

Research on the Path of Socialized News Communication in the Social Media

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Abstract

Entering the era of social media, interpersonal communication networks and content communication are combined. Social media platforms carry almost all communication content. News communication is no exception. Popular communication methods have also been incorporated into the social communication logic. The study uses the Internet communication feature of news dissemination from "popularization" to "socialization" as an entry point. It revolves around the application of news content dissemination on social media, the changing characteristics and motivation factors of the dissemination path shift, and the socialized communication path. The analysis and research are carried out in four aspects: its representation, the predicament of social communication path dependence and its resolution. In the direction of transmission, technology is an important driving force, and more important is the instinct of interpersonal communication that accompanies human "social animals". Socialized communication and popularized communication are not substitutes for each other, but integrated with each other. Socialized communication is a "mass self" type of communication, which can be roughly divided into three main communication modes: traditional media, self-media and personal portals. , With the characteristics of real-time co-field, users becoming productivity and scale, communication and social interaction. When socialization becomes an important communication path for content dissemination, there are also many problems due to path dependence, such as content "hollowing", user satisfaction "absolute" and the existence of "information gap" phenomenon. Therefore, for traditional media and self-dissemination For the media, how to get rid of the problems caused by this path dependence should become the focus of attention in the current social media era.

Want direction.

Keywords

Social media; social communication; interpersonal network; path dependence.

1. Summary of the Research on the Communication Path of Socialization

1.1. Research on the status quo of social media application and problem countermeasures

The widespread use of social media in the field of news and information dissemination has become an important content of the attention of many scholars . In terms of the application status , especially the traditional media turning to the integration and development of " two micro-one ends " , most scholars analyzed by way of empirical research . Wang Lingzi and Zhang Jie also used the method of empirical research in " Analysis of the Communication Characteristics of Social Media Intervention in Traditional Media-A Comparative Analysis of the Contents of " People's Daily " , " CCTV News " and " The Paper " WeChat Official Accounts . The analysis of the push content of the media WeChat official account shows that " with the intervention of online social media , news media's focus on " news production " has changed to

" user-centric ". This also shows from an empirical point of view that news dissemination in the era of social media should " take the user as the king ", which is obviously different from the " centralized " news dissemination method in the era of mass media . Xiang Anling , Shenyang , and Luo Qian pointed out in the " Research on the Integration Strategy of the Two Ends of the Media-Based on the Survey and Analysis of 110 Domestic Mainstream Media 94.45% of the official media have completed the dual micro layout . Homogenization Content and service awareness are weak, and content quality is not strictly controlled ." . It can be seen that the transformation direction of traditional media is social media as the main direction . At the same time , there are several problems with the transformation process of traditional media . This also shows that under the fiercely competitive new media environment , credibility will become the biggest advantage of traditional media to reflect the value of services , especially in the media environment where the " audience is king " [1 2].

1.2. Communication mechanism and communication patterns on social media

In fact, the study of the socialized news dissemination path in this article is the development and summary of the news dissemination mechanism of social media. In a sense, it can be attributed to this type of research. However, in the process of sorting out the existing research, the author found that most of the research has a small cut, and many common views are scattered in each research. They are all analyzed and studied from a specific and subtle aspect. Less generalized the representation of "social media + news dissemination" from a more macro perspective^[3]. The author's analysis may be due to the limitation of space or research perspective.

Tian Zhihui , Liu Yingqi , and Zhang Xiaoli started with the news function of social media in " News Communication Mode of Social Media Platforms " and summarized its three major characteristics : " News dissemination is customized and automated ; 'pop-up ' push functions are flooded ; user interaction Participate in news dissemination on social media platforms " and made suggestions for traditional media to deal with the impact of social media platforms . It can be seen that the news dissemination function of social media must not only do a good job of " content " , but also grasp " users " [4]. In the final analysis , users should be the primary factor to maximize the effect of news dissemination . Tan Tian and Su Yizhou's " Relationship Transformation in Social Media " pointed out that in the era of social media , " guan " firstly refers to a kind of interpersonal relationship , and this " relationship " is both a resource and a data . The article's analysis of the relationship between social media provides such an inspiration [5]. The relationship between the era of social media is a kind of interpersonal relationship , which reveals the current degree of information interaction .

