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# Change of News Communication under the Prospect of Media Convergence —— Discussion on “Fusion News” and Its Challenges

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## Abstract

In the new century, China's economy is developing rapidly, the construction system is gradually increasing in scale, the traditional industries have realized the modernization transformation, and the traditional media industry has also turned into financial media. In the era of financial media, news communication is no longer limited by fixed media media. Within the coverage of the Internet, people can obtain news and information in real time. For a long time, the traditional news media assume the function of information dissemination with the help of paper media and TV news. Since the birth of the Internet, the rapid development of we media has brought a huge impact to the traditional news media industry. Nowadays, how to revive the traditional news media in the new environment is one of the key problems to be solved urgently. Based on the background of media convergence, this paper discusses the reform path of traditional news communication, in order to provide enlightenment for its development.

## Keywords

media convergence; news communication reform; integration news; challenges

# 媒介融合前景下的新闻传播变革——试论“融合新闻”及其挑战

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## 摘要

进入21世纪,中国经济迅猛发展,建设体系渐趋规模化,各传统行业纷纷实现现代化转型,传统媒体产业亦转为融媒体。融媒体时代,新闻传播不再受限于固定媒体媒介,互联网覆盖范围内,人们能实时获取新闻资讯。长久以来,传统新闻媒体借助纸质媒介、电视新闻承担信息传播功能。自互联网诞生以来,自媒体发展迅猛,给传统新闻媒体行业带来了巨大冲击。现今,传统新闻媒体怎样在新的环境里实现复兴,是迫切需要解决的关键问题之一。基于媒介融合的背景,探讨传统新闻传播的变革路径,以期为其发展提供启示。

## 关键词

媒介融合; 新闻传播变革; 合新闻; 挑战

## 1 引言

对于任何产业而言,若不想被历史的洪流淘汰,就必须紧跟时代前行的节奏,富有前瞻性,新闻传播领域尤甚。新闻能够正确引领社会舆论,营造优良的社会风尚,在当下媒介融合的大环境中,新闻变革迫在眉睫。互联网的高度繁荣,着实改变了新闻的传播模式以及新闻受众获取新闻的途径。在这样的背景下,传统的新闻传播方式若要提升核心竞争力,就必须进行创新融合,于是“融合新闻”走进了大众视野。融合新闻是历史发展的必然产物,传统媒体已难以满

足社会需要,融合新闻逐步成为主流,将网络技术与数字技术融入变革当中,在适应变化的同时也拓展了未来的发展路径,对整个新闻传播行业具有重大的现实意义。

## 2 媒介融合与新闻传播变革

### 2.1 媒介融合的界定及特性

媒介融合意味着把各类媒介类型加以结合,抑或对它予以整合,构建出更高效、更具价值、更富创新性的传播模式。这涵盖了传统的媒介诸如报纸、电视、广播,还有数字媒介例如网络、社交媒体以及移动设备。新闻业,作为传递信息的重要行业,也在探究怎样运用媒介融合。媒介融合的主要特性能够归纳为:

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