

# On the Enhancement of the News Dissemination in Media Era

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**Abstract:** The rapid development of information and network technology has provided a powerful driving force for the development of the media industry, while also promoting great changes in the form of media, which in turn has given rise to the advent of the era of integrated media. With the rapid development of financial media, the media environment becomes more complex, in this environment, we must establish the correct problem-oriented towards the news media, and use the advantages of the financial media era scientifically to optimize the news work, thus effectively guide the public opinion of the news media and enhance the media's dissemination. Based on the reality and our further study of the dissemination force, this paper puts forward some scientific and reasonable suggestions, which will play a positive role in enhancing the power of news communication.

**Keywords:** The Financial Media Age; News; Communication Power

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## Introduction

The so-called financial media, refers to the organic integration between the various media. With the continuous development of this kind of media fusion, it has formed the characteristics of the times and the media fusion era has officially come. Fundamentally speaking, the coming of the media era is the formation of the rapid development of information, based on the rapid development of information, the integration of media, upgrading to achieve. The deep integration and upgrading of the media, not only can effectively play to the strengths of the media, but also to bring better audio-visual experience. In addition, the formation of financial media has had a far-reaching impact on news dissemination, bringing new activities to the dissemination of news, so that the form of news, dissemination channels have been greatly innovative and diversified development, make the news more interesting and lively. But with the rapid social development, we must pay much more attention to reform and innovation, and keep up with the pace of development of the times, otherwise we will be eliminated by the times. In the context of media integration era, news communication must pay more attention to news content and news communication direction, so that the value of news can be brought into full play, effectively enhance the influence of news <sup>[1]</sup>. The following is an analysis of the strategy of news communication in the media age.

## 1. Strengthen the real-time and contemporary nature of news communication

In the media era, variety shows and entertainment programs emerged one after another and developed rapidly, attracting a large number of young viewers, resulting in a substantial decline in the audience of news programs. Moreover, the wide popularity of the Internet can push the latest news information to the users in real time, which further impacts the ratings of traditional news programs and makes the communication effect of traditional news programs decline. Based on this situation, if news programs want to achieve innovative development and long-term development under the era of media integration, they must actively comply with the trend of the times, and enhance the real-time and timeliness of news dissemination, to make the news more in line with the needs of the masses at present, further improve the efficiency and quality of news communication in the media era <sup>[2]</sup>.

In order to effectively enhance the real-time nature of news communication, we must start from the technical level and actively apply advanced information technology to promote news programs, for example, we can push news programs and information by network platform, and push news programs or information to different groups by using big data technology.

In order to effectively enhance the timeliness of news communication, we must start with the news content, grasp the hot spots of the times, pay attention to the actual needs of the masses for news information, and then reform and innovate the news content to

enrich the news elements, fully meet the broad masses of the diversified needs of news information. For example, in the dissemination of news, some elements of interest in teaching can be incorporated into the news, changing the stereotypes of traditional news festivals, thus making the dissemination of news more in line with the habits and needs of young people, thus, it can gain the attention of young people and effectively improve the rate of news transmission. We can also make the news content as popular as possible, but not vulgar, so that we can not only guarantee the quality of the news, but also effectively close the distance between the news and the people, and effectively enhance the real-time and epochal nature of the news dissemination.

## **2. Set up the media integration thinking, grasp the characteristics of media integration**

In the media environment, we must first better promote the dissemination of news, news work must really set up the idea of media integration, make full use of diversified media resources, so that the dissemination of news has been significantly improved [3]. This can be done in three ways:

First, based on the thought of media integration, we must fully consider the changes of media structure, establish the new ideology of mass media and socialization, and fully display the characteristics and advantages of media integration, taking technology and content as the main supporting force of news dissemination, we should first form various news communication channels organically, construct a perfect news communication system, and then form a news communication matrix, so as to lay the foundation and guarantee the channels for improving the news communication ability.

Second, in the media era, the rapid development of the Internet, which makes the boundary of the main body of news transmission and the receiver more and more blurred, and even the position of the two hold tightly. Therefore, in order to improve the ability of news communication in the era of financial media, we must change the traditional mode of information reception, enhance the voice of the masses, and then let the masses get a more profound news consumption experience, effectively enhance the stickiness of the news audience.

Third, in the era of media integration, the news industry must improve its service consciousness and strengthen the guidance of public opinion. With the help of the news service model of multiple Internet platforms, the scope of news coverage can be effectively expanded, in particular, the coverage of major events or important information should be as comprehensive as possible to enable the public to receive relevant information in a timely manner.

In addition, in order to effectively enhance the dissemination of news in the media era, we must fully grasp the main characteristics of media integration. Media convergence is just a reform measure, but also a new model of media development. The emergence of media convergence makes media development more systematic. However, in order to promote the further development of financial media, we must clearly understand the relationship between the whole and the part, fully understand the characteristics of each media platform, and through comprehensive analysis and overall thinking, within the framework of financial media, making full use of the media environment to effectively enhance the impact of news dissemination. In addition, on the basis of grasping the characteristics of each media platform, we need to deal with news scientifically by different means according to the actual situation. For example, when spreading news and information through wechat platform, the mainstream media have opened wechat public good, and have a strong influence. The operation of wechat platform has its own rules, users need to enter the reading link to make the real development of news value.

Therefore, the increase of wechat users click is to enhance the wechat platform, while the key factor that affects the amount of news clicks on the wechat platform is the headline and the cover, so relevant workers should pay more attention to it, and this will have a crucial impact on the enhancing of the news dissemination ability of the wechat platform.

## **3. Strengthen the“Four forces” of journalists**

In order to enhance the news communication ability in the media age, we must strengthen the construction of the“Four forces” of the journalists, namely, “foot” power, “eye” power, “brain” power and “pen” power.

First of all, the so-called“Foot force”construction, mainly refers to the practical ability of journalists. Journalists must go deep into the first line of news events, in order to smoothly meet the needs of the media era, so that the content of news closer to the information needs of the masses.

Secondly, to strengthen the“Eye”construction, which mainly refers to the work thinking of journalists. Journalists must stick to their positions, and on this premise, they must also actively broaden their horizons, establish a good overall view, enhance the sensitivity of news, ensure the depth of news, and pay attention to the social focus, accurately grasp the audience's information needs of the changes, and thus the spread of news continues to expand.

Thirdly, the so-called“Brain” construction, that is, journalists must have good dialectical thinking, flexible use of dialectical analysis towards problems. In addition, we should also actively participate in the industry exchange, strengthen the exchange of thinking with others, so as to effectively improve the ability to work and enhance the core competitiveness of the news.

Finally, to strengthen the“Pen power” construction, which mainly means that journalists must have good innovative thinking and ability, Organically combine news innovation with new media means of communication, and learn to reflect big themes from a small perspective, effectively innovate the form of news expression and means of communication, close the relationship between news and the audience, enhance the vitality of news content.

## Conclusion

To sum up, the coming of the media era has had a double-edged impact on the news industry. On the one hand, it has brought new opportunities for the development of the news industry, and the enhancement of the news dissemination force gained obvious advantages. On the other hand, it has also brings new challenges to the news industry. There are many problems and difficulties to enhance the power and influence of news communication in the media era. News practitioners should actively promote the organic combination of news dissemination and financial media, make full use of the advantages of financial media, and vigorously explore the means of news dissemination based on advanced information technology and network technology. Based on the characteristics of the media, we should strengthen the power and influence of the news, make the mainstream media bigger and stronger, give full play to the public opinion-oriented role of the news, so as to play a positive role in the building of a harmonious socialist society and strengthening the construction of spiritual culture.

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