

Change and Development of News Communication in China

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Abstract. This paper discusses the change and development of the field of news dissemination in China, focusing on the far-reaching impact of technological progress, policy adjustments and changes in social demand on news dissemination. With the rapid development of the Internet and mobile communication technology, the form of news dissemination has undergone a fundamental change, gradually shifting from traditional media to new media. This transformation has not only changed the way of information production and dissemination, but also reshaped the audience's habits of acquiring and consuming information. By systematically analysing these changes and developments, this paper reveals the important impacts of technological advancement drives, policy adjustments and changes in social demands on the development of news dissemination in China, which have promoted the speed and breadth of information dissemination, changed the way of news production, and allowed for increased audience participation, but also intensified media competition. It aims to provide reference for related research and useful insights for news communicators in practice.

1 Introduction

Driven by the dual forces of globalisation and informatisation, the field of news dissemination in China has experienced profound changes and rapid development. This thesis aims to systematically sort out and analyse the changes and impacts of key factors in this process, focusing on the roles of technological progress, policy adjustments and changes in social demands on news dissemination and their interrelationships.

Firstly, technological progress is an important driving force for the change of news dissemination in China. The popularity of the Internet and the development of mobile communication technology have greatly increased the speed and breadth of information dissemination. Traditional media, such as newspapers and television, are facing great challenges and impacts from online news and social media. The rise of new media has not only changed the way of news production, but also profoundly affected the way and habits of audiences to obtain information.

Then, policy adjustments have played a key role in the transformation of news dissemination in China. By formulating and implementing a series of laws, regulations and policy measures, the government has regulated the behaviour of news dissemination,

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maintained information security, and improved news quality and credibility. At the same time, policies have promoted the integration of traditional and new media. For example, the communication power and influence of mainstream media have been enhanced by promoting the deep integration of media.

Next, changes in social demand have driven innovation and diversification of news content. As the public's demand for news information becomes increasingly diversified and personalised, the form and presentation of news content continues to evolve. The audience not only focuses on the occurrence of events, but also pays more attention to the background, depth and significance of the information. This demand has given rise to new forms of news such as in-depth reporting, data news and interactive news. Meanwhile, the development of social media platforms has transformed the public from passive recipients of news to active participants, forming a new communication ecology.

Finally, news practitioners should adhere to professional ethics and maintain the authenticity and fairness of news. In an era when information spreads rapidly and rumours are easy to spread, journalists should be more cautious in verifying the sources of information, ensuring the objectivity and truthfulness of news reports, and establishing the credibility and social responsibility of the media.

The change and development of China's news dissemination reflects the joint drive of technology, policy and social demand, and is a dynamic and evolving process. Facing the future, with the application of new technologies such as artificial intelligence and big data, the field of news communication will usher in more opportunities and challenges. This thesis expects to predict the future development trend through the study of the current changes, and provide theoretical support and practical suggestions for the healthy development of journalism and communication in China.

2 History of development

2.1 Communication in the age of traditional media

Since ancient times, there has been a Chinese proverb that says, 'Before you leave your hut, you will know three parts of the world', which demonstrates the importance attached to the dissemination of information since ancient times. It can be said that information dissemination has existed since the beginning of human language, and even the closed environment of the traditional media era has not been able to conceal its important role.

2.1.1 Early media forms

In ancient China, great importance was attached to the media methods of inscribing words on physical carriers and communicating these entities. The transmission of information in writing played an indispensable role in ancient Chinese society.

Language was often invented before writing, so the original way of passing news in ancient times was by word of mouth. However, the breadth and timeliness of information transmitted by people through oral is still limited, so the ancients would use the physiological advantages of horses, carrier pigeons and other animals to increase the breadth and timeliness. With the improvement of people's physical and chemical level, also mastered the fire beacon, wolf smoke and other means of obviously efficient transmission of visual signals [1].

Previously, the ancient people copy and disseminate text information completely rely on manual copying and engraving, which makes the speed and volume of information dissemination has always been limited. The Late Tang engravings brought this dilemma to a turnaround. Although movable-type printing, pioneered by Bisheng in the Northern Song

Dynasty, did not receive appropriate attention at the time, its subsequent rapid development caused revolutionary changes [2].

