

# Development trend of news headline production in the new media era

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**Abstracts:** *Along with the deepening of media integration in China, online news dissemination has also been carried out to the public through an all-media platform. As the "eyes of the news", it can be said that "news headlines have become the first guiding force for users to decide whether or not to ask for in-depth content"<sup>[1]</sup>, this paper analyses the status quo, characteristics, development trend and current problems of news headlines in the new media environment. Only the truth, objectivity, accuracy and other news professionalism requirements and new media news title suspense set organic, measured combination is the right way to the future of news title production. It also offers countermeasures and recommendations that it hopes will provide a boost to the transformation of the media.*

**Keywords:** *Fusion Media; News Headlines; Development trends; restructuring and upgrading*

## 1. Introduction

With the progress of communication technology and the emergence of new media platforms, people are often "drowned" in an endless stream of news, and in the face of the era of information explosion, fragmented reading has become the norm. People in reading the news or in the acquisition of news information, has entered the "read the title era". The headline is the window between the reader and the news writer, and it determines the reader's interest in a piece of news and his or her desire to continue reading.<sup>[2]</sup> But the lack of a sense of liveliness and attraction, it seems that the title is very hard, can not inspire the reader's eyes and reading interest. Example: tweet - Entertainment - 'Smile pasta to be remade'. Basically the audience only through the title to obtain information, to achieve the psychology of knowledge, newness, proximity and interest. Thus, in the "era of reading the title" of the network title develop towards a more colloquial, popular direction. Popular is not vulgar, but to make the audience more understandable. The headline language is more pro-people, popular, concise and clear summary of the main content of the news, so that readers in the use of fragmented time can also understand the news current events. However, some "headline party" abuses news headlines, thus losing the principle of truthfulness of news.

## 2. The "headline party" in news headlines

The most important function of the network news headlines is that it allows the audience to obtain information quickly and comprehensively, relying on news retrieval and repeated reading of news resources. But some platforms cater to the public's curiosity, in order to win the public's attention and increase the number of reading clicks, not hesitate to take the news content out of context, exaggerate the facts, and steal the concept, thus losing the true nature of the news.

### 2.1. Headline is a fanciful, biased, claptrap and factually inaccurate

For example, "Wife accidentally drops silver ring in milk, the unthinkable happens ....." This is actually a life hack for expired milk. In order to increase the number of clicks, which in turn attracts advertisers and greater financial benefits, some online news headlines media rely on creating exciting headlines to attract audiences. Even more, some online news headlines are created out of thin air with a view to creating a sensational effect, losing the authenticity of the news. Over time will also lose the readership and trust of readers.

## **2.2. Title is an exaggeration.**

With the development of new media technology, people can get news faster, not like before, they can only get news information through print media, recording media, film media, radio media, television media, now in the new media such as online media, mobile media, digital television. There is news everywhere, which easily leads to the proliferation of news, and some platforms will make use of exaggeration to fabricate the message. For example, "16-year-old boy celebrates his birthday by erecting 16 billboards for the provincial highway, money is money" ". This news story is about the boy's father spending sixteen hundred dollars to create sixteen billboards. But the title "Money is money" is clearly an exaggeration. Although it has gained a lot of netizens have crowded around, but in the long run, the loss of authenticity of the news will cause readers to turn off and lose a large number of readers. This is the reason why many media reporting platforms exaggerate the events without having a detailed understanding of them and reading the scripts, and also lose the principle of truthfulness in journalism.

## **2.3. Title is Sensationalism**

Stealing the idea, making things up, making something out of nothing, the "His and Hers" series, and so on. With the constant push of the media market, some news headlines began to adopt extremism for event reporting, and elements of perversity were prominently amplified, arousing the reading interest of some readers through the massive dissemination of information on blood, ferocity, and violence. The chaos of news headlines not only affects the authenticity and dissemination of news, but also has a great impact on society and the credibility of the media.

## **3. Characteristics of news headlines in the new media era**

### **3.1. Accuracy**

"Authenticity is the soul and life of journalism." In the era of fast food and fragmented reading, it has become normalization for readers to read only the headlines for news information, so the accuracy of headlines is particularly important. At the same time the production of headlines strives to be simple, concise and focused, the latest information in the report, the most valuable content to the user. It is the most concise, powerful, embodiment of the theme of the news, is an important means of attracting and guiding readers. Most are only one line long and usually have a word limit, usually 25 words or even just a few words, but it usually summarises the main points of the news well.

