

## **Brief Discussion on the Transmission of Positive Energy of Netnews in the Era of New Media**

Jun Yan

<sup>1</sup>School of Journalism and Communication, Jinan University, Guangzhou 510632, China

<sup>2</sup>School of Journalism and Communication, South China University of Technology, Guangzhou 510006, China

Email: happyweb@scut.edu.cn

**Keywords:** Network News; New Media; Positive Energy; Transmission; Measures

**Abstract:** With the rapid development of China's social economy, the development of information technology and related equipment is also rapidly improving. Various industries are actively applying new technology, which also provides a better condition for the birth and application of new media. With the continuous development of new media, the types of network news become more diversified and more comprehensive, and the number of audiences continues to increase. For network news, due to its fast propagation speed, it will have a strong influence in the crowd. If the positive energy can be spread continuously through network news, the healthy and orderly development of network news can be achieved. This paper will make a brief analysis on this issue. Against the background of the continuous development of new media, traditional media have been strongly impacted. Compared with TV, radio, newspaper and other carriers, people are now more interested in obtaining relevant information through network news [1]. However, compared with traditional media, network news is mainly released in cyberspace, which is a virtual space. There are also many negative and even false contents in the dissemination of news [2]. If users receive and read these negative network news for a long time, it will have a negative impact on themselves and is not conducive to the construction and development of China's cultural undertakings [3]. Relevant departments and personnel need to realize the advantages of network news, grasp the problems existing in the communication of positive energy in network news, and choose scientific strategies to realize the effective communication of positive energy in network news.

### **1. Development and Advantages of Network News**

In the context of the continuous development of China's social economy, the development of computer information technology has also been significantly improved, and China has officially entered the era of new network media. However, in the context of new media, people's dependence on and demand for the network are obviously increased, which is reflected in the rapid development of network news. As an important component of new media, network news is also a common way for people to obtain news and information at present, which is directly related to the development of China's media cause, the trend of public opinion and the construction of socialist cultural cause [4]. For the advantages of network news, at the utmost, it is reflected in more diversified modes of communication. Network news is the main content of new media, which enjoys the characteristics of diversified communication. The news of traditional media is conveyed by newspapers, TV and radio, etc., without enough immediacy. However, network news can release the news instantly and effectively integrate the text and information, so as to ensure the content and expression forms of news are more diversified.

Secondly, network news is also endowed with the feature of strong interactivity. The reason for this feature is related to the advantages of network news carrier. Traditional media cannot realize the interaction and communication with users, while network news is mainly transmitted by network technology. Users can communicate with the publication object of network news in real time, which makes the two sides form a relatively effective interaction [5].

Finally, for the advantages of network news, the characteristics in strong dynamics was presented. Through information transmission, network news can sort out and collect the personal opinions of specific audiences of news, and find ways to solve users' opinions. In this way, there is a dynamic communication between users and the object of network news release.

## **2. The Problem of Transmission of Positive Energy of Network News**

### **2.1. Relatively Larger Number of Fake News**

In the context of the rapid development of network news, a heavy load of news will appear on the network every day. However, it is difficult for relevant staff in the media industry to examine the content and authenticity of news from one another. In addition, some staffs are not qualified in moral quality and personal ability, which leads to more fake news. If network news is full of a large number of false contents, the authenticity of network news will be influenced, confusing users' idea. Consequently, the effective development of network news will not be realized, and adverse effect on dissemination of positive energy will be generated [6].

### **2.2. Obvious Homogeneity**

Among the problems in the transmission of positive energy of network news, homogenization is a problem that is frequently seen. At present, after the emergence of a hot social issue, many network media will report it. However, many news reports are similar in content and have obvious similarities, leading to obvious homogenization of network news. As a result, network news is short of highlight without enough novelty in contents. In many cases, a piece of news will be reported and reproduced by multiple network media, and there is no original point of view, resulting in the failure to realize the value of network news. This kind of homogenized network news fails to attract users' interest, which not only fails to give play to the positive energy of news content, but even leads to "aesthetic fatigue" of users [7].