2.1.2 Recent media patterns

In the second half of the 19th century, with the advance of the Industrial Revolution, wood-pulp papermaking made significant advances, the paper industry's dependence on the textile industry was reduced, and the phenomenon of 'Luoyang Paper Expensive' no longer existed. At the same time, the printing press also rocketed upwards.

Advances in printing were evident in the rise of the newspaper. From the 18th century onwards, newspapers flourished in the colonial empires of Europe, even as decrees to clamp down on freedom of thought and of the press arose in response to this phenomenon, and in 1814 the Times was printed on a steam engine. This enabled it to dominate sales in the first half of the 19th century.

The 20th century saw a crisis of newspaper privatisation in both Britain and America. Politicians used the new medium of radio to find a stable alternative to newspapers, which were gradually being eaten up by commercial advertising. The election of the Nazis in Germany was closely related to the popularity of radio.

China's broadcasting industry started late, with the earliest radio station founded by American businessman Aspen in Shanghai, while it was still in operation in March. The first radio station was set up in Shanghai by an American businessman, Aspen, which was closed down in March. Soon after, the American firm Xinfu also set up a radio station in Shanghai, which was also closed down half a year later due to the low ownership rate of radios at that time. It was not until 1 May 1927 that the then Republic of China (ROC) government set up its first official radio station in Tianjin. The first people's radio station under the leadership of the Communist Party of China (CPC) was the Yan'an Xinhua Radio Station. This was also the predecessor of the Central People's Radio. The station achieved rapid development from 1949 to 1956, but later became a propaganda tool for some biased viewpoints, deviating from the original purpose of the medium. It was not until the beginning of perestroika in 1979 that it was put back on the right track and expanded its functions and operations.

The introduction of the television industry was even later. It was not until 1947 that the Broadcasting Administration of the then Nanjing National Government planned to introduce television, and in 1948 it formally purchased the necessary experimental equipment for live television broadcasting; preparations for this came to an end in 1949 with the fall of the Nanjing National Government. The birth of a real television station in China took place on 1 May 1958, marked by the test broadcast of Beijing TV, the predecessor of CCTV. China's first black-and-white radio and television equipment was also manufactured in the spring of the same year, and in 1970, China's first colour television set was born in Tianjin. However, it was in the midst of the Ten-Year Catastrophe, and the overall development of the TV industry was in the doldrums [3].

2.2 Development of the digital era

The development of the digital era refers to the development trend of increasing digitalisation and informatisation in all areas of social and economic life with the progress and application of information technology, which has brought many conveniences and opportunities to society.

2.2.1 Popularisation and Influence of Internet Technology

The popularisation and impact of Internet technology has promoted the digital transformation and informatisation of society, and has had a positive and far-reaching impact on economic growth, social development and cultural dissemination. However, the Internet popularisation may bring about problems such as information flooding, network security, personal privacy protection, etc., which need to be managed and regulated to ensure the healthy development of the Internet.

The development of the Internet has promoted the transformation and upgrading of China's economy and the development of new industries, such as e-commerce, Internet finance, artificial intelligence, etc., which has led to the development of the relevant industrial chain and promoted the optimisation and upgrading of the economic structure.

Chinese Internet enterprises have made remarkable achievements in technology research and development, business model innovation, etc., which have promoted the innovative development of Internet technologies and applications, facilitated the rapid growth of the digital economy, elevated China's position in the global Internet market, strengthened the international competitiveness of Chinese enterprises, and pushed forward the globalisation of China's Internet industry [4].

2.2.2 The rise and development of social media

The rise and development of social media has changed people's way of socialising, information acquisition, entertainment consumption, etc., and has become an indispensable part of the digital era.

The popularity of mobile phones allows people to obtain information anytime and anywhere, accelerates the speed of information dissemination, promotes the wide circulation of information, facilitates the popularity of mobile payment methods, and provides a wealth of life services, making people's lives more convenient and efficient.

