

Exploring the Dissemination and Strategies of Current Affairs journalism on Integrated Media Platforms

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ABSTRACT

This article aims to delve into the impact of integrated media platforms on the dissemination of current affairs journalism and the strategic mechanisms behind it. It provides an in-depth analysis by first defining the concept of integrated media platforms and distinguishing them from traditional media, highlighting their unique characteristics. Subsequently, through real-world case studies, the article explores the strategies employed for disseminating current affairs journalism across different platforms and evaluates their effectiveness. It further discusses the challenges related to social impact and public opinion management, offering recommendations for guiding and managing public opinion. This research aims to provide a comprehensive understanding of the role of integrated media platforms in current affairs journalism dissemination, offering theoretical support and practical guidance for related studies and practices.

KEYWORDS

Integrated Media Platforms; Political Journalism; Dissemination Strategies; Social Impact.

1. INTRODUCTION

With the rapid development of information technology and the widespread use of the Internet, integrated media platforms have become increasingly significant in communication and influence. Political journalism, as a focal point of public attention and an important carrier of social issues, exhibits new characteristics and patterns in dissemination on integrated media platforms. This paper aims to explore the dissemination and strategies of political journalism on integrated media platforms, as well as the impact of these strategies on public opinion and public engagement. The rise of integrated media platforms has diversified and accelerated information dissemination, characterized by strong interactivity and high user engagement. Political journalism on these platforms can achieve broader dissemination and deeper impact. This paper will first define the concept of integrated media platforms and analyze their distinctions from traditional media. It will then examine political journalism dissemination strategies across different integrated media platforms through case studies, exploring variations in dissemination effectiveness and societal responses. Additionally, it will explore the social impacts facilitated by integrated media platforms and effective methods for managing and guiding relevant public opinion, addressing challenges and issues that may arise during the dissemination process. Through this research, the paper aims to provide theoretical foundations and practical guidance for understanding and exploring the dissemination patterns and strategies of political journalism on integrated media platforms, offering new perspectives and approaches for public opinion management and information dissemination in the era of new media.

2. INTEGRATED MEDIA PLATFORMS AND THE DISSEMINATION OF POLITICAL JOURNALISM

2.1. Definition of Integrated Media Platforms and Their Characteristics

In today's society, integrated media platforms serve as crucial channels for information dissemination, significantly altering the landscape of communication. These platforms are characterized by their multimedia nature, cross-platform interactivity, real-time updates, and personalized services, along with multi-channel coverage. They no longer confine themselves to traditional text-based reporting but integrate various forms of media such as text, images, audio, and video to enrich information delivery in both depth and appeal. Users can access these platforms anytime via different devices and operating systems, actively participating in interactions like comments, shares, and likes, forming extensive social engagement networks. Moreover, their capability for real-time updates and instantaneous dissemination enables rapid reflection and spread of the latest developments in current events. Personalized services represent another critical feature; through data analysis and personalized recommendation algorithms, platforms can customize information and content experiences, enhancing user engagement and satisfaction. Most importantly, by covering diverse user groups through multiple channels such as social media, journalism apps, and video-sharing platforms, integrated media platforms expand the reach and influence of information dissemination, becoming essential bridges and platforms for interaction among governments, media, and the public[1].

2.2. Analysis of the Dissemination Characteristics of Political journalism

Against the backdrop of rapid digitalization and information technology advancement, integrated media platforms, as primary channels for information dissemination, exert profound influence on the dissemination of political journalism. Political journalism, involving critical topics like national policies and significant events, holds high journalism value and topicality, easily sparking widespread public attention and discussion. Furthermore, political journalism demands high real-time and timely reporting from media to reflect current political and social realities accurately. The credibility and authority of political journalism are crucial, directly impacting public trust in governments and media due to their complex political and economic subject matters requiring in-depth analysis and reporting by the media to ensure comprehensive public understanding of events' backgrounds and impacts. Lastly, the dissemination of political journalism goes beyond information transmission; it influences public opinion guidance and policy formulation, thereby significantly impacting the public and society. Understanding and analyzing the dissemination characteristics of political journalism are essential for exploring how integrated media platforms effectively disseminate information and influence public opinion[2].