1.3. Research on Social Communication

Early research on social communication focused on the social communication between TV video content , such as " Social Communication of TV Variety Shows " by Junwei Lu and Chen Ting ; " Social Communication in China " by Wang Haocheng , Zhang Shouxin , and Gai Peng Analysis of TV Development Models and other articles^[6] . After the application of socialization strategies in American paper media , domestic research began to focus on the social development of paper media , such as Jia Jinxi's " What Social Media Brings to the U#S# Newspaper Industry " and Wenjian's Behind " Limited Socialization : Social Strategies of Foreign Mainstream Media " and other articles . In recent years , with the rapid development of Internet technology and social media , the impact and impact on the news media industry has become more and more profound [7].

Regarding the research on the socialization of news communication , Wang Shuhuai , in " Social Transformation of Traditional Media Attempts " , took the People's Daily Sina Weibo as an example , and specifically analyzed how the central-level traditional media published on Weibo . The success of this social media platform and the complex situation it faces , the author clearly

pointed out in the article that "socialization is a new path to traditional media to turn". The current development status of the "national team" media on WeChat, Weibo and other social media platforms is a good proof of this assertion. In "Research on the Social Development Trend of News Media", Zhou Lei analyzed the types, main characteristics and development trends of news socialized communication. The author believes that in the context of intense news media competition, "the social development of news media The trend has become an indisputable fact." [8]. From a specific research perspective, the article makes a specific and micro-organization of social communication, and for the social communication path of this article. The research has very good reference value. In "Research on Social Communication of News in the Era of Mobile Internet", Geng Xiaodong also analyzed the connotation, characteristics and development of social communication. The author also believes that "traditional news media should leverage social communication to achieve multimedia integration. Optimization and diversified communication".

2. Understanding social media

The two concepts of "social media" and "social media" have been regarded as one by many researchers[9]. In fact, there is a difference between the two. As far as the discussion of social news dissemination path is concerned, it is necessary to "catch the word" on this issue. In addition, social media with both information dissemination and social attributes are destined to "come together" with news dissemination and production. This is manifested at both ends of the main body of transmission and reception.

2.1. The external conditions and internal logic of the evolution of social media

Tom Standitch pointed out in "From Papyrus to the Internet: Social Media 2000" that social media had already appeared in the correspondence between the elites in ancient Rome. The social media and social media here are essentially the same. The similarities and differences between the two will be discussed in the next part of the paper and will not be repeated here. In the Internet age, the development of information technology at multiple levels Xingsheng, from the Internet, mobile Internet to big data, VR/AR, including 5G technology and block chain technology that will be put into commercial use around 2020, all of these provided continuous input for the evolution of social media[10].

Before the birth to the Internet, people's communication and interaction were mostly realized through traditional telephone, letter or face-to-face methods. Social media is only in its primitive embryonic stage, and most information dissemination is mass communication between point to face. The initial stage of the development of the Internet, that is, the Web 1.0 era represented by portals, does not have social attributes, but it has become the basis of the establishment of a "public space" for online social networking. Social media such as forums and mailing groups. However, the use of social media in the Web 1.0 era cannot break for the fixed PC space. Entering the Web 2.0 era where social media is the core, individual information dissemination and production power rise, and its internal power sourced is "returning the dominance of the Internet to the individual, so as to fully tap the individual's enthusiasm to participate in the system" [11].

In recent years, the continuous and in-depth development of emerging technologies such as 5G technology, VR/AR, and blockchain has brought unlimited possibilities for the development of social media. 5G networks with faster network speeds, more connections, and lower latency will bring new experiences to the use of social media, especially when combined with VR technology. VR social networking is boosted by the comprehensively improved network transmission technology[12]. It will break through the development bottleneck and bring a communication form and social experience characterized by "high immersion, scene interaction, real-time social interaction, and non-verbal transmission". The further

development of blockchain technology in the future will provide technical support for the preservation of personal data and distributed content of social media, and improve the content interaction and individual interaction based on social media^[13].

