

# On the Improvement of the Communication Power of New Media Products from the Perspective of Visual Communication

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**Abstract:** With the development of new media, visual communication has gradually entered the field of the public, and its concept is constantly innovating, and the audience can strengthen their understanding of the content of communication information by receiving dynamic and static information. In the era of new media, visual innovation can well enhance the dissemination and influence of media products and meet the needs of the people for diversified information content. This paper first analyzes the development of media technology and the morphological level of visual communication, and then focuses on how to improve the communication power of new media through visual communication means, which can be used as a reference for readers.

**Keywords:** Visual Communication; New Media; Communicative Power; Boost Strategy

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## Introduction

Communication is the main purpose of news production, and at the same time, communication power is an important indicator to measure the quality of news. In recent years, with the continuous development of 5G technology, people have more and more channels to obtain information, at the same time, the application of technology has also strengthened the reshaping of the communication ecology, visual communication has been well applied in new media, and how to apply communication means to expand the dissemination area of news, improve the influence of news, etc. have become more important topics at this stage, for relevant staff, it is necessary to reasonably use visual communication means to enhance the dissemination of news products and promote the continuous development of the media industry.

## 1. The development of media technology and the form level of visual communication

### 1.1 An understanding of visual communication and communication power

With the development of social informatization, people have a new understanding of visual communication, which continues to enter the public field from the field of art. With the development of information technology, this concept is also changing. Vision is the main channel for people to receive information, it is generally based on the picture for dissemination, its emergence replaces the printing communication method, which is also its biggest feature, and with the continuous development of society, the visual form is more and more diversified, which makes people no longer meet the single way of information dissemination, the requirements for news content and form are getting higher and higher. Visual communication is the subject's purposeful, conscious creation of activities, can arrange and organize information, and release in a reasonable form, information release will have a certain social impact, and with the continuous development of information technology, images, images have also become the main form of information dissemination. Compared with traditional forms, visual communication forms are more diverse, and more interesting, attracting more audiences to watch, so it has stronger communication <sup>[1]</sup>.

### 1.2 Three levels of visual communication forms

The development of 5G technology has promoted the development of visual integration, and has improved the application of advanced media technology in visual information in the fields of intelligent search and somatosensory interaction, promoting its expansion towards images, videos and other forms. From the morphological level, visual information has three forms: static, dynamic

and interdynamic, among which static mainly refers to summarizing visual information through text, pictures, etc., or summarizing visual information through shape, color, etc.; Dynamic mainly refers to the production of dynamic images combined with vision, hearing, etc., from the previous TV to the current short video, which is the embodiment of dynamics; Interactive dynamic mainly refers to the application of interactive means, the re-creation of static and dynamic information, the formation of information with interactive effects, such as the more common interactive VR, interactive projection, etc. at this stage.

## **2. How to improve the communication power of new media through visual communication means**

### **2.1 Comprehensively apply media technology to explore multiple visual expressions of news content**

The application of new technologies in the news production process has greatly enriched the form of news dissemination, and media personnel can express news content through text, pictures, animation, video and other ways. For example, a daily newspaper launched the "Tribute to Benevolence, Gratitude and Great Love" news broadcast, are a comprehensive application of pictures, text, H5 products, etc., it records the whole process of the incident with advanced means, not only explains the event in detail and specifically, but also guides the audience to deeply understand the news content, expressing gratitude to the medical team members, at the same time, the report was released on Douyin, Kuaishou and other platforms, but also received the attention of many audience groups, the broadcast volume is very high.

In the era of new media, it is necessary to strengthen the innovation of news communication forms, so that it shows "new" characteristics, in this process, strengthening the application of visual communication means can well improve its communication power, attracting more audiences to read and watch. Through the analysis of the actual news form, it is found that the use of long pictures and text to interpret the news content can bring a strong visual impact to the audience, they will understand the news content from different levels in the process of reading and watching, it can be seen that news products through the arrangement of text, style innovation, etc., can achieve visual innovation and improve the dissemination of news content.

### **2.2 Innovate the form of interactive dynamic content to achieve the communication effect of "long-term resonance"**

The development and application of new media technology promotes the continuous transformation of news communication forms, at the same time, the application of 5G communication technology also promotes the continuous transformation of visual communication from static to dynamic, from the previous rhetoric to the current stage of virtual combination, the application of VR technology, AR technology, so that the channels of visual communication are more and more diversified, and information makers can communicate with the audience, reflecting its interactivity.

Combined with the actual situation, in recent years, the application of interactive icons, games, etc. in the process of media communication has made interactive products more and more diversified, and from the analysis of the communication process, this interactive form of communication brings a strong sense of experience to the audience, which not only shortens the distance between the audience and the news maker, but also asks questions when there is a problem in the reading process, from the perspective of narrative, the interactive communication form can guide the audience through clicking, selection and other operations. Strengthen the sorting out of the logic of news events and guide the audience to strengthen their in-depth understanding of news content.

From the aspect of communication analysis, interactive communication mode changes the previous form of information communication, the audience is no longer passive to receive knowledge, can also become information transmission personnel, this visual communication method can strengthen the audience impression of the news, so that they in the process of information interaction "long-term resonance". Enhance the interactivity of the news, can well improve the dissemination of the news, a good news interactive product, will make the audience think that the news is related to themselves, and willing to take the initiative to read and forward the news content, expand the coverage of the news. For example, during the 19th National Congress, Xinhua News Agency launched the "Like the 19th National Congress" activity, interacting with hundreds of millions of netizens, leading the new public opinion of the media, and stimulating the positive energy of the masses, at the same time, in order to celebrate the reform and opening

up, People's Daily cooperated with Kuaishou to launch H5 works, which were loved by many netizens, netizens read and browsed, and wrote their own testimonials, which shows that the interactive way can bring a more immersive experience to the audience, strengthen the understanding of the news content in the process of participating in the interaction, and form " Long-term resonance" communication effect, improve the dissemination of news <sup>[2]</sup>.

### **2.3 Reasonably select the channels for dissemination based on the corresponding platforms based on theme matching**

With the continuous development of society, a large number of media platforms have appeared in people's field of vision, using diversified means to disseminate news content and improve the dissemination of news. Combined with the actual point of view, China's communication platforms mainly include Weibo social platforms, short video platforms such as Douyin Kuaishou, video platforms such as Tencent and iQiyi, news clients such as Toutiao, public accounts, etc., media platforms with different functions make news content spread faster and cover a wider area, and the platform function design and audience orientation are different, which leads to more diversified information at this stage, and can better meet the needs of different types of audiences.

At present, some media platforms in China have their own characteristics, and also correspond to different types of audience groups, formulate corresponding themes for different fields, and adopt different visual communication forms to better meet the needs of audience groups. For example, Douyin at the very beginning, in 15 seconds and novel form of information content, it is loved by many people, the amount of information playback is relatively large.

### **Conclusion**

To sum up, visual innovation can improve the dissemination of news products and expand the coverage area of news. Compared with the traditional communication methods, visual communication is not only more diverse, but also more interesting, easy to attract the attention of the audience, deepen their information cognition, informatization occupies a more important position in the news production process, but also the main basis for evaluating the quality of news, therefore, at this stage, it is necessary to strengthen the attention to visual innovation, and rationally apply visual communication to enhance the influence of media products.

### **References**

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