Cognitive Model of the Journalist on Journalism under Newspaper Industry Transformation Period

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Abstract

In this paper, we conduct research on cognitive model of the journalist on journalism under newspaper industry transformation period. "Journalism" is the logical starting point of theoretical journalism system that is the most abstract, general concept of journalism. Therefore, analyzing the connotation and the essence of "news activities" has special significance and value to the whole journalism, that especially theoretical journalism. All of these activities, together with the news dissemination activities as the core of the news activities, are the broad news activities. From the perspective of journalism, these activities constitute the main object of the study of journalism, news on different areas of activity, form different areas or different branches of journalism. For this, the paper proposes the cognitive model of the journalist on the journalism under newspaper industry transformation period that will promote the further development.

Keywords: Journalist on Journalism, Newspaper Industry, Transformation Period, Cognitive Model.

Introduction

In the context of marketization, the industrialization of newspapers must be consumer-oriented, the newspaper's news value and some consumer value have the same status. Newspapers operate in two markets simultaneously, creating, producing, and selling tangible newspapers for readers, as well as providing readers of the newspapers with advertisers that serve the advertisers. Therefore, adapts the market demand and has the competitive power newspaper, we must have the readability and may the consumption two basic characteristics. This is exactly the newspaper expense culture, the expense function forms with the development important reason [1, 2]. "Fast food culture news" as shallow reading performance, adapt to the modern society of fast-paced way of life, for the audience in a hurry to depart, reading time and the working time of conflict, the scarcity of time determines the choice of news consumption behavior. Only those who have the important value and accessibility of news will attract the audience's attention [3, 4, 5, 6]. Nowadays, under impetus of new science and technology revolution, media form and ecology of our country are changing, the process of media integration is quickened, the picture is more and more clear, and the survival and development of traditional media are challenged. It is necessary and important to study the emergence, development and regularity of the media fusion in face of increasing technological progress, diverse forms of media development and maturity of media consumption market, and the deepening of integration.

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Global cultural convergence and cultural integration are both important development opportunities and challenges for China's modernization process. Challenges are reflected in the context of major globalization, the social transformation of Chinese culture, whether in practice mode or in the spirit of theory are faced with various conflicts and fission. Under this condition, we are facing with the listed challenges. (1) Mainstream culture faces challenges. Mainstream culture, also known as the official culture or the main theme of culture, it is the expression of national ideology culture it is consistent with the will of the ruling level. Any time, any country has to express their national ideology of culture while the common ground is based on the power, based on the legitimacy, with a mandatory and authoritative. (2) Elite culture of the conflict and fissile. Because of the special historical background Chinese of social transformation, which should be based on the diachronic form successively replaced the agricultural civilization, industrial civilization and industry civilization and its basic cultural spirit in the Chinese evolution and evolution, because China in open world system and transformed into synchronic forms with different cultural spirits and extrusion a Chinese. (3) The popular culture of the discrete and flattened. Under this kind of the background, although the modern society rational, the creative cultural value idea starts for some modern main body to approve, it has not become in the populace's one kind to have the lofty value and the huge inspirational force leading values.

Under this basis, this paper proposes the cognitive model of the journalist on journalism under newspaper industry transformation period, in the later sections, we will discuss in detail. And to begin, in the figure one, we show the development of the journalist income under the industry transformation angle as the initial reference.

![Figure 1. The Development of the Journalist Income under the Industry Transformation Angle.](image-url)
The Proposed Methodology

The News Development Pattern. Now the world is occupying the big development to transform the big adjustment time greatly, day by day the deep person's economical globalization and is on the rise the new technical revolution that sped up the human culture advance step, in the worldwide scale comprehensive national strength the competition has been day by day intense. News media is an important carrier of the cultural soft power. It is the proper meaning for the construction of national cultural soft power to intensify the development and reform of the news media and to enhance the communication power, influence and competitiveness of news media.

As part of the school is a concept of public information activities in the context of or has a rich history and reality, its meaning and the extension is constantly changing. Generally speaking, the practice of public information activities in the content is a constantly enriched, increase the size of the activities of the process, as a growing process, activity levels is a continuous upgrading of the process. All of these so-called news activities, and is not a news oriented activities, namely the direct purpose of their ultimate purpose and is not news is not the latest changes to the society, to the public report of the objective environment. The news development can be summarized as listed aspects.

- As a social awareness activities, positioning, decided the basic law of journalism and basic spirit. This is the understanding of news must follow the general rules of awareness activities, to seize the characteristics of news awareness, in order to truth, truth-seeking as basic purpose.
- Knows the activity as one kind of society, the news activity in inevitably receives the entire level of development of society as a whole the limit, receives social politics, economy, culture, technology and so on aspect the standards and the restraint.
- As a kind of knowledge activity, the news activities are controlled by social power, especially political power, directly or indirectly, and thus have a strong political ideology. In some social environments, they become an organic part of political ideology become a direct control of the political power propaganda tool.
- No matter what kind of level, what concrete way news activity, all first is one kind direct or indirect communication is the communication logical premise (i.e. does not have news not only as the understanding activity news activity to know, that not about news information exchange), also is in communication logic and the practice goal (i.e. carries on news to know, direct goal is for and social group carries on communication with other people, then indirect goal possibly is in order to realize other aspect need).
The Newspaper Industry Transformation. In the process of the transformation to the digital newspaper industry, the development of the content database is the core task and the main goal of traditional newspaper database construction, and has two important meanings.