2.2. Inner logic: connection with people as the core

From the perspective of a more macroscopic media process, the development of social media to "ubiquitous, no one does not use", the addition of information technology to social media is only an external condition. No matter how "external" information technology develops and changes, and what functions it adds to social media, its internal logic is always the same, that is, the essence of interpersonal interconnection.

Paul Levinson pointed out in the book "Replay of Human History: The Evolution of Media" that the development of technical communication media "tends to copy more of the pre-technical or humanized communication environment in the real world" and has a human nature The evolution of trends. Combining McLuhan's theory of "media is the extension of man", he divided the development process of media technology into three stages: non-technical environment, early technological environment (extension at the cost of realization), advanced technological environment (extension of copying reality)). The development of social media can be said to be a transition from the intermediate stage to the third stage: Although the spread of social media can be achieved through the development of information technology to achieve the extension of multiple levels of human senses, it is also trying its best to restore "Face-to-face" communication situation, but in fact, social media has not yet reached the advanced technological environment of "extension balance in the true sense and realization of multi-dimensional communication".

From the perspective of human subjectivity, for humans, social media is always an instrumental existence that serves people. Therefore, whether it is social media itself or social media technology (and other information technology), its The basis is the satisfaction of human communication needs. When the development of social media constitutes a new form of social communication, it is essentially a reflection of the real society of mankind.

3. Transition of the communication path from popularization to socialization

Human communication activities are also the flow of information on human society . This kind of information flow can only be achieved with the help of a certain medium , that is , the medium . According to the change and development of media in different stages , human communication activities can be divided into five stages : oral communication era , written communication era , printing communication era , electronic communication era , and digital communication era . As early as the era of text communication , social media have emerged . From papyrus and parchment in the Mediterranean area to Chinese engraving and printing , these interpersonal communication media " frequently appeared " in human information exchanges . By the middle of the 15th century , Gutenberg invented movable type printing , marking the entry into mankind into the era of printing and communication , which Schram called " the day when mass communication began ." . At the same time , journalism has entered a period of vigorous development from the budding state of " grass-colored distant view but nothing near " to a period of vigorous development of " stray flowers gradually becoming charming . With the emergence of radio , television , and the Internet in the 20th century , mankind ushered in the era of electronic communication . It can be said that this announced the peak of mass communication ^[14].

McLuhan pointed out that with the development of the media, the time and space of information transmission between people will be drastically reduced, and the whole world will be

"tribalized" again. When we look back on the entire history of human communication activities, we will be surprised to find that today's "digital communication era" and the "oral communication era" at the beginning of human communication have the same advantages: tribal communication atmosphere and face-to-face communication. the way. From a social perspective, the mass media is just like Tom said, "The old media era inserted in the middle is only a temporary phenomenon, not a normal situation." The development process of human communication shows "Concave in the middle and protruding on both sides" curve.

The advent of the era of social media, the reshaping of interpersonal relationships, and the upgrading of spiritual communication have all promoted the transformation of mass communication paths to socialization, especially in the three aspects of transmission, recipients, and communication content. Of course, this shift does not mean that "mass communication" has become a thing of the past. Just like the development process of human communication activities, it is not a process in which new media replace old media one by one, but a superimposed process. While socialized communication, it also presents the characteristics of "mass self-communication".

3.1. The changing path of popular news dissemination

The preacher: from "centralization" to "decentralization"

Mass communication is a large-scale information production and dissemination activity carried out by professional media organizations using advanced communication technologies and industrialization methods to target the general public in society . Starting from this definition , we can understand the role of the communicator in mass communication between the following aspects^[15] .

