

Research on the Influence of Web Live Broadcast on Traditional Media News Transmission in the New Era

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Abstract: As a media intermediary channel for news information dissemination, news dissemination methods play a supporting role in developing traditional media. The continuous change and development of news dissemination methods require the support of solid information technology resources. Based on the concept and development process of webcasting, this paper explores in detail the influence of webcasting on traditional media news dissemination in the new era. The study found that influenced by live broadcasts, traditional media news dissemination methods have gradually reduced the brand linkage effect, the correct guidance role has gradually weakened, and rational identification has been significantly eliminated. In response, it is necessary to standardize the live broadcast environment and enhance traditional news dissemination capabilities by enhancing the comprehensive quality of the main body of communication, optimizing live broadcast content, building a positive energy live broadcast platform, and increasing the supervision of live broadcasts.

Keywords: Webcast, Traditional media, News dissemination, Influence, Countermeasures.

1. Background of The Study

1.1. Literature review

With the rapid development of information technology, academia has gradually increased research on webcasting and expanded the analysis to the influence of webcasting on traditional media news dissemination methods. In the context of the continuous development of webcasting, Jingbiguo briefly analyzed the impact of webcasting on traditional news dissemination methods and pointed out that webcasting is of great significance in improving news dissemination capabilities and meeting public needs (Jing Biguo, 2019). Based on the reality of traditional media being severely impacted by new media, Ye Wenyi's research found that webcasting has a significant impact on traditional media news dissemination, specifically including solving the issue of communication interaction and timeliness, which is conducive to improving industry visibility and influence (Ye Wenyi, 2020). In the context of the in-depth development of Internet media, Dong Jiahuan reclassified and defined mobile Internet devices. He pointed out that the sweeping development of webcasting in China has seriously impacted the mainstream and authority of news media, which is not conducive to the transformation and innovation of various news media communication channels. On this basis, the scholar proposed integrating webcasting and traditional media news dissemination methods to accelerate the development of the news industry. This research provides a solid foundation for developing related industries (Dong Jiahuan, 2018). Based on the perfect integration of the Internet and all walks of life, Wang Qian found that live selling can make up for the shortcomings of traditional online shopping, let consumers feel the value of goods more intuitively, and improve the marketing speed of enterprises. Based on this theory, the scholar also studied the opportunities and challenges brought by webcasts to pure copper news media and put forward specific enlightenment to provide new inspiration for the development of related industries (Wang

Qian, 2020). Lei Yu compared the advantages and disadvantages of the webcast and traditional media and found that under the background of the increasing development of webcast, the way of social communication has changed dramatically and has gradually become a communication platform in daily life, which provides great convenience for residents' shopping. However, the rapid development of webcasts also brings many challenges to the talent selection, profit, and regulatory mechanisms of traditional media. All walks of life have to consider these aspects, constantly adjust their marketing strategies, and standardize from various mechanisms to improve their operation level (Lei Yu, 2017). Li Yang pointed out the direct interaction between traditional media and online live broadcasting and proposed new ways to develop traditional media based on content and channel to boost the development of traditional media to a higher level (Li Yang, 2017).

1.2. Purpose of the study

In 2016, a sprawling manner was developed in the webcast. More than 200 domestic live-streaming software was launched on various mobile phone applications, significantly changing people's lifestyles. Alibaba, Baidu, Tencent, and other companies have entered the live broadcast market and quickly seized the Internet market by relying on their existing massive user gatherings. In this context, all walks of life have used the advantages of the webcast to integrate various users' resources to realize traffic monetization. In this process, some traditional news media channels such as Dragon TV, China Central Television, and Beijing Satellite TV have gradually opened up live broadcast pages to explore ways of live web broadcast. Judging from the current practice, this type of traditional media news dissemination channel can achieve significant publicity effects with the help of webcasting and accelerate the integration of related content and the efficiency of user expansion. However, limited by the complexity of various types of information technology, live webcasts continue to subvert the traditional media news dissemination methods, causing a particular impact on the development of

related industries. Therefore, based on the webcast method, this paper profoundly studies the influence of webcast on traditional media news dissemination, which is of great significance for related industries to better apply this method and deepen the reform of communication channels.

2. Overview of Webcasting

2.1. The concept of webcast

Webcast is a way of information dissemination with the development of media technology. Because it is a new thing, the academic community still needs to unified definition. Based on the characteristics of webcast development, this paper defines it as an interactive live activity using Internet resources and communication technology. It is characterized by voice, data, and video interaction between the webcast platform and the end users to provide natural scenes and product displays. In many cases, the webcast is mainly a social way to show and convey certain content to consumers with the help of mobile devices. In practical application, webcast has the characteristics of fast information flow, content diversity, and fast communication, which can bring consumers a strong sense of participation. With the rapid development of Internet technology, webcast has gradually become an essential form of communication in the self-media era and is deeply embedded in various social activities.