With the rapid development of social media, social media platforms have become one of the most important channels for the dissemination of news and information, and news can be spread rapidly on social media, which promotes the speed of news dissemination. Social media promotes the transparency of news dissemination, and more people can participate in the discussion and comment on news events, increasing the transparency and openness of news dissemination. However, because of the imperfections of social media, it also has the problem of false information and rumour spreading, and the authenticity and accuracy of information need to be strengthened supervision and management [5].

3 Reasons

3.1 Economic development and social change

Economic growth has provided a solid foundation and broad space for the expansion of the media market. By attracting more investment in advertising, meeting the growing information needs of the general public and promoting technological innovation, the media industry has continued to grow and progress on the wave of economic development.

3.1.1 Impact of reform and opening up

Since the reform and opening up, China's economy has continued to grow rapidly, providing strong impetus and support for the development of various industries. The media industry, as

an important carrier of information dissemination, has experienced significant market expansion driven by economic growth.

With the economic boom, the advertising and media markets have expanded rapidly, and the media industry has received more financial support and development opportunities. This has laid a solid economic foundation for diversification and technological progress in the media industry.

Economic development has caused changes in social structure, especially urbanisation and the rise of the middle class. These changes have led to an increasing demand for cultural consumption and a more diversified demand for information and entertainment. The media industry therefore needs to continue to innovate in order to meet the needs of different groups.

3.1.2 Impact of social change on communication patterns

Social change has had a profound impact on information dissemination patterns. Urbanisation has not only changed the geographical distribution of the population, but also profoundly affected the ways and channels of information dissemination [6].

With the acceleration of urbanisation, a large number of people have concentrated in cities, and the demand for information by urban residents has increased dramatically. Urbanisation brings more channels for cultural exchange and information dissemination, and promotes the rapid development of the media industry. At the same time, urbanisation also improves the efficiency and coverage of information dissemination, and the media are able to disseminate information faster and more widely.

The development of the Internet and mobile technology has given rise to a large number of emerging social groups, such as netizens and self-media people. These groups are not only receivers of information, but also creators and disseminators of information. They acquire and release information through various new media platforms, breaking the monopoly of traditional media and diversifying information acquisition channels [7].

3.2 Policies and Regulation

The introduction and implementation of laws and regulations, such as the Cybersecurity Law, have safeguarded the security and stability of cyberspace as well as regulated the order and quality of information dissemination. By clarifying responsibilities, regulating content, strengthening supervision and promoting development, government policies have promoted the standardisation, specialisation and innovative development of the media industry while maintaining cybersecurity.

3.2.1 Government Policies

In order to maintain national cybersecurity and regulate online behaviour, the Chinese government has introduced a series of laws and regulations, of which the Cybersecurity Law is a key one. The introduction of this law and the implementation of its related regulations have had a significant impact on information dissemination patterns and the media industry. The government has regulated the dissemination of information on the Internet through the Cybersecurity Law and other laws and regulations. These laws and regulations have not only guaranteed the safety of Internet information, but also promoted the healthy development of the Internet industry. The introduction of the laws and regulations has clarified the responsibilities and obligations of all kinds of media, regulated the market order, and is conducive to maintaining national security and social stability [8].

The Provisions on the Administration of Internet News and Information Services are policies formulated by the government to strengthen the administration of Internet news and

information services. These regulations clarify the access conditions and management methods of Internet news and information services, guarantee the truthfulness, objectivity and fairness of news information, and promote the standardisation and professionalisation of Internet news and information services.

3.2.2 Media Convergence Development Policies

In order to adapt to the changes in the information dissemination environment and promote the innovation and development of the media industry, the government has actively introduced and promoted policies on media convergence development. These policies aim to promote the in-depth integration of traditional and emerging media, realise resource sharing and complementary advantages, and enhance the overall competitiveness and influence of the media industry [9].

To cope with the impact of emerging media, the government encourages the integration and development of traditional media and emerging media. This integration includes not only the integration of content, but also the innovation of technology, channels and business models. Through integration, traditional media can make use of new media technology to enhance their communication ability and influence, and emerging media can also draw on the professional experience and resources of traditional media to achieve a win-win situation.

