Expansion of Social News Communication Path under the Background of New Media Integration

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Abstract: New media integration is a new operation mode under the diversification of information transmission channels. It is characterized by technology-led digitalization, audience-oriented interaction, and personalized media terminals, which achieve the complementary advantages between traditional media and new media, meets the social development and the actual needs of the audience, and open up new markets and media formats. Social news is an important part of news communication. It is the presentation of the relationship between society and people. And, it is closely related to people's work and life, which can arouse extensive social interest. At present, social media and socialization media have become a new path of social news communication under the background of new media integration. Social news should use new media technologies and platforms to continuously broaden the digital communication mode, build a social communication platform, enhance the depth and breadth of social news communication, improve the appeal and influence of social news, and thus promote the positive and healthy development of social news. This paper makes a concrete exploration of the expansion of the social news communication path under the background of new media integration.

Keywords: New Media; Integration; Social News; Dissemination

1. Introduction

Social news refers to reports with social life, social features, social problems and, social events as the theme, which are closely related to the lives, interests, and tastes of the public. Social news has strong sociality, readability, and positive education, and has great influence among the people. With the continuous development and progress of information technology, the traditional form of media communication has been unable to meet the social development and the actual needs of the audience. The spread of social news is no longer limited by time and space, and the hot spots of social news can spread and change quickly in a short time, which improves the coverage of social news spread and the influence of social news. We should clearly understand the significance and value of social news, use Internet communication channels to accelerate integration and innovation with the support of information technology, and use 5G technology and big data analysis to accurately deliver social news, guide the audience to actively forward and spread it so that the audience can see the release of social news from different platforms. At the same time, it is necessary to strengthen cooperation and exchanges with self-media platforms, use online influential self-media platforms to report and spread social news, broaden the channels of social news communication in many aspects and from all angles, improve the interaction between audiences and social news, and let audiences feel the closeness of social news, thus enhancing the coverage and influence of social news. This paper will analyze the problem from two aspects. The first one is the characteristics of social news communication under the background of new media integration and the expansion strategy of social news communication path under the background of new media integration.

2. The Characteristics of Social News Communication under the Background of New Media Integration

2.1 Fast spread

Traditional media has limitations in communication media and communication speed so the audience cannot immediately receive news information, and the reception of information lags. The rapid development of technology in the new era has accelerated the spread of social news, allowing the audience to receive the latest social news and master the latest content quickly [1]. Information technology and digital technology are the key factors supporting the rapid development of new media, which can break through the

limitations of time and space in traditional media communication and simultaneously release news so that the audience can watch and search for news according to their preferences and time to meet the needs of the audience to read and listen to social news. The speed of communication is also reflected in the ability to show live reports to the audience through live broadcasts and other forms. Therefore, the audience can always get news trends and have a comprehensive and further understanding and mastery of the news trends.

2.2 Equality of dissemination subjects

With the establishment of emerging media platforms, everyone can be an editor and disseminator of news under the premise of complying with the law. The audience can post relevant news information in their accounts, and can also improve the dissemination of news by reposting and hitting like. Moreover, they can publish and express their views and opinions on the platform, and collect approvers and followers on some platforms. On the premise that all the disseminators are equal, the personalized characteristics of new media will be highlighted, which creates opportunities for personal communication and publicity, and allows more people to know the news content information through the release of excellent personal account content.

2.3 A wide range of dissemination

The spread of traditional social news has limitations. Many audiences cannot quickly get news information, and some audiences cannot get relevant social news in time because of objective factors, which is the deficiency of traditional media communication. In the new era, mobile terminals, such as mobile phones and tablet computers, have become an indispensable part of people's life and study, and their coverage is constantly expanding. At the same time, the audience cannot finish their work or study without the support of information technology such as computers and networks. The increasing number of mobile terminals used by the audience means that the scope of news information spread through the transfer terminal is increasing, which improves the coverage of the scope of communication.

2.4 Strong real-time interaction

In traditional media, the audience is the passive receiver of news information content. They have no selectivity in receiving news content but listen to it according to the broadcast of TV or radio [2]. Furthermore, the audience lacks the initiative to choose and they do not have a platform to make personal suggestions. Their suggestions for news do not receive feedback in time so the lack of timely and effective communication between social news and audiences is not conducive to the long-term development of social news. Under the integration of new media, the audience can not only receive relevant news information but also be the creators and participants of the media. They can communicate with the mainstream media of news dissemination, and they can also communicate with the audience. Therefore, news information can be evaluated online, and the communication between them can also broaden the audience's horizons and let the audience know more different views and suggestions, thus jointly promoting the progress and development of social news.