3. MEDIA PLATFORMS AND THE DISSEMINATION OF POLITICAL JOURNALISM

3.1. How Media Platforms Accelerate the Spread of Political journalism

Media platforms accelerate the dissemination of political journalism through various means. Firstly, their real-time updates and instant push notifications enable journalism to be quickly published and distributed to users globally. The real-time nature not only meets the users' demand for immediate information but also ensures that journalism is accessed and shared widely in the first instance. Secondly, the multimedia characteristics of media platforms, such as the inclusion of images and videos, greatly enhance the attractiveness and impact of information. These multimedia elements provide a more intuitive presentation of political events, making it easier for users to understand and

engage with them. Furthermore, media platforms utilize smart algorithms and personalized recommendation systems to precisely deliver relevant political journalism based on users' preferences and behavioral history. This enhances the effectiveness of information dissemination and increases user engagement. Finally, the social interaction features of media platforms, such as comments, shares, and likes, not only expand the reach of information but also promote interaction among users, thereby accelerating the speed of information dissemination[3]. These functionalities collectively enable political journalism to spread rapidly and widely on media platforms, profoundly influencing public opinion and societal discourse.

3.2. Role Comparison of Different Media Platforms in the Dissemination of Political Journalism

Different types of media platforms play distinctive roles in the dissemination of political journalism, each with its unique characteristics and varying levels of influence and effectiveness. This section compares and analyzes three main types of media platforms: social media, journalism apps, and video-sharing platforms.

Social Media Platforms.

Social media platforms such as Twitter, Facebook, and Weibo leverage their extensive user base and high interactivity to become crucial platforms for the dissemination of political journalism. Through user sharing, reposting, and commenting, social media rapidly spreads and influences public opinion on political journalism, gaining widespread attention in a short period. Their strengths lie in their speed and the breadth of their dissemination, though they face challenges regarding the authenticity and depth of content.

Journalism Apps.

Journalism apps like Toutiao and Sina journalism focus on disseminating journalism content and providing in-depth coverage. These platforms use editing and algorithmic recommendations to offer users a personalized journalism reading experience, particularly excelling in deep analysis and multidimensional reporting of complex political issues. Journalism apps emphasize the credibility and depth of information, significantly impacting the dissemination of political journalism.

Video-sharing Platforms.

Video-sharing platforms such as YouTube and TikTok present political journalism in vivid visual forms through videos. These platforms attract a large number of young users and effectively convey key information and impacts of political events through short videos and live streams. Video-sharing platforms emphasize the visual appeal and intuitive nature of content, wielding significant influence over young and specific user groups. In conclusion, different types of media platforms play unique roles and bring distinct advantages in the dissemination of political journalism. Through diverse dissemination methods and characteristics, they collectively drive the widespread dissemination of political journalism and shape societal influence[4].

3.3. The Unique Contribution of Social Media in the Dissemination of Political Journalism

Social media, as a crucial component of media platforms, plays a unique and significant role in the dissemination of political journalism. Its distinctive contributions are evident in several aspects: Firstly, social media accelerates the speed of political journalism dissemination through widespread user participation and interaction. Users can rapidly share journalism with friends and followers within their social networks, significantly enhancing the efficiency and reach of information dissemination. This social network-based dissemination greatly improves the speed and breadth of information spread. Secondly, social media platforms provide a platform for public participation and

expression of opinions[5]. Users can freely express their views and comments on political journalism, creating a diverse public opinion environment. This open communication and interaction environment not only promote in-depth discussions of political events among the public but also enhance public engagement and democratic awareness. Moreover, the real-time and instant characteristics of social media enable political journalism to quickly respond and adapt to changes in current social and political environments. Journalism content can be updated and adjusted in real-time to reflect the latest political developments and public opinions, meeting the public's demand for immediate information. Lastly, social media platforms utilize algorithmic recommendations and personalized content distribution through social networks, accurately delivering political journalism relevant to users' interests. This personalized delivery mechanism not only enhances user experience but also deepens public attention and understanding of political issues. In summary, the unique contribution of social media in the dissemination of political journalism lies in its capabilities for rapid dissemination, open interaction, real-time updates, and personalized content distribution. These aspects are crucial for improving information dissemination efficiency and promoting public engagement in political discourse.

