Research on the Propagation Model of Newspaper News Innovation and Development Based on the Internet Plus Perspective

Xinjie YAN
Henan University of Animal Husbandry and Economy, Henan Zhengzhou, 45000, China

Abstract
With the rapid development and progress of science and technology, the traditional way of newspaper communication has been difficult to meet the requirements of people reading. In this paper, the author analyse the propagation model of newspaper news innovation and development based on the Internet plus. Combined with the characteristics and advantages of modern network and information technology, it enriches and changes the newspaper news media. Through the Internet, we can better carry out the dissemination of news and information; greatly facilitate people's reading and access to information in a timely manner. In the foreseeable future, with the continuous development of mobile Internet technology, smart phones will become the main way of news communication.

Key words: Mobile Internet, Intelligent mobile phone, News communication, Information technology

1. INTRODUCTION

With the rapid development and progress of science and technology, the traditional way of newspaper communication has been difficult to meet the requirements of people reading. Therefore, combining with the characteristics and advantages of modern network and information technology, enriching and innovating the news communication mode of newspaper office has become the focus of newspaper managers. Through the Internet can better carry out the dissemination of news information, greatly facilitate people's reading and access to information in a timely manner. The media convergence of our country has evolved rapidly from the academic theory to the extensive media practice. In particular, news programs and news releases that are close in content and need to be quickly transmitted in parallel are likely to fuse, disseminate, and disseminate broadcast media on radio, television, newspapers, the Internet and mobile phones. At present, the gathering and dissemination of network news has been the first to enter the full time, hyperlinks, mass information, interactive, personalized fusion, has great advantage of communication and social influence, the traditional single media production inferior by comparison and communication. Therefore, all kinds of media and other units to catch up to cultivate talents, according to the news and news production and broadcasting network technology, made a number of substantive integration design and practice, accumulated experience model, but mainly for the body production advantage as the center and the Internet for limited fusion in various media channels and new media as the auxiliary. According to this situation, mainly in the network media, mobile phone media, television media and the talent cultivation mode as the study object, attempts to make a relatively panoramic scan of the context of the news production of media convergence, in order to find out the problems, summarize the advantages and disadvantages, open thinking, by analogy, to promote China's healthy development of journalism in the media convergence.

Media convergence is a very advanced subject in the field of Journalism and communication, and both academia and industry have great enthusiasm for media convergence. Especially in the rapid development of global digital technology and information technology, new media emerge in an endless stream, the old and new media tends to blur the boundaries, to accelerate the pace of integration, the integration of news production is the core concept of media development. In China media convergence has experienced more than ten years, in the process of rapid development of media convergence, "each domain fusion" concept into information dissemination, bear the brunt of course is the field of news dissemination. The strong momentum of media convergence has been applied to the practice of news communication, and thus the concept of "integrating news" has come into being. The production of news works in traditional media refers to the traditional news style of single media editing and one-way dissemination. Under the background of media convergence, the production of news works includes many forms of news gathering and dissemination. Different types of media, such as newspapers, radio, television, mobile phone, website, focus on the same information platform, unified planning and coordination, the media and the audience according to the respective characteristics of the classification processing of news information dissemination, play their respective advantages, targeted to specific audience communication. As for various forms of information dissemination, news works are at the forefront of media convergence. Different from art films, feature films and other forms of information, news and content close to fast and real-time dissemination of news and news articles, it is entirely possible to achieve the radio, television, newspapers, Internet and mobile phone (mobile media) in the recent media convergence of the gathering and distribution. Media convergence can provide a smooth, fast and interactive broadcast channel for
news reports on various platforms. Media convergence forms the super media of news, and news production is a direct beneficiary of media convergence.

2. MEDIA CONVERGENCE AND NEWS WORKS

2.1. Media convergence

Media convergence is based on the integration of computer technology and network technology, and uses a terminal and network to transmit digital form information, which brings about the interchangeability and interconnection between different media. The two aspects of media convergence are as follows: 1. Conceptually, the narrow media fusion refers to the different forms of media "fusion" qualitative change together, the formation of a new form of media, such as electronic magazine, blog news and other media; generalized fusion broad scope, including all media and related elements of the combination, not only convergence even fusion. Including the integration of media form, fusion also includes media function, media, and other elements of the organization structure and ownership. Generalized media convergence is a large scale within the scope of the primary stage of polymerization can be used to replace the combination of media, is a physical change to the chemical change, from low to high process of gradual development, narrow media convergence brings the media quality, is our goal to be achieved, is the highest stage of the development of media convergence. For journalists, media convergence is the comprehensive use of various means of communication, integration of a variety of communication elements, the news of a full range of three-dimensional reports. For consumers, the essence of media convergence is that consumers can use all powerful terminals, through the ubiquitous network to obtain the services they need.