2.5 Quantification of communication content

The content of social news is relatively simple, and the attractiveness of some content needs to be improved. Social news covers a wide range but it is not rich in the actual reporting process because of some objective factors, which will reduce the audience's attention to social news [3]. A short video from different platforms under the integration of new media may become influential social news. The information released by the audience on the new media platform is rich in content and huge in quantity. Under the trend of globalization and integration of media development, the content is more comprehensive, involving a wide range of types such as economy, politics, education, aviation, military, medical care, etc. These news content types are comprehensive, and the audience can also search for what they want to know on the search platform. This provides the audience with greater selectivity so that the audience can master and understand more comprehensive and authoritative news information according to their needs and the push of new media platforms, and even break through the limitations of time and region to realize the interaction and integration of information.

3. The Expansion Strategy of Social News Communication Channels under the Background of New Media Integration

3.1 The integration and development of media and the expansion of dissemination channels

In the new era, we should constantly improve the ability of media integration and development and broaden the channels of communication. At present, social news should be put on different platforms and formed in corresponding forms according to the characteristics of different platforms. It is necessary to improve the form of social news, present it in the form of audio, video, and animation on the platform, and use AR technology to let the audience experience realistic feedback. Social news should actively open interactive channels on different platforms so that the audience can evaluate the news information in time and give feedback, which can improve the audience's participation and increase their attention to social news. Special social news sections should be set up on different platforms so that the audience can quickly find relevant content after logging in to the online platform. They can also push social news-related content through big data technology on different platforms to expand the coverage and dissemination of news content. At the same time, social news should fully open the online irregular live broadcast and slow live broadcast functions. Continuous events can use slow live broadcasts so that the audience can continue to pay attention to its development trend and truth on the online platform and improve the audience's attention to social news. Different platforms should achieve interoperability. It means that different platforms can repost and recommend each other, and fully integrate different audience groups and group positioning of different platforms to promote the development of social news communication [4].

3.2 Personalized integration development of opening fast communication channel

Social news should strengthen personalized integration, which is to strengthen cooperation with self-media platforms. At present, excellent self-media accounts have a huge fan base. For example, people can choose a formal self-media platform that is very influential and positive. Moreover, people can repost social news content, and can also open new programs with each other. That is to analyze and interpret social news in self-media accounts, or interview programs, and invite some representative groups to comment and discuss social news to attract a huge fan base. In this way, more audiences can understand social news and pay attention to it, thus broadening the spread of social news. On the other hand, social news can set up a special person in charge on different online platforms, and establish a fan base in which related activities should be organized regularly. This person should guide the audience to actively participate in hitting a like, commenting, reposting, or entering the group through mutual recommendation among the audience. Therefore, the target audience can spread and promote social news. Social news should also make full use of social platforms to promote and cooperate with terminals with clear direction such as Red and other apps. In order to establish accounts on these personalized terminals, it is necessary to broaden the influence of social news through corresponding cooperation and make the spread of social news more extensive.

3.3 The use of emerging technologies to build a communication matrix

At present, social news should fully utilize advanced technologies such as artificial intelligence to promote and publicize news. Emerging media can not work without the support of technology. Social news should fully utilize big data technology and artificial intelligence technology to promote the development of social news. In social news gathering, artificial intelligence can greatly improve the efficiency and accuracy of news gathering through automatic gathering and intelligent analysis [5]. For example, using natural language processing technology, people can quickly analyze massive news texts, extract key information, and provide journalists with fast and accurate information sources. In terms of social news releases, artificial intelligence can bring higher efficiency and quality to news releases through intelligent editing and automatic typesetting. Intelligent editing can automatically recommend news content suitable for users according to their reading behaviors and interests. Artificial intelligence technology can intelligently and objectively analyze social news, accurately judge the possible influence and coverage of social news, and give priority to indicators such as traffic and click-through rate. Artificial intelligence writes and pushes news according to audience behavior data and data model of news work. Artificial intelligence uses this to analyze user behavior when considering the characteristics of two-way choice between data and users. Extracting users' characteristics and preferences, automatically pushing relevant news to users, and realizing two-way

information interaction, can help users quickly process massive data, save search time and bring a better experience to the audience. Combining these information technologies with the artificial judgment of social news socialism and public value can make people determine the direction and goal of social news dissemination so that they can accurately locate the audience of social news and maximize the value of social news.

4. Conclusion

Under the background of new media integration, social news should position its social responsibilities and advantages, fully combine with information technology, continuously improve the communication and influence of social news by using big data analysis and artificial intelligence, broaden the communication path, improve the communication speed, expand the communication coverage, improve the status of social news, innovate the value of social news, and promote the high-quality development of social news.

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