First of all , the role of the communicator under the mass communication model is " unique " . Communicators in mass communication are first of all professional media practitioners engaged in information production and dissemination , and are members of media organizations , such as reporters , news editors , etc , who often undergo corresponding professional training and mastery With corresponding communication skills , such as the use of communication symbols and the operation of communication tools . The existence of technical barriers separates the communicator from the recipient . Of course , the boundaries are not absolute and clear , but compared to the Internet era , this distinction is still quite obvious . At the same time , the communicator here still refers to the " professional media organization . " . The separation between individuals in the production and dissemination of information can actually be " crossed " , that is to say , any individual can become a member of the media industry after being trained and trained . However , from the perspective of " the communicator is a media organization " , It is difficult for individuals in the mass communication era to have independent communication tools with equivalent influence . From this point of view , in the era of mass communication , the power of information production and dissemination is concentrated on the end of the communicator , and it is difficult for the audience to participate in this process .

Secondly , from the perspective of content dissemination , the traditional mode of mass communication is that information from the outside world must first go through mass media organization , that is , the disseminator's screening and checking , then processing and processing , and passing it to the audience through multiple channels . The entire communication process presents two characteristics : First , the communicator is always at the center of content selection , processing , and content dissemination ^[16]. It is difficult for the audience to bypass the communicator and directly contact the information source ; second , the communication activity is In unidirectional linear communication , traditional media transmits information in the order of time . Although there is feedback , this feedback mechanism does

not have much effect. With the advent of the Internet and the advent of the era of social media, the mode of information dissemination led by communicators has been subverted.

3.2. Recipient: From "passive" to "active"

The monopoly on the discourse power of traditional media and the limitation of feedback by technical means mean that the audience is in the terminal position in the linear communication chain, and the audience has very few opportunities to participate in information dissemination activities [17]. To a certain extent, mass communication has the possibility of two-way circulation, such as letters from readers in paper media, opinion surveys of television media, and calls from broadcast listeners, etc, but similar feedback is really "drop in the bucket" and is in the era of mass communication. Similar audience feedback does not occur to communication activities and has a high lag. Therefore, the so-called mass communication organization does not "do not need or want" audiences to participate in communication activities and feedback effects. The revenue of advertising is directly linked to the size of the audience, but to some extent limited by technical factors. The feedback channels is much narrower than the communication channels. Internet technology has successfully solved this problem and opened up the feedback channels of traditional media. Similarly, Internet technology also empowers audiences with the ability to produce and disseminate, which has an impact on the content production monopoly on traditional media. This may be something that the mass media "does not need or want" [18].

There is a "co-evolution" relationship between the information receiver and the development of media technology, that is, "the trait of one species evolves as a response to the trait of another species, and the trait of the latter species itself is used as the former one. The evolution of traits in response to", the development of mobile Internet technology and social media, empowering information receivers to shift from "passive acceptance" to "active participation", and the transition to "audience" to "user" is an important manifestation of this. As the "audience" of the recipient of the mass communication era, it has been transformed into a "user" integrating production and acceptance. Social media plays a platform role in it, such as the WeChat public account in WeChat, and today's headlines. Toutiao APP has become a platform tool for individual information production [19].

Of course, not every individual will participate in the production and dissemination of content, or the degree of participation is the same as before, and the audience role still exists. The term "user" was introduced into the field of communication because "academics urgently need a term to better describe the subject of current communication activities" [24], and the individual as the receiver of information may not be aware of it. The value of this transformation still defines itself as the "audience", or when it acts, it does not consider it to be different from the "audience" role. Therefore, whether it is the communicator or the recipient, in the era of social media, it is extremely important to establish user awareness.

Content: From "solid" to "liquid"

The meaning of mass communication can be decomposed into four meanings: "a large number of communicators, a large-scale communication organization, a large number of copied content, and a large number of recipients." From this analysis, it can be seen that in the era of mass communication, the first two determine the institutionalization of content production, and the latter two determine the timing of content release.

