

# *Reform of News Communication and News Education under Media Convergence*

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**Abstract:** With the advent of the information age, new media has become the mainstream of today's society, which not only affects people's work, study and life, but also profoundly affects the development of our society. Therefore, the media industry must take effective measures to meet the information requirements of the new media era, and realize the transformation and upgrading. In this article, we will focus on the promise of media convergence and explore how sustainability can be achieved through news communication and education reform. We will analyze the current situation and put forward some optimization suggestions in the hope to provide reference for future development and reform.

## **1. Introduction**

With the rapid development of Internet technology, it has provided a strong support for the realization of the sustainable development strategy of the economy and society, which also makes the communication mode, communication subject and management mode of the news media are affected to a certain extent. In order to meet this severe challenge, the development of journalism must rely on a group of has a high level of professional knowledge, skills, journalists, therefore, we must fully realize the trend of media convergence, strengthen the news communication and news education, and take appropriate reform measures to promote the development of journalism. In order to promote the sustainable development of the media industry, we should train a group of journalists with professional knowledge and skills as soon as possible.

## **2. The reform of news communication and the reform of news education under the prospect of media convergence**

### **2.1 It meets the requirements of the progress of The Times and social development**

With the rapid development of the era of new media, "Internet +" and "Internet + news" "Internet + advertising" has become the development trend of industry, in order to meet the demand of time progress and social development, "Internet +" and "Internet + news" "Internet + advertising" reform will help to promote the sustainable development of the media industry, and provide more possibilities for news communication and news education. Through the comprehensive reform of the content of news education, it can not only broaden the knowledge of news professionals, but also improve their skills in the era of media integration, so as to better meet the professional skills

requirements of the society and the media industry for news talents [1].

## **2.2 Enrich the knowledge and professional skills of journalists**

In the past, the main form of news interview and writing was to collect, record and disclose information. But as media convergence continues, so does the demand in this field, especially for the expertise of journalists. As information continues to emerge, how to translate it into competitive content has become a major challenge that journalists must address. Therefore, in the context of media convergence, journalists should make full use of their own advantages, combine various disciplines of journalism and communication, literature, history and other disciplines, and constantly improve their professional level, in order to better serve the development of the society [2].

## **3. News and communication change under the media convergence**

### **3.1 Changes in news sources and communication subjects**

Through the thorough study of the past news communication, we found that the way of news communication in the past is completely controlled by the government, and the personal media cannot provide real news. However, with the passage of time, the transformation of news sources and communicators also reflects the development trend of the news industry. As more and more private news organizations join in the coverage of political news, the government not only actively invites the media to participate, but also takes a series of measures to ensure the transparency of government information and provide a real-time supervision mechanism for the society. Through journalists' questions, we can better listen to and reflect the voices of the people. This will not only enable the government to better understand and adopt the opinions of the people, but also greatly improve the quality and efficiency of our work, so as to achieve the purpose of serving and serving the people. With the rapid development of new media, it has broken the traditional government monopoly mode, provided more diversified communication channels for the society, and greatly improved the authenticity and reliability of news communication. Especially in the event of emergencies, multiple media reports can better reflect the situation on the scene, so as to better serve the public. With the development of science and technology, media enterprises can independently choose the content and method of reporting, and deeply analyze news events from different perspectives, so that the public can obtain information more comprehensively and objectively, instead of being restricted by national departments [3].

With the emergence of new media, various forms of reporting are adopted to involve the public, so that they can more truly understand the events, so as to better collect news content. Especially in some emergency situations, journalists need to spend a lot of time, but at this time, the scene public can also witness the event, they can record this information more accurately, to provide strong support for media coverage. Through the interviews, we have the opportunity to get more field information. Although journalists can obtain news material through live interviews, they have to investigate carefully to ensure the reliability of the information obtained before making formal coverage. Therefore, the development of modern media makes more and more parties become journalists. They can quickly collect news materials to make the public more recognize and support news reports, so as to effectively solve the problem that journalists cannot arrive in time, so as to promote the development of media. "Citizen news" is a kind of important media, which is through the first-time record, so that the audience can get the latest and most complete news and information, so as to enhance the attractiveness of news reports. In addition, it focuses on engaging citizens by increasing the influence of the media. With the rapid development of new media technology, people have changed from a simple passive receiver to an active participant, who can independently express their

opinions, and have the right to choose and evaluate the news. Without having to rely on the traditional mass media. Nevertheless, the new reporting methods still bring great challenges to the traditional media. First, it changes the status and control of traditional media so that they are no longer the only information transmitters. In addition, this reporting method also promotes the change of media information sources. Take emergencies as an example, the original independent reporting by professional journalists has been changed to a reporting mode of professional journalists working together with citizen journalists. This change in reporting patterns reflects changes in the sources of media information [4].

### **3.2 Changes in the organizational structure and work flow**

Media convergence means not just collaboration between media, but also collaboration between organizations. It aims to increase the credibility of news coverage and to make readers feel more authentic. Compared with traditional reporting methods, media convergence can expand the scope of information transmission, and is no longer limited by materials such as paper or images. As the technology continues to improve, TV News has made great progress, relying not only on sound and images to convey information, but also to reveal the real situation of events. At present, in order to meet the needs of the society, the major news media are trying to reform their reporting methods, including rolling broadcasting, online reporting and many other forms. In order to better reflect the actual situation, they are not only limited to traditional sounds and images, but also add elements of field trips, allowing the media to communicate more effectively with each other. With the development of technology, the way of news collection of various media has also changed. Therefore, they can learn from each other and organically combine the news content, so as to bring more accurate and comprehensive reporting experience to the audience [5].

