

Research on The Diminishing Effectiveness of Hot News Communication in The Era of Financial Media

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Abstract: In the era of media convergence, the rapid development of communication technology has given birth to a variety of media forms and communication channels. Various information platforms integrate multiple channels such as communication, network, content and receiving terminals to provide huge amounts of news information for audiences and users. These contents are complicated, and the speed of successive information dissemination is extremely fast, so there is a phenomenon that some news information is attracting attention at the beginning, and then the effectiveness of dissemination gradually decreases. Only by deeply studying the phenomenon of diminishing effectiveness of hot news dissemination, and exploring its formation mechanism, can we put forward solutions to better avoid the possibility of its emergence, and more effectively meet the audience's in-depth needs for news information.

Keywords: Financial media, Hot news, Communication effectiveness, Declining phenomenon, Countermeasures and suggestions.

1. Introduction

In the context of media convergence and development, media has already penetrated deeply into people's lives like air, profoundly changing the current communication environment, and the pattern of the news industry has also changed greatly accordingly. Melting media era, social media provide voice channels for the audience, writing power also with transmission power and change, with the emergence of the UGC (User Generated Content user production content), the situation of "gatekeeper" gradually popular, traditional media and the media can become the producers and supervisors of news information, the quantity of news information, quality, source, transmission, communication channels are more complicated and diversified [1].

2. Decreased Effectiveness of Hot News Communication

In the era of media convergence and communication, with the rapid development of information technology and Internet technology, the information resources show an explosive growth, which prevents the audience from fully understanding and mastering all the information. Easy and interesting and "short and fast", fragmented information is more accessible to the audience than to deeply understand esoteric and complex expertise.

In order to cater to the audience, and to effectively demand and fully occupy the audience's attention, all kinds of media use methods emerge in an endless stream. Therefore, the accompanying news anomie, public opinion out of focus, unfinished news and other media chaos are common, which has caused an extremely bad impact on the ecology of news communication[2-7]. Take snake tail news, for example, which is often powerful at the beginning and easy to cause a sensation. However, with the continuous development of the event and the progressive development of the report, the media and the audience gradually lost patience with the follow-up reports and the results of the event, and turned to pursue new current events. Instead, the event weakened and

never had subsequent results. The so-called "bad tail news" refers to the media reports of some events, at the beginning of great fanfare, but finally no longer pay attention to the development and results of the event, resulting in the report of news events only at the beginning without ending. The phenomenon of decreasing effectiveness of hot news communication represented by snake tail news has also entered the research field of academic circles.

3. Analysis of the Reasons for The Decreasing Effectiveness of Hot News Communication

3.1. Lack of Effective Control Measures, And Excessive Decoding and Dissemination of The Audience

For now, no news media or social platform has made a clear and complete response to this phenomenon, or formulated effective measures to avoid the recurrence of negative news effects. Of course, the emergence of "snake-tail news" and "bad-tail news" is not entirely the responsibility of the news media, and the audience's decoding, dissemination and reproduction of the news information will also affect the direction of the news. From the perspective of news professionalism, the news media has the responsibility and obligation to provide complete, objective, accurate and continuous reports for the audience, so as to avoid the excessive fermentation of news leading to the uncontrollable news reports.

3.2. Low Quality of Explosive News Caters to The Audience's Curiosity

Melting media era of the news media with full time news production, accurate news distribution, timely news aggregation, social news communication, intelligent news capture, but in the process of the media savage development also exposed not professional, quick, attention, in the process of news information production and spread in the process of the news moral embarrassment. In this environment, from the

perspective of its own interests, the media will give up the in-depth excavation of the "cold" news events, and they will tend to report the hot news spots that can produce more "explosive points". This will form a vicious cycle in a long run, leading to the frequent occurrence of "snake tail news" and "bad tail news".

3.3. Performance Appraisal Is Biased, And Employees Are Eager for Quick Success and Instant Benefits

In addition, the performance appraisal standards of all kinds of online new media are not reasonable for their practitioners, and indicators such as clicks, likes, forwarding and comments have gradually replaced the principle of news authenticity. Some journalists have abandoned the original concise and clear reporting style, and relied on exaggerated headlines and Internet buzzwords to attract users' attention, but their communication content is lacking. To a certain extent, this evaluation standard makes the practitioners of various new network media become more utilitarian, ignore the power given by the audience, and gradually lose their sense of responsibility and mission. This has also indirectly led to the phenomenon of "headline party" and "bad tail news".

4. The Harm of The Diminishing Effectiveness of Hot News Communication

4.1. With the Rapid Change of News Topics, It Is Difficult for Audiences to Focus Their Attention

In the network media public opinion field, hot news emerges in one after another. As time goes by, users' focus gradually decline or shift, and there are certain chances that previous hot news events will evolve into snake tail news, and most media and the public will pay new attention to other new news events, forming a new topic public opinion field. "Snake tail news" and "bad tail news" seem to be forgotten by the public, but when similar events happen again, the audience will recall the previous events of attention diversion caused by the media "agenda setting", and they will also find that the "old news" at that time did not let the audience know the whole picture of the development of the news events. When "old news" has no results, "news" keeps appearing, and it is difficult for the audience to fully concentrate their attention. In the long run, some audiences will inevitably have negative emotions, thus questioning the professionalism of news media workers, and even leading to the decline of media credibility.