This process is one-way and linear. "Traditional news texts take on a 'solidified' sample form after a complex operation process, and there are few opportunities to modify or rewrite them after publication." This is why the mass media The media is an important reason for strict control in the content production process. In "Public Opinion", Lippmann described mass communication in this way, "It is like the beam of a searchlight, shining continuously, bringing one thing after another from the dark to people's sight." From the perspective of the verticality

of time, the "searchlight" function of mass communication presents the facts on the timeline to the audience, but from the perspective of the horizontality of events, the content of mass communication is "solid". The encapsulated content products of mass communication are obviously not flexible, but the facts have been in a dynamic evolution. Due to factors such as technical obstacles and modular operations, traditional mass communication media can hardly keep up with this speed. At the same time, it is difficult for mass media organizations to present a full picture of the facts, and can only rely on their professional standards to screen and present complex facts. Therefore, a single channel of communication and content from a narrative perspective can only construct a "mime society".

3.3. Media ecology in the era of social media

From the very beginning of social media to the Internet era, which "evolved" into social media, its essential function has not changed, that is, it assumes the carrier of information and the tool for information exchange, and information dissemination itself has the characteristics of interpersonal communication. Therefore, social media is a unity of information dissemination and social attributes. From this perspective, the "marriage" of social media and news dissemination is an inevitable result. From the perspective of news dissemination, whether it is the efforts of Internet technology companies on content distribution platforms or the development of traditional media, social media has become the main battlefield for news information production and dissemination; from the perspective of audiences With the development of mobile Internet technology and the convenience and intelligence brought about by the popularization of smart devices, more and more audiences turn to social media to obtain news information.

From the perspective of news dissemination, there is a "complementary" relationship between audiences and social media: the social nature of information transmission, with the support of mobile Internet technology, the evolution of social media will inevitably point to the direction of the audience; and society Chemical media has opened up more communication channels, and audiences are increasingly turning to social media to obtain news information. This shift in media use behavior is manifested in two aspects: First, the audience's tools and channels for obtaining news have begun to shift from traditional media to mobile-based social media, such as social application platforms, news clients, etc.; second, audiences The news sources of, not only come from the "subjective communication" of the media, but also "associated communication" such as individual sharing and forwarding are becoming more and more prominent.

3.4. Motivation factors for the shift of social communication paths

Both parties and content on the path of mass communication have lost the characteristics of the era of mass communication. Instead, the new form given by the constantly updated and developed information communication technology has shown the characteristics of socialized communication. The role of technology is an important driving force in the transformation of social communication paths. It activates individual energy and enables them to participate in the communication system. From a more long-term perspective, this turn is just a reproduction of ancient social media. Technology is like a match, rekindling social media blocked by the mass media, making it the main carrier of information society communication.

The rebirth of social media is certainly driven by technology, or from a more macro perspective, social media is also a part of the technical logic, but in essence, it is human instinctive needs that play a leading role. That is interpersonal interaction. Of course, technological advances are constantly expanding the time and space of human interaction and enhancing the experience of interaction.

4. Conclusion

In the era of social media , socialized communication with social media as the carrier and interpersonal relationship as the communication network has become the main path of content communication . Among them , the former communicator is still a " communicator " , but its inherent production and communication concept has been " not what it used to be " ; the former audience has changed , integrating the roles of production and reception , and has become a social media . The " new nobility " of the times ; the former communication content has also been restored to its original appearance and become an information flow . As the foundation and foundation of many forms of communication , interpersonal communication has once again become an " infrastructure " for information transmission and individual interconnection , driven by the Internet , mobile communication and social media technologies . Of course , the " biggest credit " belongs to the communicative nature of human beings , that is , the instinct for human existence as a social animal . Compared with the interpersonal communication that accompanies the birth to human beings , the " interpersonal transmission " with the addition of technology can block time and space across domains , and even extends this relationship to the level of the relationship between " individual and environment " and " individual and individual " , Naturally , content dissemination must adapt to this in order to achieve maximum effect .

As a way of communication, there is no problem with social communication itself. It is just that when the main body of communication is over-reliant on this path, the logic of social communication becomes the master, and there are many problems that accompany it. Of course, many communication subjects are also working hard to practice the way to eliminate path dependence. With the gradual maturity of social media technology and the improvement of social systems, especially when artificial intelligence technology provides infinite possibilities, users and the market will eventually return to a rational level, and the field of content production and dissemination will develop in a good trend.

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