

Some Thoughts on the High Quality Development of News Propaganda

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Abstract: News propaganda is at the forefront of the ideological field, which has a great impact on the social spiritual life and people's ideology. Journalists and propagandists play an important role in the economic and social development. It is the pursuit of journalists to do a good job in journalism and let readers get more authentic, reliable and high-quality news reports. This article will elaborate on the development of high-quality news publicity work.

Keywords: News Publicity; High-Quality; Innovation; Reflection; Development

Introduction

In the new situation of social development, news propaganda should grasp the main theme, strengthen news public opinion, and do a good job in news propaganda. High quality news reports can form a good positive influence among the vast number of readers and a good atmosphere for news propaganda in the whole society. Because only in the wide and diversified media communication mode, the high-quality news propaganda position can play a positive role as a bridge between the broad audience, the government and enterprises.

1. Characteristics of news propaganda work at the present stage

1.1 Real time

In the era of new media, the biggest characteristic of news communication is its speed of communication, which transcends the limitations of time and space. A message, as long as it is a mobile phone, can be delivered to a specific area or even a higher level in a short time. Due to the real-time update of new media, we can follow up in time after major news events occur. Microblog, blog and other network platforms can achieve all-round and three-dimensional reporting through video, video and other technologies, and the intuitiveness and authenticity are clear at a glance.

1.2 Universality

In the era of new media, news release is no longer the exclusive domain of news units or journalists. Everyone on the news scene may become a News Publisher. The vast amount of news information spread all over the network and the rich content covering all walks of life is beyond the reach of traditional media. New media can easily break away from this shackle and mine valuable news materials, which can be organized by pictures and words, and can also be played through video and audio, bringing more convenient information to people ^[1].

2. Strengthen and improve the way of news publicity

2.1 Recognizing the importance of Journalism

We should do well in news propaganda and enhance the initiative of practitioners. News communication is a kind of activity widely existing in social life. Before carrying out news publicity, we should fully understand its impact on society, culture, life and

other aspects, so that the public can publicize it and achieve their own goals.

2.2 Face up to change and realize the importance of strengthening news publicity

One is to use modern information technology to promote the development of news communication and build a technological platform suitable for informatization and networking; Second, under the conditions of market economy, news propaganda should be based on the reality of the masses. Only in this way can our news work be closer to the masses. Third, with the development of network technology, people's comprehensive evaluation standard of news media has also changed to a certain extent. The evaluation of media is no longer a simple "authority", but a feedback to the "audience", not just the quantity, but the quality of news publicity.

2.3 The efficiency of journalists has been improved

To do a good job in news propaganda, we must strengthen the work efficiency of journalists. We should select professionals with experience and professional skills in journalism work and strengthen professional training to speed up their writing speed and quality. So as to continuously improve their work efficiency. At the same time, we should have a spirit of perseverance ^[2].

3. Speed up the pace of integration, quality news follows the trend

The challenge faced by quality journalists is how to make use of the opportunity of deep integration of media to strengthen the dissemination of quality news and make it a new mainstream media in the context of the construction of a strong quality country.

3.1 Quality news should conform to the trend of the times, accurately position

and act

Yu Guoming is an expert in journalism and communication. He believes that personalized communication should be carried out according to the "basic problem list" of the development of the times or regions. Only such an information product can touch the most tight string of society and have a great impact on society.

At present, in the face of the main social contradictions and changes in the market environment, under the background of being a big country with high quality and high-quality development, quality news publicity must conform to the development trend of the times, list its own "basic problem list", find its own positioning, and launch special personalized communication products. Only when the list is clear and the positioning is accurate can the content creation of high-quality news keep pace with the pulse of the times and accurately respond to the public's attention. We should also achieve the unity of time, efficiency and speed, instead of ignoring the audience's response and problems simply for the benefit of time, flow and institutions.

3.2 Quality news should conform to the trend of the times, innovate forms and

serve the masses

One of the goals of the deep integration of media is to convey the mainstream values to the public in a high-quality and efficient form, so that the public's views can get higher quality and efficiency. On the road of building China into a "quality power", since "quality" has increasingly become a hot topic and the most frequent topic in society, the people have higher requirements for the understanding of "quality" and the importance they attach to functional departments. However, due to the uneven social development, the needs of the people also show the characteristics of diversification and multi-level. Quality news should have a wider coverage. We should not only pay attention to the voice of the masses, but also be good at digging out some hidden voices from the masses.

With the integration of media and the continuous expansion of various application software, the transmission speed of information and the transmission speed of information have been greatly improved. In the era when everyone is a reporter, everyone can become a producer and disseminator of high-quality news, which promotes the dissemination and dissemination of high-quality news to a certain extent. At the same time, compared with the traditional media, the new media has a more accessible way of

communication, which strengthens the communication between the two sides of information, and makes the expression and communication of the public more convenient and smooth.

