

The Development of News Interview and Writing in the Era of Media Integration

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Abstract: At present, the speed of media integration is getting faster and faster. The news production mode, expression mode, planning concept are undergoing great changes, which puts forward higher requirements for the overall quality of news. On top of that, news reporting and writing are priorities. From the ideological transformation of ideas, it is necessary to do a good job of content innovation, in order to meet the requirements of the times, pay attention to timeliness, urgency, authority, and use a variety of technologies to cater to different readers. We should adhere to the idea that content is king, so that it can maintain long-term vitality in the process of media integration.

Keywords: Media integration; News interview; Writing work

Introduction

With the development of digital network technology and the appearance of electronic terminal, people have a great influence on the acquisition of news information. The form and writing method of news interview have changed a lot. How to make these two areas better optimized has become a major issue for journalists to face. At the same time, in order to meet the needs of new audiences for information products, the means of news communication should conform to the trend of the times. The popularity of digital media makes the audience have a deeper understanding of the relevance, interactivity and selectivity of news. Therefore, media integration is the general trend. Large-scale cloud computing applications on 5G networks can better meet the needs of different users for real-time information.

1. The importance of optimizing news interview in the context of media integration

1.1 Help to meet the audience's demand for information

In today's media integration, audiences can get more news information and make choices according to their own needs and interests. However, with the increasing of information, the transmission mode and form of information are increasingly diversified, and the network of news media. If journalists want to better adapt to readers' reading habits, they must constantly optimize the content of their interest in news and actively carry out the ways and methods of news creation.

1.2. It has positive significance for the construction of personalized news platform

At present, in the process of getting information, audiences tend to get information according to their own views and interests, and are willing to take the initiative in news communication. At present, the information of our country is gradually propagated from one direction to multiple directions, especially the dissemination of mobile phone information is more and more widespread. In today's society, emerging media platforms have emerged and evolved rapidly, while traditional media are constructed with the help of new platforms. Journalists are required to be competent, not just in sufficient numbers. If journalists want to give full play to their own advantages and characteristics, they must constantly improve their interest in news and writing level, so as to achieve better results.

1.3 It is conducive to conforming to the trend of the new media era

At present, the emergence and application of various new media promote the mutual influence of media integration. On the whole, in the era of integration, the content of news communication is more and more rich, and the theme is stronger and stronger. The rise and development of Internet media, with the support of existing technology, has been greatly expanded, and also broke the limitation of time and space. In the era of media integration, news should highlight content and affinity, rather than traditional news. This requires journalists to quickly construct an information base when they are interviewing and writing, break through the fixed thinking patterns, enhance their creative and expressive abilities, and enable readers to better understand the news.

2. Challenges faced by news interview and writing in the context of integrated media

2.1 The operational capacity of journalists is inadequate

To become an excellent journalist, one should not only have rich professional knowledge, but also rich multimedia information processing skills, such as shooting pictures and videos. In case of emergencies, one should be able to arrive at the scene in time to conduct interviews, grasp the situation timely and accurately, and report in depth in an all-round way, so that the news can be correctly spread in the shortest time. Entering the era of integration, the quality requirements of news practitioners are also improved. At present, only skilled writing skills and other basic professional quality is far from enough, but also actively learn new media integration technology, recognize their own shortcomings, constantly improve the sensitivity of journalists, using new media to tell new stories. Journalists jump out of the traditional media's inherent way of thinking, and actively accept new media technologies to create better news reports in a more flexible and effective way.

2.2 Writing questions about news interviews

Interview method and language expression are the basis of news interview and writing. In traditional news interviews, some journalists lack solid basic knowledge, poor language expression ability, rigid interview methods, interview Outlines are written and formalized, lack of depth and interaction, so that they cannot achieve the most basic expression. Therefore, such low-level interviews are difficult to get quality news reports. Not only do readers lose the sense of correctness of the information, but so do the people being interviewed. In addition, many journalists use the method of data reference to show the accuracy of news information. However, it has been proved that the excessive use of professional digital materials will interfere with the core content of news, thus making the value of news lost. Traditional interview perspectives and questioning modes have severely limited divergent thinking. Humorous language and relaxed interview can ensure the quality of news reports, and effective interview is an essential element of high-quality news reports.

2.3 The reform of the traditional information management system lacks impetus

As an important way for the public to obtain social information, journalists' interviews and writing are often restricted. However, the traditional news management system focuses on strict management. Although its original intention is good, it is easy to affect the creative thinking. Therefore, the relevant departments and competent authorities should strengthen the vitality of the reform of the press administrative system, as well as the balance between strict control and open management, is an urgent problem to be solved.

