative perspective to explore today's journalistic practices and media changes, using our real needs as the axis of reference, the unchanging point as the centre and the sociology of knowledge as the entry point, and applying Parker's idea of journalism as a knowledge-based approach[1].

2. Overview of media convergence

Media convergence is a new theory advocated by Negroponte in recent years, which breaks the inherent pattern of traditional theories and gradually penetrates into various areas of people's daily life. In modern times, the boundaries between media and media have been breached, which has led to the effective integration of multiple media in society.

Driven by this trend, emerging media can both integrate and expand traditional media, and provide a stage for the new form of communication that is self-publishing.

The term media convergence has two meanings: in a narrow sense, media convergence refers to the integration of various media forms and the resulting creation of a new form of communication, such as blogs, e-books, etc. From a broader perspective, media convergence has a broader scope, covering all media and various factors today, i.e. it encompasses both the integration of various media forms and the integration of media functions, means of communication, content In other words, it includes both the integration of various media forms and the integration of media functions, means of communication, content structure, property rights and other factors.

Therefore, media convergence is not just a simple overlapping of multiple media, it is more a manifestation of the way in which new media are being generated in an era of pluralism and gradually becoming a new type of cultural phenomenon. Having broken through the boundaries of media, the new media have considered and begun to experiment with the integration of new media such as the internet and handheld smart terminals, using centralised processing and resource sharing to disseminate on multiple platforms, in an effort to make this gourmet information delicacy available to everyone.

Overall, in terms of the effect of data quantification, data journalism is similar to and intersects with the methods used to generate conventional news, that is to say, there is also some data analysis as a basis for conventional journalism. Precision journalism is the traditional way of journalism with the times, which advocates grounding in reality, using scientific means such as surveys and experiments, expressing information in precise figures and emphasising objectivity, rigour and impartiality as the core elements of journalists' work. Journalism is not the same as literature; there are fundamental differences between journalism and literature, with newspapers focusing on truth and fiction focusing on fiction, and there are inherently major differences between the two. This approach not only allows for the efficient use of data journalism, but also ensures that it is subjective, artistic and literary, among other things[2-3].

3. The knowledge production of digital news in the context of media convergence needs to shift to specific situations

3.1 Change of subject

In previous traditional media concepts, journalism mostly relied on the picking up of news and the individual processing of the subject matter, or on processing and manipulation. As a result, to a considerable extent, the values and outlook of the journalist or editor played an important role in the attributes of the news, which made, in many cases, traditional journalism tend to take on a personalistic tone and could even cause some people to confuse it with life journalism. However, there are significant differences between traditional and lifestyle journalism, particularly where both satisfy the conditions of the subject matter, in which it is presented to the audience, and in which the media keep a tight grip on the voice of the news.

It is against this backdrop that the media was born, nowadays, in a world where technological means are changing by the day and the media are gradually breaking down their own boundaries. At a time when the traditional news in its original form no longer matches the era of big data and the demands of the masses, it urgently needs to change its current format in order to gain a chance of survival, in order to compete, strengthen and solidify its voice[4].

3.2 Change in content

News in traditional media presents a strong subjectivity, i.e. journalists report what they want the audience to know and interpret it according to the angle the audience expects, and interpret it according to the angle the audience expects, and then make what they want, such a fixed way formed for a long time seems to become a negative fetter under the progress of technology, so the expectation for breakthroughs being made is also Increasingly, media convergence is disrupting and reconfiguring its content production model. Both sides of the reception of digital news are continuously changing, so that its context and positioning are somewhat uncertain, and even the exact number of participants is ambiguous. In this context, it produces news whose inherent structure of knowledge production has changed: it has a wider range of information sources and a richer hierarchy.

3.3 Production methods have changed

In the development of digital media, the voice of the traditional media has gradually diminished, while the voice of the reader, listener or audience has become increasingly important. Digital journalism is no longer just a separate output of the news media, it is more a product of a comprehensive understanding of the reading habits and aesthetic interests of the public, and it then begins to integrate with the needs of society, breaking the old way of delivering news messages to readers.

The traditional media has blazed a trail in an industry it is unfamiliar with, it has tried to adapt itself to keep pace with this development by trying to keep up, and it has been in a position of struggling to move in the dark, so to speak. This has caused it to continue to shrink and move, it has lost its edge, people have gone from absolute trust in it to suspicion of it, and now it has a variety of ways to make its own autonomous choices.

4. Knowledge production shifts towards ways of achieving

4.1 From press releases to knowledge production

In a mobile connected society, the speed of information dissemination is no longer a problem, but a problem of information overload, and filtering it is an important way to do this. With social networks and computing algorithms working together to share vast amounts of information, the role of the news media should change from manufacturing to filtering, by turning the vast, disordered and confusing amount of information that is intrinsically linked and has deep meaning into knowledge, thus contributing to a better understanding of the familiar. In other words, in the communication media of the future, there is a shift from mere information and data to a communication approach with a knowledge layer at its core. And after this, the mode of communication of news will also change.

