A Brief Analysis of the Communication Characteristics and Problems of News Network Broadcast

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Abstract: With the development and popularization of Internet technology, the way of news network broadcast came into being. The number of live broadcast platforms and audiences has shown a blowout development in recent years. This new reporting mode makes communication more diversity, crosses the limitation of time and space, and has obvious reality. Through network broadcast, news can bring a better communication experience to the audience and the status of the audience is getting increasingly higher. News report is presented to the public in the form of live video, enabling the audiences to receive information synchronously. With the popularity of live broadcast platforms, everyone can become a communicator. However, these communication characteristics lead to many problems in the process of its development for news network broadcast.

Keywords: Network Broadcast; News Report; The Characteristics and Problems of Communication

1. Introduction

With the development of media technology and equipment, the way of communication of news and the content of the report has become more diverse. The network broadcast appeared in 2016, this year also known as the first year of the development of network broadcast. In the background of the explosion of network broadcast, the development of hardware equipment and technology integrate network broadcast and news, the network broadcast satisfies the psychological needs of the communicators and audiences, which explains the need to combine the two[1]. Under the background of media convergence and traditional media transformation, the combination of news report and network broadcast is also the trend. The way promulgating of news network broadcast makes news dissemination more diversified, and the communication relationship is changing, so that everyone can become a communicator. Audience participation is growing, and the choice of live content is increasing, so the audience's position is on the rise too. However, because this mode of communication is still in the early stages of development, it has also emerged many problems in its development process. For example, some news reporters could lack quality, sometimes news reports could ignore the production of high-quality content, ethical disorders could appear in news reporting, furthermore, in the process of live broadcast, there are numerous problems such as bullet screen violence. Only by striving to solve these problems and creating a healthy communication environment, can the news network broadcast develop in the long term.

2. Analysis on the characteristics of news network broadcast

2.1 Breaking the limitation of time and space

With the continuous progress of Internet signal transmission technology and the continuous update of hardware equipment, and mobile terminals are widely used as live broadcast devices, the news report with network live broadcast as the communication channel has greatly improved the efficiency of news report. It really enables audiences to watch the news happening all over the world anytime and anywhere[1]. In addition, for news communicators, they are able to broadcast live news whenever and wherever they want, which fundamentally breaks the traditional news in the process of reporting encountered by the time and space restrictions. Although in its production process, the traditional news report is extremely rigorous, compared with the network broadcast this new type of reporting mode, it is very inefficient in terms of production time. Network broadcast also provides a new creative perspective and thinking mode for news production, which promotes news producers to obtain relevant information in the first time, and conduct reporting and analysis through live video[2].

2.2 Strong interaction

Network broadcast is a new media technology to carry out news reporting, and its transmission process is mainly the use of mobile devices in video, voice, graphic way to convey information to users. Its most prominent feature is that it can greatly enhance the interaction between the communicator and the audience. Network broadcast room is a relatively liberal and diversified communication space, in this virtual space, in this virtual that exists only in the network, users and anchors can communicate with each other. The audience can convey their ideas to the anchors and other users through the bullet screen, become part of the live broadcast content. As a result, the audience has transformed the audience from a recipient of live news information to a participant and producer of live news content. Social media is no longer just an intermediary tool for information transmission, but also a virtual platform for interactive rituals. The production staff of news content changed from the main body of live broadcast to the consciousness guides, and the audience of news information changes from information receiver to consciousness participant[3]. Thus, the communication between the news communicator and the audience is getting closer. This is also one of the communication characteristics that traditional news reporting methods do not have.

2.3 Significant increase in authenticity

Compared with traditional news reports, the content of news reports conducted through live broadcasts is less rigorous and complete, and the occurrence of events is more random. In the process of news network broadcast reporting, the communicator provides content in the form of the first view of the event, and the network user can "experience" the news event through the live-streamer's lens, thus enhancing the audience's conviction. This fully reflects the news network broadcast reports more authentic dissemination characteristics. In addition, internet users can express their views anytime and anywhere by posting bullet screens or comments during the process of watching the live broadcast, and the experience of the content reported in the news becomes more realistic. Nowadays, Internet technology is increasingly developed. There are all kinds of news on the Internet, among which it is inevitable that there will be a large number of false news. In this case, the audience is difficult to distinguish the truth and false news. What's more, the events reported in the live news were incidental and uncontrolled. News reports are combined with live streaming, which enable the audience to approach news sites and use their eyes and brains to identify authenticity.