4. THE ROLE AND IMPACT OF CONVERGED MEDIA PLATFORMS IN POLITICAL JOURNALISM DISSEMINATION

4.1. The Role of Converged Media Platforms in Shaping Public Opinion

Converged media platforms play a significant role in shaping public opinion through their extensive information networks and diverse content forms. Firstly, these platforms influence and guide public attitudes and views on political events through the selection, interpretation, and commentary of journalism reports. The choices and arrangements made by editors not only affect the public's attention to events but also directly influence the social relevance and importance of these events. Secondly, the interactivity and speed of social media on converged media platforms enhance information exchange and opinion expression among the public. Users publish and share their views on these platforms, creating a diverse public opinion landscape. This open interactive environment not only fosters in-depth discussion on political issues but also increases public awareness and participation in political and public affairs. Moreover, converged media platforms utilize multimedia content such as images and videos to present political journalism more vividly, enhancing the impact and influence of information[6]. These varied forms of expression allow political journalism to reach the public not only through text but also through visual and auditory means, deepening the understanding and perception of events. In summary, the role of converged media platforms in shaping public opinion is reflected in the influence of information selection and interpretation, the promotion of social interaction, and the effectiveness of multimedia content dissemination. These aspects not only influence public attitudes and views on political events but also profoundly affect the social opinion environment and the formation of public opinions.

4.2. How the Government Utilizes Converged Media Platforms for Political Journalism Dissemination

In contemporary society, governments increasingly use converged media platforms to disseminate political journalism to achieve multiple objectives, including information transmission, public engagement, and policy influence. The main methods and strategies of government use of converged media platforms for political journalism dissemination include: Firstly, government departments establish official social media accounts, such as government Weibo and government WeChat, to directly publish and disseminate political journalism and policy information. These official platforms, through real-time updates and regular posts, promptly convey government work and policy outcomes to the public, enhancing government transparency and credibility. Secondly, the government conducts

online publicity and interactive activities through converged media platforms, engaging in direct communication and interaction with the public[7]. Methods such as live broadcasts, online Q&A sessions, and interviews allow the government to address public concerns and questions, explain policy measures, and deepen public understanding and recognition of government work. Additionally, the government uses converged media platforms for public opinion monitoring and feedback, promptly understanding social opinions and public feedback to adjust and improve policy measures. By analyzing discussions and feedback on social media, the government can identify issues and conflicts, taking timely measures to adjust policies, thereby enhancing policy relevance and effectiveness. Lastly, the government strengthens international communication and diplomatic publicity through converged media platforms. By using official social media accounts, the government conveys national image, policy positions, and handling of international affairs to the global community, enhancing the country's reputation and influence on the international stage. In summary, the government's use of converged media platforms for political journalism dissemination not only enhances communication and interaction between the government and the public but also improves the effectiveness and influence of government information dissemination. These strategies and practices effectively promote the modernization and transparency of government governance.