2.2. Webcast history

So far, the webcast has gone through three stages and is in the fourth stage of development.

The first stage is the live broadcast stage of the PC terminal show. In this stage, the webcast is mainly carried out by some high-face value anchors through a specific show to convey some mainstream content to the public (Mo Yuanlong, 2017). This stage is the initial stage of the webcast; more live broadcasting methods tend to be vulgar and mainly rely on some users to reward to realize the cash flow, then make a

profit.

The second stage is the live broadcast stage of the vertical field of PC games. At this stage, the webcast is no longer dominated by the high-face value anchor but is more inclined to some video game activities. During this period, with the increasingly frequent video game competition activities, the whole people gradually set off a live webcast boom, significantly promoting the webcasting industry's rapid development (Wang Xiang, 2019). At this stage, the webcast is more interesting, which can provide more professional content for users, help users understand some professional knowledge, and let more social groups participate in it.

The third stage is the live broadcast stage of mobile pan entertainment. In this stage, the webcast is more with the help of mobile terminals and adopts the live content publicity activities of multi-field integration to convey more extensive information for users. In this stage, the webcasting industry has developed rapidly, and webcast content is more diversified and common. Nevertheless, at the same time, the phenomenon of vicious competition gradually appears in the network live broadcasting industry, leading to chaos in the live broadcasting market. At this stage, while leading the game competition and talent show, the webcast content is extended to outdoor, catering, shopping, and education, so the content becomes more diversified (Zhang Yuqian, 2017).

The fourth stage is a webcast stage based on "live +." The "live +" form has become the primary development trend at this stage. More content output is turned into tool transmission, covering all aspects of life and promoting the integration and development of various fields. In the second stage, webcasting is not only a way of social networking but also an online activity that combines reality and virtual domains. At this stage, the interaction between enterprises and users has been significantly strengthened (Figure 1), and the quality of live content has been further strengthened, providing many convenient ways for the development of various industries.

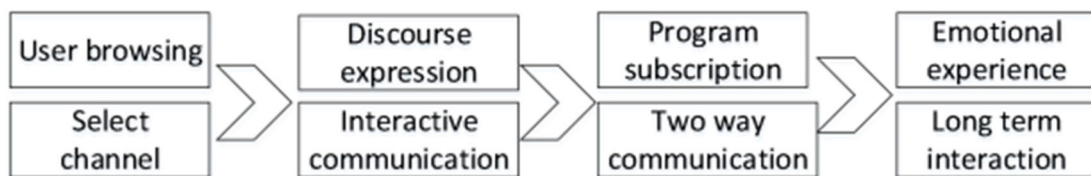


Figure 1. Feedback Process of Webcast Users

3. The Impact of Webcasting on Traditional Media News Dissemination in The New Era

3.1. Reducing the effect of brand linkage

In the new era, all kinds of enterprises often choose a mainstream live broadcasting platform to carry out live broadcasting activities. However, due to the single live broadcast mode adopted by these enterprises and the limitations of platform selection, the industry brand linkage effect cannot be effectively exerted. On the one hand, traditional media mainly rely on the original way to complete all kinds of information dissemination, which has certain selectivity for users. For example, the main content of children's channel is children's knowledge dissemination, mainly for children's users. However, in the form of webcast, various types of live broadcasting platforms have not

effectively screened users, and the webcasting content has not been classified, resulting in massive information dissemination and user acquisition, reducing the original targeted knowledge dissemination advantages, which is not conducive to the exertion of brand linkage effect. In this process, enterprises just copy some product information or marketing activities to the live room, ignoring the original brand advantages of traditional media. Moreover, some of the webcast platforms did not set up their own channels of communication when they carried out brand promotion, which led to the original gathering of good user groups unable to understand the relevant media advantages for a long time (Kong Bing, 2017). In this way, some traditional media's affinity to the people has not been brought into full play, reducing the coverage and communication effect of relevant media.

3.2. Weaken the guiding role of traditional media

Western capitalist countries use the self-media as a tool of cultural aggression to convey their values and ideologies to the masses. In this process, some democratic socialism, historical nihilism and Western thoughts gradually spread to the inside of the network platform, which seriously affected the overall live broadcast environment. Affected by this, the traditional media news dissemination method is gradually blocked, and the original dissemination mode is shaken, which is not conducive to the dissemination of some positive content. Under normal circumstances, the traditional media news dissemination process will be effectively supervised by relevant departments, and relevant information will not be released until after layers of review. However, the audit authority of the live webcast platform is quite different from that of the traditional media, which has caused some false content or bad information to be widely spread within the platform, and the original positive role of the traditional media is gradually weakened. At the same time, as a popular platform, the live webcast platform disseminates some one-sided and fragmented information, and its actual dissemination effect and subsequent impact need to be investigated. Affected by this, it is very easy for the general public to reversely interpret some nihilistic or false information. Coupled with the influence of some commercial marketing messages, the positive effects of traditional media have gradually weakened. An unhealthy trend of thought has gradually formed in the society, redefining values and even rising to the level of social systems. The prolonged spread of these influences has caused traditional media to gradually lose their original value orientation, and more homogenized propaganda methods are adopted to obtain a large number of users, which shakes their own information dissemination status.