### **3.3 Transformation of carrier performance and transmission mode**

With the popularity of the Internet, it not only changes the carrier performance of the media, but also has a profound impact on the form of news communication. Now, ordinary people can communicate information with others whenever and wherever possible through mobile phone text messages, blog logs, online group chat and so on. With the development of news and communication technology, traditional media is no longer the dominant force, but is valued by ordinary people. They participate in it, share information and interact together, making mass communication and interpersonal communication more closely integrated together. With the emergence of a new pattern, news and information is facing many challenges and opportunities. On the one hand, it may lead to an oversupply of information, but on the other hand, it can effectively promote collaboration between professional media and civil organizations, making people's understanding of information more dependent. Traditional media have rich professional knowledge, good social public image and rich communication experience, but new media have stronger interpretation ability and qualification, therefore, the organic combination of the two will become an inevitable trend of future development. With the continuous development of technology, the convergence of network media and traditional media has become more and more diversified and powerful. The application of a variety of media methods to the dissemination of news and information can make the audience more freely choose listening, reading, watching and speaking, providing them with a more humanized receiving experience [6].

## **4. The change in journalism education**

With the development of media convergence, journalism education has also undergone great changes. In journalism education, the requirements for students are more strict, not only to cultivate

a group of excellent journalists, but also to cultivate a group of journalists with comprehensive quality. With the rapid development of the global economy, news gathering is no longer limited to China, and more and more journalists go abroad to conduct interviews. As a journalist representing China, it is particularly important to communicate the language between different countries. When reporting foreign news, journalists must objectively analyze the information from multiple angles and present it in different ways. How to report this information effectively is an important issue, so journalists need to flexibly use the knowledge they have learned and report it from the right perspective and form[3].

## **5. The reform of news communication and the reform of news education under the prospect of media integration**

### **5.1 Establish innovative educational concepts and curriculum system**

In the new media era, the reform of news communication and journalism education is necessary to optimize the prospect of media convergence. To this end, we need to correctly understand the concept of media convergence, including communication channels, content and business methods. In this context, we should pay attention to the importance of news communication and news education, and seriously think about how to carry out the reform under the prospect of media integration. In order to promote the sustainable development of the media industry, we must establish an innovative educational concept and curriculum system. Through the establishment of news education, it aims to cultivate more professional journalists with new media awareness, ideas and comprehensive quality and ability, so as to meet the needs of "all media" and "big data" for news communication and education. Therefore, according to the development trend of media integration, the traditional news education system should be reformed, not only limited to news education, but also broaden other disciplines, such as humanities, nature, society, so as to improve the overall quality of news talents and achieve better news communication and education effect. Through continuous efforts, we can achieve greater achievements in journalism.

### **5.2 Strengthen the work and management level of the new media management team**

With the rapid development of new media, especially in the context of media convergence, the responsibilities of managers have become more complex, and they must have higher management capabilities in order to better complete their tasks. To this end, they should strive to improve their own new media expertise and journalism professional skills, so as to better grasp the relevant knowledge, and to apply them effectively to the practical management work. Management must have a deep understanding of the trend in media convergence and the ability to grasp the overall situation and elaborate them to quickly take effective measures in case of emergencies to ensure the efficient implementation of news reporting. Managers should be deeply aware that with the development of media convergence, management work no longer only depends on a single standard, but needs journalism talents with diversified comprehensive literacy and professional knowledge. Therefore, as a manager, they should have rich experience in media practice, and be able to consider problems from a macro perspective, combine a variety of new technologies, and regulate the "people-oriented" management with their own actions.

### **5.3 Types of talents needed and the reform of journalism and education**

The media is looking for two new types of talent: The first is experienced senior managers who can use advanced technology to develop strategies and deliver effective publicity. Their expertise is richer than the traditional journalists and editors, and their responsibility is to bring more opportunities to the development of the media. By mastering the most advanced technology, as well

as skilled news management and planning, we can make the news content become more colorful. Now, however, this new talent is very scarce. In school, if you want to achieve good development, you need to work hard in various news media and actively learn from the experience, so as to improve your professional level.

The second is inter-disciplinary talents with multiple skills, who can write newspapers, shoot TV programs and create websites. This talent can be acquired from existing journalism students, and the United States is vigorously developing journalism training, as well as providing higher quality media services, because the new integration is not limited to traditional messaging. With the development of social media, all kinds of professional media, participants and communicators can become news communicators, making the news media become more diversified, and more and more people begin to make use of this public platform. In China, the teaching framework of journalism is also developing. From the traditional training of journalists in traditional newspapers and news organizations to the current network media journalists, they are constantly improving their ability. Now, we need more and more comprehensive talents. They will master the expertise and skills required in all aspects of the media, enabling them to integrate more quickly into the integration needs of each development.

#### **5.4 The development of integrated news also puts forward higher requirements for the media quality of citizens**

With the development of integrated news technology, it can not only integrate the communication business of all kinds of professional media, but also spread through the emerging media such as the network, so as to realize the sharing of news communication. Therefore, every ordinary person has the responsibility to become a communicator. They should strive to improve their media literacy, use the media correctly, and strengthen the objective analysis and discrimination of news and information. At the same time, they should adhere to self-discipline and strictly abide by relevant laws and regulations. The core of journalism education lies in cultivating students' comprehensive quality, so we must strengthen the educational activities for students.

### **6. Conclusion**

To sum up, with the advent of the era of new media, the news communication mode, participants and profound changes have taken place in the operation mechanism, therefore, we must take seriously the media integration of news communication and education transformation, in order to develop good news professional knowledge, practical experience and innovative thinking of journalists. With the continuous deepening of media convergence, in order to meet the development needs of today's society, we should strengthen the training of new media management, in order to cultivate journalists with good comprehensive quality and professional skills, and to make contributions to the sustainable development of journalism.

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