Therefore, high-quality news media must change their thinking, broaden their thinking, take the opportunity of deep integration of media, actively participate in the exploration and practice of deep integration of media, and seek new possibilities for development. First of all, we should improve the traditional operation level, actively innovate new media such as wechat official account and short video platform, and change the form and focus mode. At the same time, we should give full play to the function of the new media as a "magnifying glass", give full play to the needs of the broad masses of the people, truly promote high-quality news to thousands of households, penetrate into the lives of the people, form a public opinion environment of "quality is with us", and seek development in serving the people.

4. Some thoughts on the high quality development of news propaganda

4.1 We should improve our political standing and promote the high-quality development of news

Propaganda work is the top priority of the Communist Party of China. We should strengthen the "Four Consciousness", strengthen the "four self-confidence", and achieve the "two maintenance". We should give play to the mainstream status of Party newspapers, Party stations and party journals, persist in emancipating the mind and innovating ideas, and improve the dissemination, guidance, influence and credibility of news and public opinion. We will further create an environment of strong confidence, warmth and popular support.

4.2 To achieve high-quality development, we must constantly innovate in the process of integration

In view of the needs of the main forces to advance to the main battlefield, we should use Internet thinking to optimize traditional media resources, and accelerate the collection of scattered high-quality content creation, technical equipment, professional personnel, project funds, etc. to the new main battlefield and tilt to the mobile end. "Huainanzi: a general comment on Xun" says: "you can only use it when you use it." In the process of integration, it is necessary to combine the communication characteristics of multiple media with the degree of integration and development, make full use of the matrix advantages of mainstream media, form a new pattern of comprehensive and three-dimensional public opinion guidance, and achieve the function of "one-time collection, multiple carrier generation and multiple communication". We should actively expand publicity channels, enrich publicity means, increase external publicity, and speak better about the stories and voices of Huainan.

4.3 To achieve high-quality development, we must transform and upgrade the media platform

In the construction of the ideological and political front in the new era, we should transform "paper media" and radio and television media into "intelligent media", promote the establishment of an interactive mechanism for news and information, give full play to the co frequency resonance of wechat official account, Weibo, client, Tiktok, Toutiao, video number and other platforms, expand new communication channels, and strive to improve the depth of media communication. Actively integrate online and offline resources, expand communication channels, innovate communication methods, introduce a variety of resources, face all terminals, let news "move" and communication "live", accelerate the creation of a new communication platform with rapid communication, prominent features, numerous users and independent control, and form a strong cohesive force.

4.4 To achieve high-quality development, we must rely on the channel sinking and resource gathering of county-level financial media

County level media is the ultimate bridge between the party and the government and the masses, with strong user dependence and participation. We should make full use of its characteristics of being close to the grassroots and the masses, accelerate the construction of county-level financial media centers, and open up the "last mile" of grassroots multimedia propaganda. We should truly improve the recognition, trust and love of the masses, always maintain stickiness, play a leading and key role in guiding public opinion at the grass-roots level, and let the voice of the party fly into the homes of ordinary people.

4.5 To achieve high-quality development, we must have a diversified media team

Strengthening the study of professional knowledge, mastering new thinking, mastering new technology, innovating communication ideas, innovating communication means, and comprehensively enhancing foot power, eyesight, brain power and pen power are the inevitable requirements of the development of the times for news and media workers, and the strong guarantee for every mainstream media practitioner to fulfill their duties and missions.

4.6 To achieve high-quality development, we must carefully build communication brands

In the all media era, the information obtained by the public is no longer so scarce, but high-quality information resources are still the foundation of the mainstream media. We should strengthen the awareness of the audience, communication and effect. We should follow the mass line in reporting methods, methods, and methods; We should deepen the connotation of propaganda, and have temperature, height and brightness; We should correct the attitude of advertising and pay more attention to the creation. Encourage and promote well-known editors, journalists, presenters and announcers to play an important role in the new media platform, guide and participate in the construction of media studios, and strengthen the mainstream group of "online celebrities". Comprehensively promote high-quality content, high-quality platform and high-quality all media brand, deeply tap the brand value of mainstream media, so as to achieve brand leadership and expand the influence of mainstream value.

Concluding remarks

In the new era of media integration, high-quality news media must change their thinking, broaden their thinking, take the opportunity of media deep integration, actively participate in the exploration and practice of media deep integration, and seek new possibilities for development. To improve the traditional operation level, we should actively innovate new media such as wechat official account and short video platform, change the form and focus. At the same time, we should give full play to the function of the new media as a "magnifying glass", give full play to the needs of the broad masses of the people, truly push high-quality news to thousands of households, penetrate into the lives of the people, form a public opinion environment of "quality is with us", and seek development in serving the people. It is the mission of newsmen in the new era to effectively improve the communication power and create "new" with "heart". Constantly innovate the guiding ability of news and public opinion, constantly improve the quality of news work, and push news and communication work to a new level.

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