3. News interview and writing in the era of media integration

3.1 To establish the overall awareness, change the working concept

In the context of media integration, practitioners must establish a global awareness when accepting interviews and writing, change the traditional way of thinking, and guide the smooth progress of interviews and writing with professional competence and sense of responsibility. Journalists should make clear their target audience, consciously analyze problems from the perspective of audience, dig news value and pay attention to news expression, so as to improve the influence and communication power of news reports. Compared with the media, traditional media still have high credibility and social influence. Therefore, they should adhere to the responsibility and innovative spirit of journalists and always adhere to the principle of authenticity in the whole process of material collection, sorting and processing to avoid the introduction of too much personal emotion which may lead to bias in news.

3.2 Develop professional technology and planning ability of new media

Journalists should not only have excellent professional quality, but also have good professional quality, not only to master the technology of news interview and report, but also to always keep in mind the core idea of "people-oriented". The work content of traditional TV journalists is relatively simple, and all the work is done by "professionals". However, in the environment of media integration, they must have "all-round talents" with planning, collection, editing and other skills, and master the methods of content release and operation on new media platforms, so as to realize all-media integrated communication. And in this process, excellent professional technology is the cornerstone of "all-rounder", is the difference between journalism and media practitioners, amateurs. A good journalist should not only have the ability to report in depth, but also the ability to write comments, edit videos and take pictures.

3.3 Cultivate the enterprise's sense of mission and establish a comprehensive innovation system

Only in the new situation can we better play a new role. Journalists should have the courage to explore and reform, and constantly enhance the appeal and credibility of news and public opinion. The use of advanced technology means, the use of digital media, actively explore the new news communication environment, the establishment of all-round, multi-dimensional information product innovation system. We should foster a sense of revolutionary mission in concept, practice and innovate in practice, and make innovations in ways. For example, it constantly explores new writing methods, such as "cloud news" and "cloud data", and uses TV animation and scene interaction to make traditional and rigid news reports easier to be accepted by the public. This requires journalists to have multimedia technology and apply it widely to media platforms.

Quality news reporting is like an ancient skill. The quality of the content, the beauty of the expression and the depth of the subject matter have won the favor of the vast audience. In the new media information age, journalists need the most advanced technology if they want to create high-quality news works. For example, technical and natural conversion of panoramic and local images in real time on mobile terminals; On the spot, how to liven up the atmosphere of life and guide the audience to interact instantly; How to download and publish on other communication platforms. This set of jobs requires not only the basic skills of journalists, but also the skills of working around them. Technology has transformed the media industry by bringing quality content. In the era of relatively low degree of entertainment, the professional quality and political quality of journalists are particularly important. Journalists shoulder the heavy responsibilities of the Party, the country and the people. Must have a strong sense of social responsibility. We must bear in mind our glorious mission, conscientiously do our news work well, stick to our position and defend the position of public opinion.

3.4 Increase the sensitivity and social responsibility of the media

In the era of integrated media, journalists should ensure the integrity, reliability and effectiveness of news in reporting and writing. Positive interpretation and analysis of news events, and appropriate evaluation from an objective perspective, so that the audience have a clear understanding of the information of events. In the process of engaging in journalism, we must always adhere to the working attitude of "bearing justice with an iron hand and holding wonderful articles", correctly understand the social responsibility of journalists, and establish a view of journalism in line with socialist core values. Under the background of media integration, we should guide public opinion correctly

and promote the healthy development of news work. First of all, to do ideological and political work well in the new period, we must always adhere to and strengthen the Party's ideological and political work, always bear in mind that "the news is the mouthpiece of the Party and the people, bearing the heavy responsibility of reflecting and guiding public opinion". Secondly, journalists should make more breakthroughs, dare challenges in practical work and constantly improve their abilities. Journalists should write more, practice more and accumulate more experience. Finally, journalists should ask more questions and enhance their learning ability. Ask for advice from seniors with an open mind so that you can improve your learning and skills. Only by constantly learning new knowledge, getting familiar with new fields and expanding new horizons, can we combine what we have learned with new problems and form new ideas in constant integration.

4. Conclusion

To sum up, media integration is a new phenomenon in news development. Under the environment of media integration, in order to achieve the quality of news in the process of receiving interviews and writing articles, it is necessary to conduct in-depth investigation and select the most valuable materials. At the same time, traditional media and news writing skills should be combined with the needs of readers in order to persist in bringing high-quality news works to the press and promote the healthy development of journalism.

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