### **3.2. Popularity**

Under the premise of ensuring accuracy, news headlines should also strive to be popular and colloquial, using easy-to-understand language to attract the audience's interest in reading. Most readers seldom pursue the root of the unfamiliar field of professional terms appearing in the news, the emergence of such headlines will also reduce the readers' interest in reading, must pay attention to the use of popular words. Making news headlines more relevant to people's daily lives is what makes them resonate with audiences in the first place. For example, The People's Daily reported on the memory of academician Wu Mengchao, who has been treating patients and saving lives for 78 years and is still steadfast at the age of 90. The colloquial title "Wu Mengchao rubs his hands together before touching a patient" is easy to understand and brings out the meticulousness of Academician Wu Mengchao, who has spent his life interpreting the term "doctor". Under the shadowless lamp, the liver and gall, the gentleman's style, our generation to encourage. This news title, the words used accurately, fit the core points of people's concern for life, only one day's time reading volume is more than five million.

### **3.3. Emotional resonance**

In the era of new media, all kinds of news are springing up. Journalists need to carry out secondary processing of news information, change its original structural form, provide readers with a clear and concise reading direction, easy for readers to retrieve the required news information, to attract the audience to produce the impulse to read, using the reader's curiosity, to capture the reader's eyeballs. For example, "The B-Side of AI, Resurrecting my son" tell the unexpected death of a son and the use of AI technology to recreate a digital human "son". I firmly believe that as science and technology continue to advance, the day will come when my beloved son will return to me. Inspiring empathy in readers can

better lead them to read the news further, making it easy for them to be empath emotionally.

### **3.4. The promotion of cultural values**

High-quality news headlines not only achieve accuracy, but also correctly guide a good social trend, to convey the humanistic care and mainstream values of society, but also to guide readers with the correct values. For example, Xinhua News Agency's China Storytelling Network video number "Mortal Shimmer | Sending You a Little Red Flower". When my daughter sent flowers to her mother on Mother's Day, she picked out the best one in bloom and presented it to the ringmaster's aunty and wished her a happy Mother's Day. The warm words as the title not only express the girl's care for the sanitation aunts, but also reflect the Chinese tradition of "a rose in the hand, a fragrance in the hand". While giving to others, they themselves gained a point of happiness, reflecting the national spirit of the Chinese nation as one family. It promotes the cultural value tendency as well as the socialist core values of civilisation, friendliness, freedom and equality, and is committed to building a good network environment.

## **4. The development trend of news headlines in the new media environment**

"Assessing a civilization in terms of one of the media of communication on which it relies requires knowing what the significance of the characteristics of that medium is." This is Innes' famous assertion about the relationship between media and historical civilizations. And news headlines as a media language are also inextricably linked to historical civilizations. News headline is a part of the social language and culture, and social culture is a dynamic relationship between its development by the social culture of the influence and constraints, while at the same time counteracting the social culture and have an impact on it.

As the saying goes: "A good title is half the story". The importance of the title of the news in the whole news, like the finishing touch. Journalist should summarise and collate news information, and refine the "flashpoint" of news events that are of interest to readers.<sup>[3]</sup> As a journalist, to seriously and accurately positioning, reflecting the real, concise and powerful, lively, as well as absorbing the reader's eyes as a guideline, the actual production of good news titles off, the title of the chaos can be improved and strengthened. Journalists believe that as long as the personal experience, read the material in detail, carefully check and refine, attracting the audience's eyes good news headlines will be presented in front of the readers.

### **4.1. Highly condensed news headlines**

Nowadays, we have stepped into the "read the title era", the news report mainly want to express what the news facts or themes, should use verbs, nouns will be a simple summary of events, without modification, can not let the reader do not know what the news. A premise of the news headline is not to be disconnected from the body of the news, highly condensed summary of the exact content of the news, a sentence, so that readers can understand at a glance. Specifically, the title should be newsworthy.

### **4.2. News headlines in the "classical poetry" category**

The content or form of "classical poetry" as news headlines is the earliest form of news headlines in China's news industry, this type of news headlines have elegant, subtle, to the point, with the characteristics of artistic beauty, these are also a form of expression of China's traditional culture. For example, the main title is "Temperance Makes His Will Clear, Rhetoric Makes His Sincerity", and the subtitle is "Reading Guan Shi Guang Wen Cun". The idiom "living a simple life as one's ideal" comes from "living a simple life as one's ideal", which is also a famous saying of Zhu Ge liang, referring to the fact that it is only by not pursuing fame and fortune that one can keep one's aspirations high and pure; "Cultivate rhetoric to establish its sincerity," from the Book of *Zhou Yi* means that writing should show the true intention of the writer. Quoting or using an appropriate classical poem as a news headline, on the one hand, shows that China's traditional culture has a strong expressive power and can adapt to the development of different times, and on the other hand, it also shows that China's classical poems are a kind of unsurpassed culture, which can express the emotion and content to the fullest extent by just a few words. Therefore, the benefits of using classical poems as news headlines are that they are beautiful, elegant and condensed. But along with the accelerated pace of people's lives, in the new media era, classical poetic news headlines also show some problems, if the reader does not go to read the specific content of the news report, it is difficult to directly access the news information through the headline,

which is inconsistent with the current fast-paced life. As a result, classical poetic news headlines are gradually being replaced by spoken news headlines.

