Reconstruction of New Media Content and Its Impact on Journalism Education

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Abstract: News is the main content of traditional media production. Journalism education builds a curriculum system based on traditional media. In the context of new media, media content began to appear marginalized news, relational communication has become an important channel of communication, news products must have some important features such as recognition. The reconstruction of media content has a significant impact on the professional setting of news education and curriculum system.

Keywords: new media relations communication journalism education

INTRODUCTION

With the development of information and digital technologies, the shape and content of media have begun to diversify. The mission of traditional media is to produce news and keep the latest facts up to the public. However, the new media is no longer confined to news agencies. Most of its production content is the practical content of life, it meets people's needs for life, work and study and other needs. Moreover, new media has become a platform for users to create content and communicate with each other, and to translate content into relational communication. Changes in media content will affect journalism education closely related to the media.

First, the characteristics of the production of new media content

In terms of content production, new media mainly shows that news has become marginalized in the production of media content, relational communication has become an important channel for dissemination, and media content production has been clearly defined.

1. News is marginalized in the production of media content

Traditional media mainly refers to the newspapers, radio, television and so on. For the three media to news production, dissemination as the main function. In addition to news production, new media has assumed more social service functions. In the production of new media content, encyclopedic, emotional, cultural, financial, automotive and other useful
knowledge of life become the main audience needs, the news began to marginalize.

The marginalization of news lies on the one hand, the interesting knowledge provided by the new media, the social platform, and the lifestyle service software, which occupy the time for the audience to read the news. On the other hand, the new media has stimulated the audience's attention to themselves and their related social fields. Unless the world changes, it is no longer the focus of the audience. As a result, the audience has been distracted by the need to have hard-pressed news, that is, news of the profession and personal interest.

Visible, in the Internet era, the media content has been greatly expanded, in addition to news, knowledge, services, products, data, feelings belong to the media content, if the media people stick to the traditional concept of content, only in the news framework for innovation, will be hard to break. Therefore, the media should embrace the concept of multi-dimensional content, with three-dimensional thinking to understand the content.

2. The relationship between the spread of an important channel of communication

With the rise of social media, the mass media characterized by content dissemination began to be marginalized, and the communication based on social media platforms became the main mode of communication. "The so-called relational communication refers to the mode of communication or theoretical environment based on the establishment of interpersonal relations." [1] Traditional media is mainly news-based content dissemination. In the process of unidirectional and linear content dissemination, from the organized and specialized media companies to the recipients of the characteristics of group and fuzziness, it is just a simple process of communication, and there is a lack of interaction between the sender and the recipient, The two are opposed to each other in the binary relationship, it is difficult to establish a network of relationships.

In relational communication, the new media is only a "mediator". It not only provides a platform for maintaining the emotions of new and old friends, but also provides a platform for dialogue and exchange of various social roles, and moreover, provides a platform for dialogue and exchange between different cultural relations Conflict and integration mechanisms. [2] On new media platforms, users establish relationships through the production and delivery of information. Taking Weibo and WeChat as an example, Weibo built a social networking platform based on network relationships by using fragmented content, point-to-point communication, multi-interaction means and multi-terminal compatibility, and built a combination of content and relational interfaces. Mobile Internet Greatly changed the pattern of interpersonal communication. [3] WeChat not only serves as a tool for interpersonal communication, but also transcends the traditional media attributes to a certain extent. WeChat pioneered voice messaging services, forming a variety of interactive ways; friends circle to create acquaintances-based virtual community. Weibo and WeChat formed different social network relationships, making relationship communication an important channel of communication.

3. News products have a certain degree of recognition

According to the Introduction to Journalism, Professor Li Liangrong mentioned that according to the content, the news can be classified into political and legal news, economic news, literary news, sports news and social news And so on; to break down the news can be
divided into international news, national news, local news; classified by the time of news can be divided into sudden news and delaying news; news and readers to the relationship points, can be divided into hard news and soft news. In the traditional media era, the positioning of news is appropriate. However, in the Internet era of mass information, news products need to be more recognizable and stand out from the crowd. For example, surging, upstream, nine faction and other new media, positioning themselves as disseminators of original content, readers of hot events and media opinion guide; new media headlines and a bit of information is focused on understanding user preferences for users. Recommended personalized content, tiger snooze network to provide high-quality business information, one read more to do through an animation encyclopedia, they can find their own direction in the tide of information. There are also some self-media, also have their own characteristics in the content creation, for example, the shell is about science, is almost knowledge quiz, ant cell is a tourism interest tribe, Mustang Finance is the financial self-media, cutting wood is a technology-focused science and technology media, dark horse network is committed to helping entrepreneurs get investment, talent, advocacy and experience of self-media, therefore, the media Dissemination of the higher the content identification, the more easily the user search.

**Second, the media content reconstruction on the impact of news education**

Traditional news education is to construct the curriculum framework based on news. For example, majoring in journalism mainly regards the writing and editing of newspaper news as the teaching content; while the radio and television specialty regards the basic theory and basic knowledge of radio and television as the teaching content. However, when news is no longer the focus of media content production, relationship communication becomes an important channel of communication, and the identification of news products needs to be strengthened, news education with news as its teaching content will be affected in the professional setting and teaching contents.

Traditional journalism education "discipline construction mainly by newspapers, radio, television and other three media-based, its professional classification and curriculum are based around the media to form." [4] In the educational philosophy, not only journalism as a career, but also a public utility. The goal of journalism education is to cultivate journalists who have the spirit of journalism and social responsibility and have the spirit of journalism and professionalism. Under the guidance of this education concept and teaching goal, the setting of the curriculum system of news education embodies the spirit of journalism professionalism. First of all, there are courses on professional knowledge and specialized skills in curriculum system. Secondly, it is an indispensable professional philosophy and professional ethics in journalism and communication. It is hoped to cultivate law-abiding, adhere to the correct direction of public opinion and news ethics, Journalist.

In the Internet era, new media expanded the boundaries of media content, which hit the news education with news knowledge as the teaching content. Professional settings lag behind the reality of media integration; in the teaching content, covering the political, economic, military, sports, social and other aspects of the system of huge news knowledge, has been deconstruction of new media. Weather news into a notice, news information into the audience when the audience look at friends Tencent news push, travel information has
become an Ali travel, Ctrip travel, where to network full three-dimensional service, we can see that in the content of the media, uncertainty and generalization make news education affected in the setting of specialties and teaching content.

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References