- At present, the traditional newspaper organizations, information dissemination channels, in addition to the traditional newspapers, there are digital newspapers, electronic newspapers, online newspapers, mobile phone newspapers, etc. The construction of database can provide different communication content for these communication terminal to realize the information collected at the same time, the traditional newspaper issued several, is unable to complete the process of the information communication, greatly increasing the traditional newspaper profit channel.

- The rapid development of new media is the basic result of the proliferation of information dissemination channels, so that the audience has more information to choose the right, but at the same time the traditional media, especially the original monopoly of the original media outlets have played a significant role in the dissemination of information channels, resulting in the newspaper industry information production and some information dissemination channel fracture results, the newspaper industry encountered the most serious challenges since.

According to the literature review, the newspaper industry transformation has the listed features. (1) Carries on the division of labor cooperation with the city or the province inside and the outside newspaper industry organization, makes the content database then to become one kind of important choice together and does this may reduce the massive repetition work and the repetition investment, reduces the cost, rich newspaper industry organization respective content database content. (2) The construction and development of newspaper content database must avoid weaknesses, based on their own resources, follow your own unique path. Specifically, the focus is to create the development of the local characteristics of the database, the development of local political and economic culture. (3) We must adopt the uniform format for the regularization and, to the provinces, the database to be composed of connectivity, newspapers nationwide information network in order to promote content database resource sharing and exchange.
The Quality of the Reporter Review. Reporter took one kind of special occupation has its special professional characteristic. Regarding this, many people have each kind of description to attempt to explain reporter should have quality. Experiential news in the news share is not large, because not all news is suitable for this type of experience of news, such as dynamic news. Dynamic news unless we know what will happen in advance, otherwise the reporter is unable to make the event repeat again experience. Experiential news is more suitable to reflect the people's living conditions and that the performance of social modality theme. In this way, journalists can get rid of the phenomenon of the surface winding, closer to the core and nature of the facts, thus revealing more news value and more in line with the law of things. The media is not a simple combination of different media, but should be based on the integration of different media for different audience segmentation is based on the new service, audience demand and different media rules, a mode of transmission of the comprehensive use of various forms of media. Therefore, we propose the listed requirements.

- Have innovative thinking. In addition to requiring students to fully grasp the mining, writing, photography, recording, editing and other skills, skilled use of modern network and a variety of media equipment, but also to pay attention to the importance of journalism education, Interdisciplinary education and training, in order to form a broad foundation, the inherent quality of thick humanities

- Grasps the entire media report basic capability. To the different medium characteristic and dissemination rule grasping: The writing report can through the correlation background material utilization, manifest the content the logic and the depth perception; The photography reported can hold the scene, manifests the news event and character's impact feeling.

- There must be a sense of all media reports. In the face of every reporting task, there must be a sense of all media coverage, all considering how to use full media coverage, consider what means more suitable for the current news reports.

The Journalism Professionalism. "Specialization" is closely related to the differentiation of the modern society, which is one of the signs of modernity. Specialization, to some extent, has replaced the hierarchical system in traditional societies, so that the persistence of social stratification remains legitimacy in the post-Enlightenment era of equality and a degree of social consensus. The news specialized principle has the dual target function. On the one hand it symbolized the news industry for should to come from the response which the country, the society and the market and so on various aspects pressure make, in which most main pressures including the media examination and the control, legal restraint, trade or craft competition, different group and social group's need and so on; On the other hand, it symbolized the news specialization obtains the remarkable development, the news specialized principle impetus public information agency in a series of daily operating practice foundation, condenses quenchings the news values which a series of practitioners share, for instance accurate assurance fact, effectiveness, expression style and so on, as well as serves the social public's professional personal integrity while possessed this kind of principle and the faith strengthened the reportage specialization that entrusted with the reportage practice special society and the cultural confidence level, the news practitioner gradually has also obtained professional's social status.

The development of journalism professionalism is an opportunity for us to see the development of modern Chinese society, for this, we summarize them as the following aspects.
Based on the identity of the members of that modern mass media organizations, which are specialized as the sublime object of ideology. From a modern nation-state perspective, after nearly half a century of revolutionary experience, China's nationalist tradition has become increasingly consolidated, mature.

Based on the public myth experience of journalism for the great mission of "serving the people". Every period of history in the new Chinese, "serving the people" is a powerful law, although in the background of social movement in different historical periods and different, their social rhetoric is different, but the slogan has always been portrayed as covering all the great mission, power, ideology, play the legitimacy of political authority, such as the core elements of the sacred recipient.

On the basis of work, such as the livelihood of the merits and demerits of reality. Information as a profession, despite an ideological noble object, public as well as the power as a unique properties, but to comply with one set of enough to establish identity defined professionalism and professional ethics, however for practitioners in the case of individual, which is at the same time upon which the subsistence work.

CONCLUSIONS

In this paper, we conduct research on the cognitive model of the journalist on the journalism under newspaper industry transformation period. Regardless of that ideology propaganda, enlightenment philosophy or what kind of operational logic of market economy that should not be overstepped the public nature of journalism given to the public, mass media as the organizer of public life, journalism professional and journalism role as functions and other structural description of source are pointing to this public, it further for the operation of the modern media industry has laid a normative basis. In the future, we will apply the proposed method into the real-world applications to test the performance.

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References


