Social Communication:

Digital Technology Impact on Traditional Media

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Abstract: With the rapid development of digital technology, a new social culture has emerged between new media and traditional media. Digital technologies are gradually being integrated into the media industry, significantly enhancing the dissemination efficiency of traditional media programs and providing strong support for the modernization of new media. In this context, media professionals need to deeply understand the impact of social communication on traditional media. This understanding is essential to explore new work models aimed at meeting audience needs, maximizing the advantages of social communication, injecting new vitality into the dissemination of broadcast and television programs, and promoting the sustained and healthy development of traditional media.

Keywords: New Media; Social Communication; Traditional Media; Broadcast and Television

1. Overview of Social Communication in New Media

Social communication in new media refers to user-centered interpersonal communication on new media platforms. This type of communication is conducted on the basis of specific relationships, and it can be vividly described as "honeycomb communication," characterized by extremely high dissemination efficiency. Social communication is an essential form of contemporary information dissemination in media, centered on user-generated content such as text, images, short videos, and various updates. Utilizing diverse communication channels such as social media, short videos, and live streaming, it disseminates information in a one-to-many format, bringing together media users with similar interests and enabling rapid information spread and on-time interpersonal interaction. This new form of communication not only changes the traditional modes of information dissemination but also enriches the channels through which information is disseminated.

The core of social communication in new media is its social nature. Social media, as the primary carrier of social communication, enables rapid information diffusion and deep interaction through user behaviors such as following, liking, and commenting. This social nature transforms information dissemination from a unidirectional flow to a multi-directional interactive exchange, effectively enhancing the dissemination effect. Social communication in new media is notably real-time. Leveraging new media platforms, information can be updated and transmitted instantly, whether it is breaking news or daily updates, reaching audiences worldwide through social media channels. This real-time aspect not only significantly increases the speed of information dissemination but also endows the information with interactivity. Additionally, social communication in new media is highly personalized. New media platforms can recommend customized information content to users based on their interests through big data.

2. The Impact of Social Communication on Traditional Media

Recent years, the rapid development of web technology has given rise to various new media forms, enabling users and audiences to receive diverse information in real-time. Social communication in new media has significantly enhanced the speed, breadth, and depth of information dissemination. This shift has facilitated news dissemination beyond the constraints of geography and time, allowing people to access the latest news anytime and anywhere.

However, social communication in new media has also posed significant challenges to the development of traditional media such as broadcast and television. On one hand, the rise of new media has led to a gradual decline of audience, particularly among younger audiences who prefer obtaining news through new media platforms. On the other hand, the social nature of new media communication has diversified news dissemination methods, making it increasingly difficult for traditional media programs to meet users' demands in terms of content and format. Specifically, the impact of social communication in new media on broadcast and television is reflected in three aspects:

2.1. Impact on News Topic Selection

In the context of social communication in new media, the selection of news topics for traditional media programs has been significantly changed, becoming more diversified and immediate. Traditional broadcast programs typically have their topic selection constrained by factors such as program duration and broadcast schedule. However, social communication in new media has broken these limitations, with trending topics and public opinion hotspots on social media becoming important sources for television news topics. Audiences actively participate in discussions on social media platforms, generating socially influential trending topics. Traditional broadcast news programs need to closely monitor these social media dynamics and promptly capture social hotspots to better meet the audience's demand for diversified and timely news.

2.2. Impact on News Editing

In the new media era, news sources have become diverse, traditional media editors requiring to extract valuable content through vast amounts of information and then reorganize and edit it to present richer news content. From the perspective of news editing workflows, the work of news editors has primarily followed a linear approach. However, under the trend of digital dissemination, this linear editing method often requires considerable time to find materials, making it challenging to meet the demands of timely dissemination. With social communication in new media, news editors now use non-linear methods and multimedia technologies in their editing processes. This not only highlights the advantages of new media but also enables real-time online search for materials, effectively ensuring the quality of broadcast programs.

2.3. Impact on News Presentation

In the environment of social communication in new media, the mode of news presentation has also undergone significant changes. News content has become richer, and the integration process of news has become more streamlined. On new media platforms, a plethora of news information continuously emerges, making it challenging for the audience to fully comprehend and grasp all the information. Broadcast television news programs need to leverage new media platforms to integrate news information from different sources, presenting more comprehensive and in-depth news content. This integration method not only enriches the forms of news presentation, making the news more intuitive and vivid, but also improves the efficiency of news dissemination, enabling audiences to access more information in a shorter time.

3. Optimization Strategies for Traditional Media in the Context of Social Communication

The integration of digital technologies at present provides robust momentum for the modernization of new media. As a crucial channel for dissemination of social information , news broadcasting holds significant importance in maintaining social stability and fostering societal development. A thorough investigation into the impact of social communication in new media on traditional media such as broadcast and television can assist these entities in better adapting to market changes, meeting audience demands, and enhancing their competitive edge in the new media era.