![Figure 1. Media convergence](image)

Content integration is first embodied in content expression. Nowadays, the major media have adopted many expressions and expressions, presenting three-dimensional forms of news reports. With the development of digital technology and network technology, the audience is no longer satisfied with the regular and fixed-point access to media information. The demand for media information has greatly increased in the number of content, and is more widely in form. Faced with the rapid growth in the amount and form of this information content, the production of information by a single medium has not been able to meet the demand. At the same time, digital technology has broken the traditional production platform of traditional media. The original analog information has changed into a unified digital information. These changes have led to a result of the emergence of content industries and the large-scale production of content. The traditional media content production industry chain is linked together with communication channels, content production requires a lot of professional equipment and professional skills; at the same time, communication is a kind of scarce resources, the protection of national policy, the main channel of communication is monopolized by the media. These have determined that producers of content may only be traditional media, and individuals and other institutions can not get involved. But with the popularization of digital technology and network technology, the information content of the production cost is greatly reduced, making it may complete a video on a computer, a camera, and the expansion of Internet applications, the digital content can be fast and convenient way to spread rapidly on the Internet, which is even faster than the traditional media the velocity of propagation. In this case, individuals have become producers of content and increasingly become part of the content production system. In addition,
with the continuous promotion of industrial integration, the gradual relaxation of relevant policies, the original network operators, network service providers, and even some terminal manufacturers have been put into the ranks of content producers.

2.2. Network convergence

Network convergence is the necessary condition of media convergence, in the past that a business, a network pattern of inconvenience, but also caused a serious waste of resources, hindering the sharing and transfer of information between media. Network convergence in media convergence mainly refers to the triple play of telecommunication networks, radio and television networks and the internet. Triple play means that both broadcasting networks and telecom networks can carry out similar businesses, breaking the boundaries of the industry and increasing the user's selectivity. For the telecom sector, mainly engaged in traditional voice communication, broadband access and other services, the triple play can also be carried out in radio and television network TV, mobile phone business such as IPTV, to enter the field of broadcasting; for the radio and Television Department, former mainly engaged in radio and television business, can also carry out broadband access network business integration, competition with telecom operators. The original intention of the triple play is to achieve the sharing of resources, avoid duplication of resources, improve resource utilization, and make multimedia platforms more convenient and cheaper to maintain.

Figure 2. Social media

The so-called 3C terminal fusion, specifically refers to the activation of any one aspect of digital information technology, through some kind of agreement to the three aspects of the implementation of 3C information resources sharing and interoperability, so as to meet the people in any time, any place through the application of information related to the convenience of their own needs. Terminal convergence is mainly reflected in the audience to receive the integration of information hardware products. Triple play is a concentrated expression of the trend of media convergence, and terminal integration is the inevitable product of network convergence and content integration. The content of the fusion can easily get massive news audience, and give you enough to enjoy the hitherto unknown in the content and form of information; greatly broaden the network integration to obtain news and information channel audience, can not be limited by time and space, to obtain information through various forms and channels. These changes will inevitably lead to the convenience of users to obtain information and personalized promotion. The audience hopes to get complex news information through a device or platform, and the information in a variety of forms, with personality. Therefore, this terminal equipment must be multi-functional, integrated features, it is best to small, light, easy to carry, low prices. Under the background of media convergence, the production technology and practitioners who apply to the traditional news editing system are becoming weaker and weaker. The times are changing, the pattern is changing, and the material and human resources serving the new media should keep pace with the times, upgrade the technology system and expand the whole media capacity. Colleges and universities should also adjust personnel training methods and formulate new talent training strategies for the media sector. In a word, it is urgent to change the traditional way of producing news.
3. NEWS FORM OF NEW MEDIA