3.3. Dispel the rational identity of traditional media

In the new era, with the rapid spread of the idea of traffic monetizing, some online live webcast platforms are constantly making false shows under the guidance of the concepts of "flow is king" and "entertainment to death", and even fabricating some nihilism to gain users' recognition. This leads to a large number of live chaos, which seriously affects the ecological order of live network. However, traditional media are exposed to various types of live broadcast platforms and cannot filter and apply some effective information. Traditional media is mixed in the same-attributed network ecology, and it is easy to be affected by the bad network environment, reducing users' rational identification with related platforms. On the one hand, in order to pursue the maximum economic benefits, some anchors use various forms of content to win the attention of the masses, regardless of public opinion and network morality. This affects the correct value judgment of traditional media, and gradually presents the opposite development state with the mainstream ideas and values, resulting in some positive content being misinterpreted. Moreover, excessive entertainment and vulgar live content emerge in large numbers, which gradually distracts the attention of traditional media, leading to the value orientation of some media contrary to the mainstream values, and the relevant information content is difficult to spread efficiently. On the other hand, in order to

meet the demands of the public, some webcast platforms use Internet information technology to track users' tracks, analyze their preferences and make selective content recommendation. The highlight of this function leads to the fact that the masses are often fixed in the fixed information flow, and it is difficult to obtain diversified information. Affected by this, the traditional media in the dissemination of relevant information, can not appear in a better form in front of the public, the rational identity of the masses for relevant information will be reduced, which is not conducive to the long-term development of relevant media channels.

4. Response Suggestions

4.1. Enhance the comprehensive literacy of communication subjects

The dissemination environment of new media has complex and diversified characteristics, which can promote the dissemination of massive amounts of information in different ways. But this does not mean that traditional media is outdated. In the context of the new era, in order to reduce the adverse impact of webcasting on traditional media communication methods, it is necessary to enhance the comprehensive quality of the communication subjects. Firstly, follow the basic principles of news business. In the environment of live webcast, the public put forward higher requirements for the interest and real-time of news information, but at the same time they also pay attention to the authenticity and correct value orientation of news. The dissemination subject needs to stick to the bottom line, abide by the basic principles of news business, and lay the foundation for the effective dissemination of relevant information. Second, enhance the professionalism of news communication. Traditional media journalists generally have a clear division of labor and can handle different business sectors at the same time. In the webcast environment, the main body of the live broadcast needs to be used to promote related content. For the communication subject, webcasting undoubtedly puts forward higher requirements. Therefore, in addition to mastering various types of information dissemination methods, the communication subject also needs to master a variety of news dissemination capabilities, not only with a solid foundation in writing, but also with relevant new media technologies. Especially in the process of some breaking news reports, the dissemination body should actively apply the live broadcast scene formed by a variety of technologies to carry out correct information dissemination, and disseminate information with the correct value orientation for the public. Finally, adhere to the correct orientation of values. Traditional media need to adhere to the correct value orientation when disseminating relevant information through webcast platforms. All entities need to abide by professional ethics in a pan-entertainment network environment and convey news information with correct values.

4.2. Optimize live content

In the context of all media eras, traditional media ideology not only relies on traditional media but also pays more attention to the use of diversified live broadcast platforms to enhance the convenience of information dissemination, capture social sensitivity, and enhance the communication frequency between enterprises and users. In the new era, in order to shape the correct brand formation, the traditional

media platform needs to continuously optimize the live broadcast content, spread the positive energy of the society, and gradually build a good network live broadcast platform. On the one hand, to promote live webcast content into life. The rapid development of webcasting relies more on the advantages of living, enriching, and entertaining content to resonate with users. Therefore, if traditional media want to create a live broadcast environment with the correct orientation and expand the number of audiences, they need to promote live broadcast content to be more life-like. It requires continuously updating and expanding the expression and presentation forms of the news based on the core views and general principles of news or relying on daily life scenes to complete correct information transmission to encourage the masses to receive relevant information better. On the other hand, pay attention to the correspondence between the dissemination of information and the public. Network live broadcasting is gradually surrounded by various types of culture, penetrating the public through imperceptible influence. This requires the traditional media to adapt to the public's way of receiving relevant information and constantly innovate the way of content communication to enhance the public's ability to accept information. In this process, the person in charge of traditional media can increase professional knowledge of the communication content, constantly strengthen the appeal of the content, greatly enhance the attraction and appeal of information, and encourage the public to accept the relevant knowledge with a better attitude.