3.1. Change Work Philosophy, Achieving Integration of Diverse Media

In the context of social communication in new media, traditional media programs need to keep pace with the times. Through innovative work philosophies, they should actively engage with new media, to achieve the integration of diverse media. This approach breaks away from traditional media program production methods and dissemination modes, introducing digital communication thinking to meet the increasingly diversified information demands of audiences. Specifically, traditional media programs should leverage the immediacy and convenience of social media platforms to effectively gather news leads and inspire topic ideas. Journalists need sharp insights and the ability to capture and filter information within the new media environment. By utilizing new technologies, traditional media programs break through traditional visual limitations, providing audiences with an immersive program experience. Regarding dissemination channels, traditional broadcast programs should fully exploit the advantages of new media platforms, continuously expanding their dissemination channels. Apart from broadcast and television, programs can be repurposed and disseminated in the form of short videos and live broadcasts on new media platforms,

effectively increasing program coverage and impact, attracting more young audiences, and further enhancing program competitiveness in the market.

3.2. Launching Timely News Topics to Promote Social Communication of News

In the context of social communication in new media, traditional media programs need to place greater emphasis on timeliness and social engagement to attract more audience attention and participation. By closely monitoring social media dynamics, enhancing audience interaction, and utilizing big data analysis tools, traditional programs can more accurately grasp news hotspots and audience demands, providing audiences with more valuable program content.

Firstly, news programs should monitor social media dynamics in real-time, promptly capture social hotspots and trending topics, and quickly conduct news interviews and reports to launch timely and content-rich news programs. To introduce timely news topics, media programs can establish close connections with social media platforms, continuously track popular discussions and trends.

Secondly, traditional broadcast programs need to enhance interaction with the audience to promote the social media dissemination of programs. Traditional media programs can establish dedicated social media interaction sections, encouraging audiences to participate in discussions of program topics through comments, shares, likes, and other means. Through participation and feedback, programs can more accurately meet audience demands and interests, continuously optimizing program content and presentation formats.

3.3. Optimizing TV News Production Processes to Enhance Efficiency

In the era of new media, traditional media programs should optimize their production processes continually, aiming to meet the audience's high demands for news timeliness. Traditional media can promote ongoing innovation and improvement in traditional media programs through the introduction of new equipment, strengthening team collaboration, and enhancing efficiency, thereby providing audiences with higher-quality news content.

Firstly, actively introducing new equipment effectively enhances program production efficiency. Using new technologies like cloud computing and big data enables rapid processing and storage of programs, thereby enhancing production efficiency. Secondly, internal communication and cooperation within the media need to be strengthened to establish efficient working mechanisms. Production teams should clarify responsibilities and tasks to ensure seamless and coordinated operations at every production stage. Effective communication channels and feedback mechanisms should be established within the team to promptly identify and resolve issues. Thirdly, controlling production costs and continually optimizing production processes to create "small yet excellent" programs are essential. Traditional programs need to manage costs effectively, enhance production efficiency, and equip production personnel with multimedia editing and broadcasting capabilities to reduce production costs effectively. Lastly, traditional broadcast programs should strengthen cooperation and communication with other medias. Sharing resources and collaborating with other media facilitate program expansion, dissemination, and coverage, enhancing program visibility and capturing a broader market audience.

3.4. Enhancing the Interactivity of Traditional Media Programs and Increasing Audience Engagement

In the context of social communication, enhancing the interactivity of traditional media programs towards socialization is an inevitable trend for their development. In television broadcasting, by introducing forms of interaction such as social media and live streaming, the audience interaction is strengthened, allowing users to participate in the production and dissemination of programs, narrowing the gap between programs and audiences, and meeting the diverse needs of more viewers. At the same time, traditional media programs should also focus on collecting and analyzing feedback of audiences, promptly adjusting program content and formats to meet audience demands and achieve sustainable development.

Firstly, traditional media programs join in social media platforms to achieve real-time interaction with audiences. During program broadcasts, traditional media programs can invite audiences to participate in topic discussions through social media platforms and share their views.

Secondly, traditional media programs can also utilize live streaming technology to achieve real-time interaction with audiences. Live streaming is an emerging form of media interaction characterized by immediacy and strong interactivity. Television programs enable audiences to participate in real-time reporting or live streams, experiencing the atmosphere and authenticity of the scene. During live broadcasts, programs can invite viewers to express their views through bullet screens, comments, and other methods, interacting with hosts in real-time. This interactive approach deepens audience engagement with the program itself, enhancing its attractiveness and influence.

Lastly, broadcast and television programs need to strengthen the collection and analysis of feedback information. By collecting audience feedback, staff can promptly understand audience preferences, providing strong support for program improvement and innovation. Furthermore, media can analyze audience viewing interests, and other information based on feedback data, enabling the development of more precise media communication strategies.

4. Conclusion

In conclusion, in the context of new media development, traditional media are experiencing a declining trend of audience and users, necessitating proactive innovation in production concepts among traditional program makers and timely adaptation of information presentation methods. The socialized dissemination of new media has profoundly impacted the selection of topics, editing work, and news presentation in broadcast programs, significantly challenging some traditional broadcast media, which must actively adjust and optimize themselves. Therefore, traditional broadcast media should seize the opportunity to innovate program production concepts, achieve organic integration across multiple media; introduce timely news topics to promote the socialized dissemination of programs; optimize broadcast program production processes to enhance efficiency; strengthen the interactive features of traditional programs and increase audience engagement, continually improving the dissemination efficiency of traditional broadcast programs, expanding dissemination channels, enhancing influence and reach, and attracting more attention to traditional broadcast programs. Finding the right media positioning in the new media era to achieve sustained and robust development.

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