In order to meet the needs of media convergence development, the government has promoted institutional and mechanism reforms in the media industry. These reforms include simplifying administrative approvals, relaxing market access and optimising regulatory mechanisms. Through the reforms, the market environment of the media industry has become more open and fair, and the vigour of innovation has been further stimulated [10].

3.3 Colour illustrations

The improvement of education and informationisation has greatly enhanced public participation and changed the shape and ecology of information dissemination. In this process, the media industry needs to continuously innovate its contents and services, adapt to the changing needs of the audience, improve the quality and efficiency of information dissemination, and realise a wider and deeper social influence.

3.3.1 Increased Public Participation

With the rapid development of Chinese society, the public's level of education and informatisation has increased significantly, a change that has substantially increased public participation and had a profound impact on the shape of information dissemination.

With the improvement of education level and the popularisation of information technology, the public's media literacy and information acquisition ability have improved significantly. People are able to acquire, analyse and disseminate information more conveniently, and their enthusiasm to participate in social and public affairs has greatly increased. This change has prompted the media to pay more attention to the public's needs and feedback, enhancing the interactivity and participation of information dissemination.

The public's demand for information shows a trend of diversification and personalisation. In addition to news reports, people want more information on entertainment, education, services and so on. In order to meet this change, the media need to constantly innovate the form of content and dissemination methods, and improve the relevance and effectiveness of information services.

3.3.2 Information Transparency and Immediacy

With the development of society and the advancement of information technology, the public's demand for transparency and immediacy of information is increasing. This demand has driven profound changes in the way and content of information dissemination, posing new challenges and requirements for the media industry.

In the information society, the public has higher expectations for transparency and immediacy of information. They want to know all kinds of information in a timely, comprehensive and accurate manner, especially information related to public interest. This demand prompts the media to accelerate the speed of information dissemination and enhance the transparency and authority of reporting.

In order to cope with the competition from emerging media, traditional media are also speeding up information dissemination. They make use of the Internet and mobile technology to establish a variety of information distribution platforms and realise the rapid transmission of information. At the same time, traditional media have also strengthened the real-time reporting of major news events, enhancing the timeliness of information dissemination [11].

3.4 Cultural Communication and Public Opinion Dissemination

The entry of international media groups has brought new competitive pressure to the Chinese media market. This pressure has prompted the local media to continuously upgrade and improve their content quality, technological innovation, market mechanism, cultural integration and public opinion guidance. By actively responding to the competitive pressure of international media groups, local media can seek opportunities in challenges and realise their own transformation, upgrading and sustainable development.

3.4.1 Entry of Multinational Media Groups

With the acceleration of globalisation, multinational media groups have entered the Chinese market, bringing new competitive pressure to the Chinese media environment. This competitive pressure has had a multifaceted impact on the local media, bringing challenges as well as providing opportunities for development.

With the progress of globalisation, more and more multinational media groups are entering the Chinese market, bringing new competitive pressures. These international media groups have advanced technology and rich experience, and their entry not only enhances the level of competition in the market, but also promotes the progress and innovation of the domestic media industry.

The entry of multinational media groups brings more international cultural resources and promotes the exchange and dissemination of different cultures. Through the introduction of excellent foreign programmes and contents, domestic audiences are able to come into contact with richer and more diversified cultural products, enhancing the depth and breadth of cultural exchanges.

3.4.2 Guiding public opinion and social responsibility

The media play an irreplaceable role in guiding public opinion, promoting social development and maintaining social stability. While fulfilling their duties of guiding public opinion, the media should also adhere to the principle of objectivity and impartiality, assume due social responsibility and contribute to the building of a harmonious society.

The media have an important role in guiding public opinion in information dissemination. They are not only the transmitter of information, but also the shaper of social opinion.

Through objective and fair reporting, the media can guide the public to correctly understand social phenomena and form a positive and healthy atmosphere of social opinion.

As a public service organisation, the media shoulder important social responsibilities. They need to pay attention to hot social issues, reflect public interests and demands, and monitor the behaviour of the government and all sectors of society. By fulfilling their social responsibilities, the media not only enhance their own credibility, but also contribute to the harmonious and stable development of society.