4.3. Build a positive energy live broadcast platform

In the new era, network live broadcasting has become a popular culture for the public to receive information, especially among young people. In order to ensure the correct guidance of traditional news and information dissemination, it is necessary to build a positive energy live broadcast platform to improve the quality of information dissemination. On the one hand, government departments should strengthen the effective propaganda of socialist core values in the field of network live broadcasting, so as to make it become one of the mainstream ideologies of all kinds of information dissemination, and create a healthy network information environment for the public. The relevant regulatory departments should continue to strengthen the supervision of the network live broadcasting platform, guide all kinds of live broadcasting subjects to convey the socialist core values in the process of live broadcasting, and publicize some correctly oriented information content, so as to stimulate the public's sense of identity for traditional media with positive effects. On the other hand, traditional media enterprises should make full use of the original positive values to create a reasonable, positive and positive live platform. Firstly, enterprises can transfer the historical positive news materials into the existing live broadcast form and repeat the positive information dissemination. Secondly, enterprises need to encourage all sectors of society to participate in the construction of positive energy live broadcasting platform with the support of all kinds of live broadcasting technology, and support all social subjects to practice correct information dissemination and display good information content. Thirdly, encourage the public to actively participate in the construction of live broadcast platform, add some interactive activities between enterprises and users, display the correct live broadcast

content, and expand their own influence.

4.4. Strengthen the supervision of webcast

The effective development and standardized application of webcast technology are inseparable from a good policy environment. Therefore, in the new era, in order to give full play to the correct guidance of webcast for the traditional media, the government regulatory departments need to strengthen supervision to create a good network environment for relevant enterprises. Firstly, strictly control the content standardization of webcast. At present, the output of webcast content has a lot of impact on the public's ideological cognition and value orientation, which requires the supervision department to further expand the audit strength and scope, which is one of the key ways to ensure the effective implementation of the relevant live broadcast methods. Therefore, the regulatory authorities need to strengthen the audit of network content, and constantly regulate the communication efficiency of relevant content. Specifically, the regulatory authorities should strengthen the platform access audit, raise the certification threshold of live broadcast subject, and guide each subject to carry out relevant live broadcast activities on the basis of having the necessary certificates. At the same time, for the audit content, the regulatory authorities should require the traditional media engaged in webcast to submit for approval before the content is released. After the content has passed the audit, the regulatory department can relax the content distribution authority to ensure the correct guidance of the content. Second, improve the feedback mechanism of live content. Webcast is a dynamic interactive process, both online anchor and offline social groups can participate in the interaction. In this process, some social groups are prone to produce unpredictable behavior, or make some improper remarks, leading to the gradual deterioration of the feedback environment. Based on this, on the one hand, the regulatory authorities need to strengthen the real-time monitoring of the main body of the live broadcast, set up "housing management" for various types of regulatory platforms, anonymously supervise the behavior of the main body of the live broadcast, and assess the interaction between the main body and the public. For some unqualified live broadcast subjects, the regulatory department should punish them timely by restricting live broadcast and forbidding speech, so as to ensure the standardization of live broadcast process. On the other hand the regulatory authorities need to strengthen the supervision of some Anomies, timely supervise their speech and behavior, improve the cost of network anomie, and gradually standardize the live broadcast environment.

5. Conclusion

In the new era, with the rapid development of new media technology, the way of network live broadcasting has gradually been widely concerned by the public, causing a great sensation in all walks of life. Moreover, the popularity of online live broadcasting promotes the transition from traditional media to new media, which leads to the influx of a large number of live content and some harmful live content, which dramatically impacts the correct public opinion guidance and values of the public. From the perspective of traditional media news communication mode, network live webcast mode reduces the linkage of traditional media brands, weakens the correct guidance of media, and dispels the rational identity of traditional media, which is not conducive

to standardizing the network environment. It is necessary to standardize live broadcasters' behavior by enhancing the broadcasters' comprehensive quality, optimizing live broadcast content, building a positive energy live broadcast platform, and increasing the supervision of live broadcasts, to create a good web live broadcast environment. In the future, traditional media will need to constantly update the methods of webcasting and dissemination, expand the means of information dissemination, and stick to the leading position of news dissemination while keeping up with the development trend of the times. Webcasting should also maintain the original cultural connotation and the desirability of traditional news dissemination methods under the constantly changing network environment and improve the information dissemination ability to achieve better development.

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