4.2. News Reports Are Overrendered, And Audience Comments Tend to Be Subjective

The improper content in some news reports will further amplify the negative impact of communication over time, thus affecting the judgment criteria of the audience. According to the concept of "mimicry environment", the media situation is too unreal, which will expand the gap between the mimicry environment and the real life environment, making the audience easy to lose in the explosive news events and fall into a seemingly good mimicry environment. The basic values of deviation existing in the news, will directly lead to the media public opinion oriented deflection, on the network from the media of news reports

inaccurate and coverage is not conducive to the audience objective evaluation of news events, make the audience is in subjective comments of news events, public opinion bias in the long term, will greatly hinder the cultivation of public media literacy in our country and promotion.

4.3. The News Media Is Substantially Transformed, And the Audience Group Is Gradually Diverted

In the era of financial media, various emerging technologies have had a great impact on the traditional media. The previous operation mode and communication means greatly limit the innovation and development space of the traditional media, forcing the traditional media to transform into the direction of new media, multimedia and financial media with the help of Internet technology. And the sharp increase of the number of communication channels, make users broaden the channels for news consulting, many shunt to the "short, frequency, fast" network news and information, thus, radio and television and other traditional media due to their own ideas and technology lag, cannot further monopoly of the public news voice, makes the original transmission effect is in decreasing news popularity more nobody, widely weakened the hot news transmission advantage and transmission effect.

5. Media Coping Strategies with The Decreasing Effectiveness of Hot News Communication

5.1. Abandon the View Of "Mob" And Establish the Concept Of "Audience Development"

First to correct in thought, abandon the traditional audience is the concept of "mob", and set up the "audience development" view, think the audience's media literacy level will change with the development of the era of network public opinion change, meet the development trend of new audience, journalists should believe in and respect the contemporary new audience media literacy, found their needs, respect their wisdom.

In the past, the media believed that the audience's media literacy is low, easy to lose themselves in the bizarre information, and lose the accurate judgment and cognition of the external world. The media regard "post-truth" as the criterion, and believe that resorting to emotion and personal information can influence public opinion more than spreading objective facts. In Entertainment to Death, Neil Bozman thinks: "Man will be destroyed by what he loves." That the world will eventually become a "Brave new World." This sentence is really thought-provoking. But people are speculative, and the new audience's idea is intended to break Neil Bozmann's negative prediction. In addition to journalists fulfilling their duties, audiences will also change their ideas and improve their media literacy and cognitive level. They are not always addicted to fragmented entertainment information, but will drift with the agenda setting of the media, and lose their own thinking and ideas.

With the advent of the era of financial media and the continuous development and reform of the media industry, the media literacy of audiences has been greatly improved. The audience strongly criticizes the media that use "title party", play edge ball and report false news, and actively clarifies the

news information that is inaccurate, low quality and weak language organization level. The progress of audience media literacy is reflected in their higher requirements for news media and their desire for timely and convenient access to quality information. Under such a situation, it is urgent for journalists to innovate the news communication mechanism and implement the concept of journalism professionalism.

5.2. Use of Emerging Media Technologies to Integrate Real-time News Data

Today's new media technology has the characteristics of openness, interactivity and equal communication, and audiences can participate in the process of new media communication in all aspects. With the help of new media, the audience expands their own discourse space. Under these conditions, the audience can participate in the discussion of news events through various channels and ways, promote the development of news event reporting, and force journalists to conduct further follow-up and investigation. The application of new media technology plays an important role in the evolution of social problems and the improvement of the social problem solving mechanism.

In addition, big data and artificial intelligence technology are used to establish a hot news tracking platform to pay attention to hot news in real time and supervise the development trend of news. Using big data analysis technology, establish a public opinion monitoring system to analyze the hot news in real time. When a news event occurs, select the event types according to the public opinion data analysis in the background, classify the news information, and update the hot news spots simultaneously. When the platform monitors the fluctuation and fermentation of public opinion, it integrates multiple media resources in real time, follows up the reports in real time, and provides the freshest and most comprehensive news information until the development of the news event is over and completely frozen.

For major social hot news, especially reversal news and rumor refuting news are the main types. In addition to doing good screening, sorting and real-time update, what the platform needs to do is to adhere to news professionalism, "stand the last guard", and pay great attention to follow up relevant follow-up reports. Actively contact all the media, urge them to follow up and follow-up, and generate a series of follow-up reports.

5.3. Touch Up the News Reporting Language and Innovate the Interactive Expression Methods

The time of some major news events and related news consultation require the audience to have certain background knowledge, so as to deeply understand the connotation of news reports. If the content of news exceeds the general cognitive category of the audience, the audience's interest and identity of news views will be greatly reduced. Therefore, media platforms should try to use plain expression and popular language to break down the barriers of accepting news, so as to meet the needs of most readers.

At the same time, in the environment of media integration, the media should also seize the opportunity to innovate the forms of news interaction, and penetrate into the life of the audience in various ways, so that the audience has the feeling

of personally participating in the news process, so as to greatly maintain the audience's attention to news events. Through the effective interaction between the audience and the news, on the one hand, the publicity and promotion of the news programs will be enhanced, the influence of the news events will be expanded, on the other hand, the enthusiasm of the audience for comments will be stimulated, and continue to maintain the understanding and feedback of the news reports. In the two-way interaction between news and the audience, the deepening and development of news reports can be more effectively promoted, so that the quality of news reports can be guaranteed in its due way.

6. Conclusion

In the era of financial media, news media have a more efficient and convenient public opinion platform. News media should make full use of this platform to provide better quality and continuous news reports and be a good "lookout" for the society. The era of financial media opens a window for audiences to publicly express their public opinion demands. The audience can make full use of the characteristics of the media interactive actively follow up the development of news events, the audience can constantly improve their own quality, not just news "bystander", more to do news production "participants", "supervisor", promote journalists continue to follow up, several pronged put an end to the emergence of "rotten" news.

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