Media convergence has advantages as well as challenges. The development of media convergence concerns the future of media. It is necessary to strengthen top-level design, resource integration, comprehensive investment, institutional reform, editing technology training and cross-media integration, so as to achieve results and achieve integration and integration in a real sense. Instead of metaphysical integration, we should combine our own actual examination, research, trial and error, demonstration, etc., to find a suitable way of integration.

The core of media convergence is user integration, which means that consumers not only pay attention to the content production of media, but also pay more attention to a series of factors such as service, interaction, word-of-mouth and effect evaluation. User integration will become the future development direction of media integration, and "he who wins the user wins the world" will become the guide of integration.

Different driving forces have created different types of media convergence. However, in the real development of the media industry, various types are intertwined. The integration of media field affects the whole body, and needs to rely on the role and cooperation of the country, capital, media, users and other field forces. Sima Qian's "All the world is for profit, all the hustle and bustle of the world is for profit" describes the essence of commercial activities. However, only talking about "profit" is easy to ignore the social and political functions of the media industry. "Profit" can be expanded to "value" in media operation, and the integrated media can better realize the value needs of related subjects[5].

The power and benefit of media fusion provides a framework for thinking, and only by injecting realistic content into it can it be more contemporary, realistic and close. Simple interest analysis cannot explain the changes in the reality of media convergence. It is necessary to understand and predict the interaction between the state, capital, media and users in combination with the practice of media convergence. With the development of science and technology, the contrast between strength and strength and the demand for benefits are also changing dynamically. Media convergence is a process, in order to truly adapt to the rules of the game of the Internet, it is necessary to break through the barriers of media, combined with the development trend of globalization and new media to explore actively.

4.1.1 Situational interviewing

Contextual journalism is a form of reporting based on the theory of intertextuality and inter-media. The Internet enables information and all kinds of knowledge to be disseminated simultaneously on the Internet, so that different media views of the same event are presented to the audience in parallel, while journalists seek intertextuality on the Internet by taking advantage of the non-linear nature of the Internet. For example, a social issue caused by a pyramid scheme would link together all the historical information on pyramid schemes over the years, re-structuring the knowledge of facts from different periods and in different media, thus forming a news chain to satisfy the audience's need for facts. The contextual approach to reporting provides a new form of knowledge for journalism[6].

4.1.2 Data extraction and data visualisation

Data visualisation has become an important part of news narratives, which means that journalists need to analyse data, add to contextual information and enhance the understanding and description of information through visualisation, in addition to understanding and analysing facts.

Data journalism and immersive journalism are a new form of applying data vision techniques to the field of journalism. News statistics. Data journalism is an inevitable product of the comprehensive infiltration of data into the world of journalism. Major domestic news media such as Xinhua News

Agency, Caixin.com, The Guardian (UK) and The New York Times (USA) have all achieved fruitful results in data journalism. While traditional journalism highlights the social significance of events in a typical way, data journalism constructs a knowledge model to describe events.

Immersive journalism, the pioneer of virtual reality technology NonnydelaPena first came up with the concept of virtual reality in 2010, and today this bold idea has been tried by the New York Times in the US, Die Welt in Germany, The Guardian in the UK, a 16-year-old Mexican boy shot at the US-Mexico border, the influx of Syrian refugees, the US elections. The New York Times, the New York Stroll, these influential stories, are coming out of the woodwork, and although the future of their business is uncertain, media people are already seeing them as a strategic opportunity[7].

4.2 From media operations to knowledge management

Journalistic communication as a phrase straddles two fields of knowledge: firstly, humanist journalistic creation; and secondly, communication management, which is a management discipline. For a long time, the theoretical and practical aspects of journalism have confused these two, thus creating the notion that newspapers are fragile objects and thus a profitable way of selling them.

In the digital age, where all opinions, facts and knowledge are embedded in the internet and can be explored and used repeatedly, the news media will move from being a 'thing' to a 'data'. "Holders of intangible resources such as 'information' and 'knowledge', which can be effectively managed and utilised, will greatly enhance the media's ability to compete.

According to Michael Polanyi, the 'explicit' and 'tacit' media, Polanyi divides the 'knowledge' of the media into two categories Firstly, the external refinement and use of information and documents published by the media, such as databases and business advice reports. The second is the use of non-explicit resources, such as the experience and networks of journalists and editors in their practical work[8].

5. Conclusion

Under the background of the continuous development of various new technologies, the original boundary between traditional media and new media has been broken, and the original media ecological environment has changed. Traditional media have been impacted. Therefore, traditional media should reform the system and mechanism, carry out transformation and upgrading, change the mode of news production, strengthen the interoperability and integration among media, and seek the inevitable road to survival and development. The development of online technologies poses a huge challenge to the professionalisation of journalism and media management. From a sociology of knowledge perspective, looking at journalism as a kind of knowledge and repositioning its role in social production and development may help us to better face this challenge. For in the new information system, the position of the news media is not only determined by what is currently being done, but also by what is now being envisaged.

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