4.3. The Impact of Converged Media Platforms on Political Participation and Social Response

As critical platforms for information dissemination and interaction, converged media platforms have a profound impact on political participation and social response. This impact is primarily reflected in the following aspects: Firstly, converged media platforms expand the channels and forms of public participation in political affairs. Through social media platforms, the public can directly participate in discussions and decision-making processes on political topics, express their opinions and views, and push for the formation of public agendas and policy-making. This extensive participation mechanism enhances public interest and engagement in politics, promoting the democratization and transparency of political decision-making. Secondly, converged media platforms strengthen societal reactions and interactions concerning major events and social issues. The public can quickly express their concerns and attitudes towards social events through social media platforms, forming public pressure and social influence that drive social change and improvement. For instance, in disaster events, social injustice, and environmental issues, collective action and public opinion guidance on social media often garner widespread social attention and action. Moreover, converged media platforms deepen public understanding and reflection on political and social issues through the rapid dissemination of information and diverse forms of expression. Varied information sources such as journalism reports, user comments, and multimedia content enrich public awareness of event backgrounds and impacts, helping form more comprehensive and objective views. Lastly, converged media platforms promote cross-border and cross-national political participation and social interaction through social network connections and interactions. The public can overcome geographical and cultural limitations to share and exchange political views and social experiences globally, fostering international political interaction and social response. In summary, the impact of converged media platforms on political participation and social response is reflected in expanding public participation channels, strengthening societal interaction and information dissemination, and promoting global political exchange. These impacts not only alter the methods and effects of information dissemination but also profoundly influence the evolution of political systems and social structures[8].

5. STRATEGIES FOR DISSEMINATING POLITICAL JOURNALISM ON CONVERGED MEDIA PLATFORMS

5.1. Analysis of Dissemination Strategies for Different Converged Media Platforms

Different types of converged media platforms have distinct dissemination characteristics and target audiences. Therefore, governments and journalism organizations need to develop different dissemination strategies based on the specific features of each platform. Firstly, for platforms like Weibo that have strong immediacy and fast information dissemination, the strategy for political journalism should focus on timely updates and quick responses to hot topics. Governments and journalism organizations can attract users' attention and engage them in discussions by posting real-time journalism updates, pictures, and videos on Weibo, thereby expanding the reach and impact of the journalism. Secondly, for platforms like WeChat that have strong social attributes and personalized recommendation features, the dissemination strategy should focus on content depth and precise delivery. Governments and journalism organizations can enhance user engagement and interaction by providing customized push services that deliver political journalism content relevant to users' interests. Furthermore, for video platforms like Douyin (TikTok) and Kuaishou, the dissemination strategy should emphasize visual expression and creative content. Governments and journalism organizations can attract the attention and participation of younger users by using short videos and visual reports to vividly showcase political journalism events and their backgrounds. Lastly, for more professional platforms like Zhihu and LinkedIn, the dissemination strategy should focus on professional content and in-depth discussions. Governments and journalism organizations can guide users into deeper thought and discussion by publishing in-depth analyses, expert opinions, and policy interpretations on these platforms, thus enhancing the professionalism and authority of the content. In summary, the dissemination strategies for political journalism on different converged media platforms should be finely adjusted according to the platform characteristics and audience needs to enhance the effectiveness and impact of journalism dissemination. These strategies not only enhance the information dissemination capabilities of governments and journalism organizations on converged media platforms but also effectively increase public attention and understanding of political journalism.

5.2. Optimizing Political journalism Content and Form to Enhance Dissemination Effectiveness

To improve the dissemination effectiveness of political journalism on converged media platforms, it is necessary to optimize both content and form comprehensively. Firstly, in terms of content, the accuracy and authority of political journalism are crucial. Governments and journalism organizations should ensure that all reports undergo strict fact-checking and verification from authoritative sources to avoid the spread of misleading and false information, thereby building public trust in the credibility of the journalism. Secondly, journalism content should have unique value and depth. Beyond simple event reporting, it should include in-depth analysis and background interpretation to help the public understand the complexity and impact of events. In terms of form, political journalism can be presented in multimedia formats such as images, videos, and charts to vividly display event scenes and related data, enhancing the impact and visual appeal of the information. Additionally, optimizing the headlines and summaries of journalism articles is a key step. Precise headlines and concise summaries can increase the click-through and reading rates of journalism articles, attracting more user attention and participation. Finally, focusing on social sharing and interactivity is crucial for enhancing the dissemination effectiveness of political journalism. Governments and journalism organizations should encourage public discussion and sharing by creating highly interactive content and utilizing platform features to strengthen the journalism's reach and influence on social networks. In conclusion, by optimizing content depth and diversifying forms, the dissemination

effectiveness and social impact of political journalism on converged media platforms can be significantly enhanced.

