Exploring the Approaches and Strategies for the Transformation from Traditional News Transmission to Digital News in the New Era

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Abstract: The rapid development and widespread popularity of information technology have brought new opportunities for the informatization transformation of traditional news. Starting from reality, this paper takes the digital transformation of traditional news communication as the research object, exploring practical and feasible transformation strategies. The paper proposes strategies such as strengthening the construction of specialized digital news teams, accelerating the construction of digital user platforms, and increasing talent cultivation, in order to provide useful references for relevant theoretical research. In the end, this study aims to advance the transition from traditional news dissemination to a new stage of digital news dissemination.

Keywords: Traditional News; Digital News; Transformation; Strategy

1. Introduction

News, also known as information, refers to a form of information dissemination through media such as newspapers, radio, television, and the Internet, and is the main channel for the public to obtain information. Generally speaking, news can be broadly or narrowly defined. In a broad sense, news mainly refers to highly professional reports published in media such as newspapers, radio, and television; while in a narrow sense, news is written information that provides a concise summary of events. With the development and changes of the times, the application of information technology has brought new changes to the development of traditional news, specifically manifested in the following points: firstly, it has reduced the social influence of traditional news. Before the rapid development of the Internet, the channels for the public to obtain information were limited, while traditional news was the main channel for the

public to obtain social information and played an important role in their daily lives. But with the development of information technology, artificial intelligence, big data, and 5G technology are constantly being updated and iterated. Digital media has become the main channel for the public to obtain information with its rich dissemination channels and efficient dissemination efficiency. This greatly weakens the audience's dependence on traditional media and affects the authority of traditional news. Specifically, digital media is rich in content, and information content from different perspectives and fields further meets the audience's information needs; The presentation forms are diverse, and the information dissemination effect is further enhanced through various presentation methods such as audio-visual and animation; High communication efficiency, solved the problem of information lag in traditional mass media through extremely high communication efficiency and interactive characteristics; Rich communication channels have expanded the channels for the public to obtain information through multiple platforms such as MicroBlog, WeChat, and short videos. These advantageous features have gradually made digital news the main channel for the public to obtain information, squeezing the market space of traditional news and reducing its social influence. Secondly, it has changed the traditional way of news dissemination. In the traditional news era, whether it was national media such as People's Daily, Xinhua News Agency, CCTV, or regional media such as provincial and local satellite TV, their news reports often relied on television, newspapers, radio and other media for dissemination. The content of news dissemination was dominated by producers, and the audience could only passively receive news information; Its dissemination often occurs in a unidirectional linear manner, with poor timeliness and interactivity, making it difficult

for audiences to provide feedback on their news needs to news producers. [1] The effective application of information technology and the development of digital platforms have broken down the temporal and spatial barriers between news producers and audiences, constructed a two-way channel for information dissemination, communication, and interaction, greatly improving the communication efficiency between audiences and platforms. In this context, it is particularly important to accelerate the modernization transformation of traditional news communication and better integrate it into the current society.

2. To Establish a Digital News Team

In previous media productions, news producers only needed a certain amount of knowledge and technology in news collection to complete the initial production of news; In the era of big data, traditional news media often need to use computer related technologies for effective information collection, analysis, and application in the process of digital transformation, but most news practitioners do not possess this ability. This affects the digitalization process of news dissemination. This requires accelerating the establishment of digital technology teams, promoting news practitioners to learn knowledge and skills, solving the blind spots of traditional media in digital technology, and promoting them to better respond to the changes brought by big data and produce their own news products. Specifically, the news technology team should include the following types of talents: firstly, they are programmers. They mainly provide technical support for data collection, processing software writing, and other aspects of news production and dissemination. The second is the designer, mainly responsible for designing the presentation of news information to improve communication efficiency. The third is journalists and editors, mainly responsible for analyzing data, mining the stories behind it, and ensuring the maximization of news value. In addition, after forming a team, producers should use digital technology to produce more electronic news products, thereby improving the objectivity, authenticity, and intuitiveness of the reported content, and cultivating market core competitiveness. For example, after Sun Yang defeated a South African athlete to win the 200 meter freestyle championship, the *Guardian* news team used digital technology to create related dynamic news products, better and clearer showing Sun Yang's championship process, greatly improving the dissemination effect of the news. It can be seen that news producers should fully utilize digital technology to produce more news products, improve communication efficiency, and achieve digital transformation and development. [2]

3. To Establish a Digital User Platform

In the context of the new era, the main reason for the transformation of traditional news is the transformation of communication relationships; That is, the original communication relationship centered on creators has been transformed into a new type of communication relationship centered on users. Based on this, in order to achieve the digital transformation of traditional media, traditional news creation should deepen reforms, build a new type of communication relationship centered on users, clarify user needs, and then create targeted content. Establishing a digital user platform is the primary task among them. Specifically, we can start from two aspects: user portal construction and database construction.