#### ***4.3. Popular news headlines***

At present, pop culture has gradually become the most frequently contacted cultural system in people's lives, and compared with traditional culture, pop culture is more entertaining, and it is a form of culture that is more close to the general public. In the context of popular culture, news headlines should be shown more popular, easy, and more in line with the aesthetic form of the public, only in this way can make the news report to obtain the public's favourite. Therefore, in this era of environment, the popularity of news headlines gradually become the mainstream form of news reporting. Spoken news headlines are those that use current popular or favourite catchphrases as news headlines. The most important feature of this type of news headline is that it is easy to understand and full of fun. When reading a news story, readers are able to get a general idea of what the story is about through the headline. Colloquial headlines, using the life language of the masses, are more humane and this will be more acceptable to the reader. For example, the front page of the People's Daily's "New Year's Journey to the Grassroots" column reported that "I use my mobile phone to "grow" vegetables", with a colloquial title, grounded, warm, and spoke of the true feelings of the masses of scientific and technological benefits to agriculture. The colloquialisation of titles is to process and refine these original languages, and to make them more graphic and vivid, highlighting the cultural taste, under the premise of accuracy and conciseness. Fully attract the reader's reading interest at the same time, so that readers have an intuitive understanding of the content of the news story. To quote today's social buzzwords, for example. The News is highly current, with an emphasis on the word "new", and serves to provide the most up-to-date information. Some even call them "fast-consumption information products." Southern Weekend has a report on the topic: deposit "special forces", is it a two-way race or blindly follow the trend? The combination of buzzwords and questionable test titles also sets the mood and arouses strong curiosity in the reader, thus prompting an attack of interest. Interacting in ideas inspires readers to think further and deeper, resonates, leaves an impression, and may even change a reader's perceptions.

The popularity of the news headlines compared to the classical poetic news headlines can bring readers a sense of ease and pleasure. Grounded title on the one hand, close to the current social hotspots, on the other hand, also better able to meet the aesthetic needs of modern people. Popular news headlines are a reflection of current pop culture. However, it should be noted that the colloquialisation of news headlines does not mean that they are directly copied and reproduced from the colloquialisms or network terms, but rather that they need to be combined with the content of the news report by the journalists to make the corresponding literary modifications, so that they can become brilliant and elegant without changing the interesting premise while retaining the original grounding attributes, to ensure the accuracy of the news headlines.

#### ***4.4. Reviewing headlines***

In news reporting, engaging readers through grounded news headlines is a means of increasing news readership. But returning to the essence of journalism, there is still a need to respect the objectivity of news content. The facts will be reported by adhering to the principle of truthfulness. And in the age of the Internet, people get more and more ways to obtain information, a variety of information leads to people can not correctly distinguish between good and bad. Therefore, as a journalist you need to convey the right values to the readers and show the meaning of the news to be expressed. It is essential for journalists to get valuable ideas across to their readers in a short period of time. The result is the narrative news headline, which is a trend in modern culture because it clearly states the point of view and at the same time illustrates the facts.

#### ***4.5. Combined graphic news headlines***

News headlines simply use text for typographic information presentation is too dull. Information dissemination is poor. That's why news headlines on various apps are starting to experiment with the introduction of cartoons, charts, photographs, topiaries, and so on. Along with concise news headlines, news photographs and art photographs began to be widely used. And gradually the development of a graphic character has been developed. In the context of the society at that time, pictures are used to convey real and intuitive information, concrete and objective factual witnesses, image images that transcend time, space and national boundaries, language and so on. Images better enable readers to first

understand, observe the news, better to reveal the theme, the expression of the content, so that the news has a stronger impact, impact, to achieve "a picture is better than a thousand words" the purpose. For example, "Shaanxi TV News" launched the video "Whoever looks at whoever is not confused! Get the Giant Panda Version of Aspiring Life in One Second". Next to the title, there is a picture of pandas living happily in the Qinling Mountains, where there is the calmness of the mountains, the spirituality of the water and listening to the wind. It makes the reader look at it and yearn for it. This adorable spread will allow more people to get the giant panda version of yearning for life in a second.

## 5. Conclusion

Along with the changing times, the content and form of news reports are also changing. News headlines, as an important part of the news, carry the key information of the news and are the key content that attracts readers to read. Therefore, how to formulate news headlines with closeness, vividness and image is an important goal for journalists in news reporting. Practice has proved that news headlines should be fully integrated with the current state of social development, with the current trends in popular culture, and with forms of expression that are of interest to the people. Only in this way can we fully attract readers and play the role of news headlines.

In addition, there is a strong link between the language of journalism, as part of the dominant socio-cultural values, and cultural values. Similarly, news headlines respond to the positive energy and positive influence of social culture, news headlines play a role in the mainstream values of social culture, news headlines reshape social and cultural values and build media cultural values, reflecting the dialectical attitude in news research and enriching the connotation of mainstream values of social culture.

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