3.1. The characteristics of new media news

Whether it's news on the web or blogs, podcasts, news in micro-blog, there are no exceptions to the news of the internet. Audiences can give feedback to news reports through the Internet and express their opinions freely. Micro-blog as the representative of the grassroots network news with its unique plays a unique function, fully demonstrated the strong force the audience "to the public events, attracted wide attention of the public, the mainstream media and government. The full-time news of online news or mobile news is unmatched by traditional media. The arrival of a newspaper in the hands of an audience involves a series of complex processes, such as mining, writing, editing, printing and sending, which make the news more effective. After the advent of the era of electronic media, people are very excited about the timeliness of television, but it also has to undergo the production, editing and other processes. In the micro-blog era, micro-blog's extensive news source made it possible for every user to be a live reporter for a burst news event. Users can report news easily via micro-blog's convenient release, so that the timeliness of news is greatly improved. Now, the media or government has begun using micro-blog, a quick source of information, to serve the people. In the news communication activities, interactivity is the key point that all the media are pursuing. Only by enhancing interactivity can we understand the needs of the audience, and then we can obtain audience support so that we can get high rate of return advertising. That famous Russian literary theorist Bakhtin put forward the theory of dialogue, the dialogue is the basic condition for human survival and communication, communication in essence is dialogue, communication can only achieve the maximum effect in the dialogue. In the past, for newspapers, magazines, radio and television, the four traditional media, the audience is not possible to achieve a high degree of participation, the news media not to the audience will, the audience to watch or listen to the news at the time and place restrictions. Network news, mobile phone news will break through these constraints, audience participation is greatly improved, the spread of strong interaction, as long as the conditions of the Internet, people can watch whenever and wherever possible interested in news information or news video. In addition, people can freely publish blog, micro-blog information, upload video or share video, so that the dissemination of news more freedom, interactive greatly enhanced. Online interaction makes the interaction interval shorter and costs less expensive than broadcast, TV text messages, comments, or phone comments. Today, users are not only recipients of information, but also news communicators. In the course of communication, two levels of communication and even multi-level communication become very common, and the geometric growth of news and communication, and the interactivity of communication are greatly improved.

3.2. Integration form of new media news

The new media refers to the traditional newspaper, television, radio and other new media, they are based on Internet technology and digital technology, and fully interact with the audience. New media news is based on the Internet, mobile phones and other new media. With the continuous progress of science and technology, the rapid development of new media, with digital technology, network technology rapidly superior, and its influence continues to expand. There are many forms of communication in the news with the network as the carrier. Such as portals, search engines, online communities, Web TV, blogs, podcasts, and the latest micro-blog. Although the characteristics of these forms of communication vary, but to some extent, played a role in the dissemination
of network news, from the point of view of the media features of network news presentation. In our country, there are mainly two kinds of news media depending on the website. One is the professional news website, the other is the news channel of the integrated portal. The former is established by news entities to publish beyond the unit has been published or broadcasted news information, provide political electronic bulletin services to the public, sending political communication information internet news information service unit “is divided into the central and local key news websites and other classes. The latter is the news channel under the major commercial websites. Statistical data from the website of the world ranking system Alexa news website, the top five are people.com.cn, xinhuanet.com, cctv.com, global network and chinanews.com, news portals are the top five QQ news, Sina News, NetEase news, news and news China MSN ifeng.com.

This kind of mobile phone communication tools from there to now has experienced the development of several generations, from the initial simple mobile call now to a variety of complex mobile phone applications, mobile phone has become one of the most popular emerging media. The emergence of mobile newspaper is not accidental. It is the product of the rapid development of network technology, the rapid progress of telecommunications technology and the challenge of traditional media. It is the result of the marriage between traditional media and telecommunications. At this stage, China's mobile phone newspapers are mainly mobile phones, MMS technology and WAP website as a platform, with the traditional media form of alliance. MMS is MMS. MMS the biggest feature is to support multimedia file transfer function, the traditional mobile phone SMS and MMS can only transmit text, to transmit the text, images, sound, animation, and other data formats of media information. WAP platform can introduce information and business on the Internet to the mobile phone, and let the Internet and mobile phone combine. Users can read and download the news by logging on the mobile WAP website. With the official commercial 3G mobile phone, smart business and the growing popularity of reading content is rich, in the near future, mobile phone reading will become one of the mainstream way of reading, "a big look at the mobile phone in the future is likely to become a reality. The biggest advantage of mobile TV is the mobility of the terminal, privacy and interactivity, these characteristics of the spread are traditional television can not do. "The last stage of the media revolution is, we can get all the information in any place, any time, including both the true image and sound, including abstract words" say, mobile phone TV just completed the task of media revolution.