6. CHALLENGES AND RESPONSES IN DISSEMINATING POLITICAL JOURNALISM ON CONVERGED MEDIA PLATFORMS

6.1. The Challenge of Information Overload on Converged Media Platforms

Information overload is one of the primary challenges faced by converged media platforms in disseminating political journalism. With the advancement of information technology and the proliferation of social networks, a vast amount of information and journalism content continuously emerges, overwhelming users with information from various channels. This information overload not only makes it difficult for the public to access and understand accurate information but also leads to selective neglect or misunderstanding of journalism content by users. Particularly in the field of political journalism, the accuracy and authenticity of information are crucial for public influence, and information overload can weaken the public's ability to identify authoritative information, increasing the risk of rumor and misleading information spread. To address the impact of information overload on the dissemination of political journalism on converged media platforms, governments, journalism organizations, and platform operators can adopt the following strategies: Firstly, strengthen information filtering and review mechanisms. Platforms can use artificial intelligence and machine learning technologies to automatically identify and filter false and misleading information, ensuring that users receive information with high credibility and authority. Secondly, enhance users' information literacy and critical media thinking skills. Governments and journalism organizations can improve public understanding and judgment of journalism content through public education activities and media literacy training, enhancing their ability to identify and resist false information. Additionally, platforms can optimize information recommendation algorithms to personalize the delivery of high-quality and influential political journalism content according to users' interests and preferences, reducing the fatigue and anxiety caused by information overload. In summary, by strengthening information filtering and review mechanisms, enhancing users' information literacy, and optimizing recommendation algorithms, the problem of information overload in the dissemination of political journalism on converged media platforms can be effectively addressed, improving the quality and impact of information dissemination.

6.2. Strategies to Prevent the Spread of False Information

Preventing the spread of false information on converged media platforms is crucial, especially in the dissemination of political journalism. Firstly, the fundamental and most critical measure is to strengthen the review and verification of information sources. Governments and journalism organizations should ensure that all published journalism content originates from reliable and authoritative sources and confirm the accuracy and authenticity of the information through multiple verification mechanisms. At the same time, platform operators can use advanced technological means, such as artificial intelligence and machine learning, to establish automated review systems that quickly identify and flag potential false information, promptly stopping its spread. Secondly, enhancing public media literacy and critical thinking skills is also essential. Governments and journalism organizations can educate the public on how to identify and distinguish false information through public education activities and media literacy training, improving their ability to discern the authenticity of journalism. Moreover, strengthening the application of technical means and algorithms is a key strategy for preventing the spread of false information. Platforms can optimize information recommendation algorithms to reduce the exposure and spread of false information, ensuring that users encounter more accurate and credible information. Lastly, strengthening international cooperation and information sharing with other countries and international organizations to address

the challenge of cross-border false information spread, sharing technology and experience, is an effective means of dealing with the spread of false information. In conclusion, through multi-faceted measures and cooperation, the spread of false information on converged media platforms in political journalism dissemination can be effectively prevented, protecting the public's right to information and social stability.

7. CONCLUSION

The dissemination of political journalism on converged media platforms has become an important channel for influencing public opinion and social issues. This paper explores the basic concepts, dissemination characteristics, impact, and challenges of converged media platforms in the dissemination of political journalism, as well as corresponding response strategies. By analyzing the mechanisms that accelerate information dissemination on converged media platforms, comparing the roles of different platforms in dissemination, and highlighting the unique contributions of social media in dissemination, the paper reveals the significant influence of converged media platforms on shaping public opinion, disseminating government policies, and promoting social participation.

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