Firstly, a user portal should be constructed. In reality, the users of traditional media mainly include TV viewers and Internet users. For these two user groups, different methods should be used to transform and aggregate them. For traditional TV viewers, producers can use digital technologies such as scanning and shaking to convert. For example, in the broadcast of news, viewers can scan the QR code on the TV to enter the MiaroBlog and WeChat account platform of the news, guiding users to follow the account and participate in the interaction of "watching and commenting". This not only achieves the conversion of traditional TV viewers, but also seamlessly connects user content viewing and comments, strengthens the public's desire to watch, and thereby increases the market share of news dissemination. For new Internet users, producers can build new connection platforms through video production and distribution technology to further expand user access. Specifically, producers can integrate UGC&PGC producers and provide them with a video distribution capability to aggregate them onto their own platforms. For example, YouTobe provides users with the "YouTobe for Artists" service to help them create and promote content, retain a large number of content producers, and

attract a large number of fan users through content production. News producers can use this model to build their own user groups.

Secondly, a database should be built. [3] A database refers to a database based on user behavior, which analyzes and mines valuable information to serve different users. At present, there are problems of rigidity and bureaucracy in China's media system, where communicators often talk to themselves and neglect user needs; On the one hand, building a database can analyze user value information, accurately grasp user interests, tailor to meet user needs, and achieve maximum dissemination effect; On the other hand, this can also label user information and complete personalized recommendations through information matching technology, accurately pushing information to users and improving user stickiness. In terms of database content construction, creators should collect information and create high-quality resource content based on it to attract more users; On the other hand, we should also accelerate data integration and mining, establish our own content database, and attract and retain users through high-quality resources.

4. To Strengthen the Construction of Talent Team

In the digitalization process of traditional news, in addition to the application of big data and the construction of its own user platform, the introduction and cultivation of technical talents are equally important. Therefore, news media should strengthen the training of digital technology news talents to provide strong impetus for the development and transformation of traditional news.

Firstly, it is necessary to cultivate the digital technology capabilities of practitioners. Digital technology capability refers to the individual's ability to utilize big data information technology, including data collection capability, data analysis capability, and data production capability; For the news industry, only by mastering digital information technology can practitioners use digital information to serve news production. Specifically, they can start from the following points: The firstly is to improve their data collection ability. In the information age, data information is showing an explosive growth trend, and its presentation forms are more diverse, including text, images, audio, video, and other forms. In this context,

data information is mixed with good and bad, and the quality is uneven; How to filter and extract valuable content from this complex information is crucial for news creation. This requires strengthening the data collection ability of practitioners, enabling them to fully learn the use of data collection tools, and clarify where and how to collect data. The second is to improve the data analysis ability of practitioners. Data itself has no value, and the analysis, interpretation, and reconstruction of news professionals endow data with new value. Therefore, when facing massive amounts of data information, practitioners should continuously improve their ability to discover news, proficiently operate data analysis software such as SPSS and SAS; based on this, they should also explore the value behind data information, and create high-quality news works that can meet user needs. The third is to improve the data visualization ability of practitioners. In the era of traditional news media, the presentation of news information is mostly in the form of text, images, audio, etc; In the era of informatization, dynamic charts, animations, and other elements have begun to appear in news reporting, greatly enriching the visual presentation and dissemination effects of news communication. [4] Based on this, news practitioners should continuously improve their information visualization processing ability and related software operation ability, effectively apply data visualization technology to the production and dissemination process of news, and further improve the dissemination effect of news.

Secondly, it is necessary to strengthen exchanges and cooperation with universities. In the era of big data, the demand for data and information talents in society is gradually increasing. In order to further improve the quality of talents and meet the demand of society for high-quality news talents, media institutions and industries should strengthen communication and cooperation with universities. In specific practice, news institutions and industries can collaborate with news schools and establish specialized digital news production rooms to provide conditions for the production of digital news for students, thereby improving the digital information technology capabilities of news talents. For example, AsiaInfo Big Data Company has jointly established the AsiaInfo Media Integration Laboratory with the Journalism School of Renmin University of

China, and fully leveraged the disciplinary advantages of the Journalism School of Renmin University of China and the technological advantages of AsiaInfo Company, cultivating a large number of modern senior journalism talents. On the other hand, both parties can jointly build a digital news education system, with industry news technology, content selection, and production elements as teaching content. It can help students better understand the relevant processes of news production, accumulate practical experience, improve professional abilities, and better adapt to society.

5. Conclusion

With the development and progress of the times, traditional news can no longer adapt to the complex social environment of information, nor can it meet the diverse information needs of the public, and its social influence is greatly reduced. At the same time, the expansion of information channels has greatly impacted the authority of traditional news media and had an impact on their development. Based on this, traditional media should accelerate its own transformation, starting from establishing digital news teams, establishing digital user platforms, and strengthening talent team construction to achieve its digital transformation.

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