3. Analysis of problems in the development of news network broadcast

3.1 The quality of news reporters is inadequate

Nowadays, under the background of advanced Internet technology and media equipment, everyone can become a news communicator. Therefore, a spectacular scene of "live broadcasting for all" appeared in the society. Live broadcast users can set their agenda and topics freely, so the role of news gatekeeper appears to be increasingly weak. News reporters who broadcast live on the Internet are not professionally trained like traditional news reporters, and they are

not necessarily equipped with professional qualities of news reporters. With no doubt, when there are some unexpected problems during the live broadcast, they may not be able to deal with and solve them in time, which is also the fundamental reason for frequent live broadcasting accidents.

3.2 The ethics of news report is abnormal and the quality of news content produced is neglected

With the rise of live broadcasting as a new way of communication, the phenomenon of chaos on live broadcasting platforms is common. In order to attract more attention, some anchors blindly cater to the vulgar taste of audiences. Due to the increasing status of the audience, anchors can learn about audiences' preferences and feelings in real time through the bullet screen during the live broadcast. Therefore, some anchors may spread news information against social morality to audiences who pursue vulgar information for their own economic interests. In addition, the regulatory policies of most live broadcasting platforms are not comprehensive, which leads to the serious consequences of abnormal news reporting ethics.

3.3 A lot of violent bullet screen and bad comments appeared during the network broadcast

During the live broadcast, network users can interact with the anchors by sending bullet screen or comments. Due to the virtual and hidden characteristics of the network, the network users watching the live broadcast can express their opinions without restraint. As a consequence, the phenomenon of violent bullet screen and bad comments in the live broadcast room has become routine. On the other hand, the phenomenon of network violence, such as malicious bullet screen often damages the minds of anchors. Meanwhile, the interests of both audiences and anchors cannot be guaranteed.

4. Conclusions and suggestions

As a new way of communication, network broadcast is gradually integrated into people's daily life. Through the shallow analysis of the characteristics of news network broadcast, it is found that it has the relatively unique communication characteristics compared with traditional news reports, such as breaking the limitation of time and space, significant interaction between communicators and audiences, and improving the authenticity of news reports. However, this new reporting method is still in the early stage of development and many aspects are not perfect, so some problems gradually emerge in its development process. Under the background of "everyone can broadcast live", every citizen can become a news communicator and the entry threshold for live broadcasting is lower. Then, there are some problems such as insufficient quality of news reporters, the abnormal ethics of news reports, the vulgar quality of news content production and the bad comments and the violence of the bullet screen. For the long-term development of news network broadcast, the author proposes the following suggestions for the problems in the development of news network broadcast discussed above:

4.1 Improving the professional quality of news communicators

Everyone can become a "journalist" under the background of "everyone can broadcast live". Therefore, it is particularly necessary to improve the professional quality of news communicators. Journalism professionalism refers to a professional ability that needs to be improved through continuous learning and practice. In addition, we should pay attention to moral cultivation, responsible for words, but also to practice, spread positive energy for the society.

4.2 Promoting the development of media and paying attention to the production of news content

Nowadays, under the background of the combination of news report and network broadcast, the quantity of news is getting more and more numerous, but the quality of its content is hardly guaranteed. In the era of information explosion, the principle of "content is king" is well established, and high-quality production content is often able to stand out from

the huge amount of information and attract the audience's attention[1]. As a new way of news reporting, network broadcast should keep its original intention, pay attention to the report of news events and the dissemination of information, and pursue the production of high-quality news content[4].

4.3 Strengthening policy oversight and building a good communication environment

The standardized management of network broadcast can fundamentally restrain the problem of vulgarity. On the other hand, it is also able to ensure the healthy and sustainable development of network broadcast industry[5]. Firstly, live broadcasting platforms need to strengthen their own supervision. In addition, the government should also introduce relevant laws to improve the management mechanism and strengthen policy guidance and supervision. The improvement of network public opinion ecology needs extensive participation from all walks of life to achieve comprehensive management[6].

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