### **2.3. Few News with Positive Energy**

At present, the rapid development of network news has attracted a large number of users. However, with the rapid development of network technology, many network media, in order to attract and retain users, ignore the positive news coverage in the selection of news content, believing that the positive news content is single and lacks eye-catching points, which cannot stimulate users' interest in reading. Many network media choose gossip news as the main news content, and even some low-style fake news and pornographic news appear, hoping to retain users through such news. The emergence of these news content has led to the continuous decrease of positive energy in network news, and even caused the disgust of users, unable to give play to the value and use of network news.

## **3. Measures to Spread the Positive Energy of Network News**

### **3.1. Adhering to Correct Principles**

In order to attract the attention of users and increase the click rate, many network news media choose some exaggerated or even sensational headlines for their news content, making the network news become the "headline party" news. In terms of the actual content, there are a lot of news content with no nutritional content, and even a lot of more negative news. For this kind of network news, some users may feel more interesting and eye-catching in the initial stage, but after a period of time, they will feel boring, and then they will actively abandon this kind of news, lose confidence in the network news media, and stop paying attention to this kind of news.

Therefore, for the dissemination of positive energy of network news, news media should first adhere to the relevant principles of correctness and authenticity. Socialist core value should be followed by network media in topic selection and report, which should be the standard in review of news contents. In selection of news contents and writing news, it is important to push forward and

spread positive energy and try to avoid negative comments. Practitioners of network news media also need to strictly adhere to the feature of the authenticity of news. When reporting news, they should try to restore the truth objectively and truthfully, avoid making false news and avoid reducing the credibility and positive energy of network news [8].

### **3.2. Strengthening Supervision and Guidance**

For the dissemination of positive energy of network news, relevant departments also need to conduct correct guidance and strict supervision, clean up the environment of network news, and severely crack down on negative and even illegal network news. Relevant government departments need to continuously raise the admittance threshold of network news and strengthen the strict censorship of network news content. Relevant government departments need to guide the overall public opinion of network news and actively guide the network news media to actively promote positive news. For websites, it is necessary to constantly improve the censorship requirements of network news content from its own perspective, to avoid false news, distorted news, crude news and other news flooding into the network environment, and to carry out strict supervision within the website. Practitioners who violate regulations and publish bad news should be severely punished [9].

### **3.3. The Media Should Strengthen Their Own Responsibilities**

For the positive energy transmission of network news, network news media also need to constantly assume their own responsibilities. For example, Qilu once planned the news report of "Qilu Positive Energy and the Season for Assistance of Farmers", which mainly focused on the unsalable local agricultural products. During the reporting process, the news gathering and editing team of Qilu has continuously strengthened their responsibilities, actively voiced their opinions through the network platform, recruited netizens to participate together, and cooperated with TV stations to expand the scope of publicity. During the reporting process, the unit carried out the actual situation of helping the farmers in an all-round way through the joint participation of journalists and netizens. Therefore, practitioners of online media need to go to the grassroots and take the initiative to find and report some positive news related to people's lives, so as to effectively spread the positive energy of online news [10].

### **3.4. Improving Media Literacy of Users**

For the dissemination of positive energy of network news, relevant departments and websites need to do a good job in the publicity of users. Many users will be interested in distorted news, false news, negative energy news, mainly because their own ideas are not in place, quality is not high. Relevant departments and websites need to push more positive news for users, so that users can read and feel more, so as to conduct guidance and publicity subtly, and help users understand the characteristics of positive news in detail. For example, the "Hangzhou Positive Energy" series report of Hangzhou.com is mainly about the positive energy news events in Hangzhou, and constantly pushes real news materials to users. Through the original content, users are exposed to what they see and hear, so as to improve the media literacy of users and realize the effective transmission of positive energy news.

## **4. Conclusion**

With the rapid development of society and the rapid development of network technology and information technology, network news has become the main way of news transmission at present. The older the users are, the more they get the information they are interested in through network news. Network news has obvious advantages in the dissemination of information. The speed of dissemination is very fast, and the way for users to obtain information is very convenient. However, in network news, there are also some fake news or even illegal news. These news contents not only fail to help users obtain correct information, but also spread negative energy in a wide range, leading to the deterioration of the quality of network news. Relevant personnel need to start from

different perspectives, choose scientific measures for the positive energy transmission of network news, and realize the benign, healthy and orderly development of network news.

Fund: This paper is sponsored and supported by the university-level project of South China University of Technology (SCUT) with Project No. X2xcD2143450, entitled "Research on TV Program Form Innovation and Communication Concept Change in New Context".

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