- Mobility: With the extensive application of digital multimedia technology, the spatial scope of people receiving information is expanding constantly, and people's communication activities also show discreteness, portability and mobility.
- Privacy: If the movie is a "public" media, and television is "family" media, then the mobile phone is purely "private" media. This personalization of mobile phones makes mobile TV extremely intimate.
- Interactivity: The spread of traditional television is one-way, can only achieve one to many communication, the Internet has made great progress in this area, but the interaction of the Internet is limited by time and space, and can not achieve real-time interaction. Mobile phone TV network structure, network, each mobile phone is a node of the grid, all equal, you can send and receive information anytime and anywhere, interactivity is one of the biggest advantages of mobile tv.
4. DEVELOPMENT COUNTERMEASURE ANALYSIS

4.1. Extended full media service capability

With the progress of science and technology, media form is undergoing great changes. The strength of traditional media is far from what it used to be, and various new media have begun to occupy the heights. Digital technology and network technology makes the fusion between the original continuous media media convergence quite distinct from each other, it is a great opportunity for the news industry, the journalism education has brought hitherto unknown challenge. First of all, media convergence has made the discipline boundaries of media discipline become increasingly blurred, and interdisciplinary research has become a major challenge for media education. Traditional media teaching is mostly a discipline confined to literature. The media convergence requires interdisciplinary, comprehensive training, such as engineering, telecommunications, digital technology, media culture, etc.. Secondly, fuzzy fusion, new and old media on each subject boundary, also put forward the diversified requirements of media symbol, which used to broadcast voice print text symbols, symbols, symbols of the TV screen to accept the traditional proposed subversive challenge habits. Third, media convergence also brings about changes in the integration of news business processes. News gathering, editing, and even marketing are unified, which puts more complex demands on the comprehensive ability of media talents.
the processing requirements of many media each one takes what he needs, have accelerated the pace of digital transformation, establishing a platform for digital multimedia technology

4.2. Strengthen the ability of integrated marketing communication

The media integrated marketing is to the media audience, customers and media derivative products to consumers as a guide, the fusion system point of view, through the organic combination of media internal marketing tools and means, in close coordination with marketing department and other departments, as well as the news media and the upstream source of information, material suppliers and downstream products distributors, customers and consumers of good cooperation according to the dynamic management of the environment, in order to achieve timeliness, news, advertising and media products value chain parties to maximize the value of marketing ideas and management methods of derivative. Because of the media integration era news information no longer subject to the limitations of the platform, unlike in the past, television, radio and other media for their own business, but also appear in the mobile phone network, multi platform, multi channels, so the integration of news spread of thinking is particularly important. A news event, the reporter must take into account the characteristics it also spread across multiple media, take into account the different needs of various media audience, while also taking into account the news release may bring attention and response, question and Countermeasures to enlarge the consequences, on the news, in depth and breadth the height of a more accurate grasp. Media convergence era news planning is a kind of news integration ability test, namely how to interview news events and specific reporting methods combined, and planning a series of follow-up reports and audience interact, maximize the value of news. The new media represented by Internet and mobile phone have interactive characteristics. Therefore, considering the integration of media and communication marketing, we must bring new media into it and attach great importance to the interactive force of communication.

5. CONCLUSIONS

In the force of network news, TV news media to make snap reforms, including new media integration and the birth of a new media form, including its system innovation and cooperation of cross regional cross industry. At the same time, media convergence has put forward new requirements for the training of news talents. The education of news and communication should develop in the direction of compound talents, and train talents who can produce and integrate news. It is necessary to carry out training of existing news practitioners, the ability to expand the use of new media skills and command fusion news story, but also the reform of school education, scientific adjustment of curriculum structure, establishes the whole media laboratory. At the same time, in the teaching concept and teachers, we should also comply with the general trend of media convergence. Only in this way can we meet the needs of the market and the development of the times.

REFERENCES