4 Implications

4.1 Future trends

The future of Artificial Intelligence (AI) applications is very wide in the media industry, it has already begun to play a role in content creation, recommender systems, automated processes, etc. and will continue to play an important role in the future.

4.1.1 Technology Trends

The prospects for the application of artificial intelligence (AI) are widespread in the media industry, helping media organisations to improve productivity, optimise user experience, reduce costs and bring about smarter media services. However, with the continuous development of technology, it is also necessary to pay attention to the ethical and privacy issues that may exist in the process of AI application, and to safeguard user rights and data security.

AI can analyse and mine large amounts of data to help media organisations better understand audience needs and market trends, so as to optimise content strategies and business decisions.

The development of emerging communication technologies will continue to drive change in the media industry, mainly including 5G technology, virtual reality (VR) and augmented reality (AR), and blockchain technology. The proliferation of these technologies will lead to faster data transmission speeds and lower latency, improve the efficiency of copyright protection and trading of content, and promote transparency and credibility in the media industry.

4.1.2 Policy Trends

In the future, government regulation of the media industry is likely to become more refined and intelligent in order to adapt to the development of new technologies and new business models.

With the rapid development of the media industry, the government may further refine its regulatory policies and formulate specific regulatory measures for different types of media and communication channels, so as to improve the targeting and effectiveness of regulation.

The government may introduce more policies to support the development of media convergence, encourage the in-depth integration of traditional and emerging media, promote the transformation and upgrading of the media industry as well as introduce incentives to support the technological innovation and content innovation of media organisations, and promote the sustainable development of the media industry [12].

4.1.3 Market Trends

With the development of market economy, the degree of marketisation of the media industry will be further increased and market competition will become more intense.

The opening up and competition in the media market will prompt media organisations to continuously improve the quality of content and service level. With the development of digitalisation and mobility, the advertising market will continue to grow, and media organisations will need to explore new forms of advertisement and business models, and improve the accuracy and effectiveness of advertisements.

Media organisations will continue to explore and innovate business models to adapt to changes in the market environment and diversification of user needs.

4.2 Experiences and lesson-learning

User demand-driven, personalised and diverse content and services are key to the success of media organisations.

4.2.1 Summary of Successful Experiences

Technological innovation is an important driving force for the development of the media industry. By constantly introducing and applying new technologies, media organisations can enhance the efficiency of content production and dissemination, and improve user experience and market competitiveness. High-quality content is the core competitiveness of media organisations. By strengthening content production and editing, and providing in-depth, valuable and attractive content, they can attract and retain users and enhance market influence.

4.2.2 Challenges and problems faced

In the era of information explosion, the authenticity and credibility of information is an important challenge for media organisations. How to ensure the accuracy and objectivity of information and prevent the spread of false information and rumours are problems that media institutions need to solve. Meanwhile, in the face of fierce market competition, media organisations need to focus on their sustainable development while enhancing their market competitiveness. How to balance short-term interests and long-term development and explore sustainable business models are strategic issues that media organisations need to address.

5 Conclusion

This paper systematically analyses the profound changes and development trends in China's news dissemination field in terms of technological advances, policy adjustments and changes in social demands, revealing the interactions of several key factors in the news dissemination environment and their far-reaching impact on journalism. The interaction of technology, policy and social demand has jointly driven the profound changes in news dissemination in China. In the future, with the further application of artificial intelligence, big data and other new technologies, the news dissemination field will usher in more development opportunities and challenges. Media organisations should actively embrace technological innovation, actively apply new technologies and promote multimedia integration. Media should adhere to the content-based approach, improve news quality and ensure news authenticity. Media should abide by policy norms, comply with relevant laws and regulations, and co-operate with government regulation. Media to deeply understand and satisfy the needs of the audience,

and enhance interaction with the audience. The media enhance talent training, strengthen professional ethics education, enhance the sense of responsibility and mission of news practitioners, and through technical training. Promote skills upgrading. The media should integrate traditional and new media resources, form complementary advantages, enhance overall competitiveness, promote media integration and all-media development, and promote the sustained and healthy development of news dissemination.

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