

# Impact of New Media on the Dissemination of International News

Yuting Xie<sup>1\*</sup>, Megat Al Imran Yasin<sup>1</sup>, Syed Agil Shekh Alsagoff<sup>1</sup>  
and Lay Hoon Ang<sup>2</sup>

<sup>1</sup>Department of Communication, Faculty of Modern Languages and Communication,  
Universiti Putra Malaysia, 43400 Serdang, Selangor, Malaysia, <sup>2</sup>Department of Foreign  
Languages, Faculty of Modern Languages and Communication, Universiti Putra Malaysia,  
43400 Serdang, Selangor, Malaysia

\*Corresponding Author Email: shirley\_xieyt@hotmail.com

To Link this Article: <http://dx.doi.org/10.6007/IJARPED/v14-i2/25181> DOI:10.6007/IJARPED/v14-i2/25181

**Published Online:** 14 April 2025

## Abstract

Nowadays, the world has become a global village. The links around the world constantly strengthen, and the dissemination of news increasingly tends to be international or transcultural. In the meantime, with the development of science and technology, new media emerge endlessly. In China, for example, the social media platform Sina Weibo as mobile new media, has sprung up and become one of the important forces in news communication in the local area, showing the advantages that traditional media such as newspapers or radios cannot match. Digital technology has had a profound impact on the way of the dissemination of news. For this article, the researchers conducted the analysis mainly on the impact of new media on the communication of international news. Based on three types of international news, it can be discovered that new media also have a certain impact during this process, including advantages and disadvantages. Overall, the researcher of this article aims to offer knowledge reference in the development of international news properly combined with new media technology in the context of globalization.

**Keywords:** Dissemination, Impact, International News, New Media

## Introduction

In today's society, new media as a concept that all of us are familiar with, involves all aspects of life such as communication, technology and the market. This concept is understood differently in different eras. For example, the newspaper, which may be regarded as traditional media in present society, is also considered to be one of the emerging media forms at the beginning of its appearance. Then, with the continuous development of science and technology, radio and television have taken the throne of new media. Entering into the Information Era, with the Internet as a catalyst (Lin et al., 2015), online media, mobile media (e.g. mobile TV), and digital TV have all become the new media forms of the modern world. Obviously, with the continuous innovation of new media technology, the media environment of the entire society has undergone profound changes (Jiang et al., 2022).

For this article, the new media it mainly discussed is the mobile media, including Sina Weibo in the dissemination or communication of international news. Certainly, new media applications such as WeChat which are popular now, have become important carriers for disseminating information. However, compared with the WeChat platform, the media environment in Sina Weibo is more open and more suitable for the dissemination of news, which is more suitable for the topic this article focuses on.

### *Types of International News*

Following the present tendency of globalization (McLuhan & Fiore, 2001), international news exerts an important role in global news reports. Professor Liu Xiaoying (2013) once defined that under the context of contemporary society, international news refers to the news that crosses national boundaries and has a cross-cultural nature, or, the dissemination and flow of news and news elements in the international arena. Based on these and existing literature, this study uses three classifications of international news according to the audience, to explore examples of new media applications in this article, that is, domestic news that reports domestic conditions to other countries, foreign news that reports foreign news to China, and global news that includes domestic and foreign audiences.

#### (1) Domestic News

The reason why domestic news can be called international news is the difference in audience. Communicators convey domestic news not only to the national audience but also to the foreign audience, which also belongs to the embodiment of external communication.

#### (2) Foreign News

In addition to external communication, reporting foreign news to domestic audiences is also an important part of international news. For example, in China, the official Sina Weibo of the domestic mainstream media such as Xinhua News Agency, People's Daily, and CCTV News will select foreign news (news about outside China) that is of interest to domestic audiences for publication every day.

#### (3) Global News

Global news, as its name implies, is that news elements span the world, and news audiences are also worldwide audiences. For example, Ebola and the World Cup are all important content of global news. Natural disasters and climate change are all part of the global news. Also taking Chinese media as examples, as far as the official Sina Weibo of the domestic mainstream media such as Xinhua News Agency, People's Daily and CCTV News, global news reflects and determines the status and standard of the media to some extent.

The rapid release of global news and accurate news is an important manifestation of the soft power and hard power of the media. It is more attractive for the audience to use the new media to release global news in a timely manner. In view of these, netizens can understand the latest developments in major events around the world. In the case of the ISIS incident, the official microblogs of major media have one or more posts to reflect this sort of information almost every day. Apparently, the world has become a global village nowadays. Covering major events has become possible today with the rapid development of new media.

### **Impact of New Media on the Dissemination of International News**

In terms of the impact of new media on the dissemination of international news, there are two aspects that need to be mainly discussed as follows.

#### *Positive Impact*

Compared with traditional media, new media played a positive role (Lin & Lagoe, 2013) in various aspects, including in the dissemination of international news.

Firstly, it promotes the timeliness of international news dissemination. Because international news is transnational and cross-cultural, the fullness and speed of information content will be affected. However, the application of new media technologies greatly improves this problem. Its rapid dissemination overcomes barriers of traditional media to stakeholders (Venegas-Vera et al., 2020). It is more difficult for international journalists to obtain and confirm information than domestic news, then it obviously takes much time. Additionally, the international situation is often changing rapidly, and the content of news can be said to be mutative. Traditional newspapers publish information very slowly in a certain way, and broadcast television production also costs greater time and materials. However, through new media, the timely release of information will be realized, which not only meets the demands of the audience but also increases the stickiness degree of users (Chen, 2017). For China, nowadays, although its mass media has a certain distance from the world's mainstream media, especially in terms of information release speed, China is gradually trying its best to keep pace with the development of the whole world. For one of the important Chinese social media platforms Sina Weibo, it has a word limit on its layout, which is suitable for publishing focus reports and extracting important information from them.

Secondly, the variety of multimedia forms is beneficial to the wide dissemination of information and the globalization of audiences. Taking Sina Weibo as an example, it is different from traditional media such as newspapers and television. There are no special rules and restrictions in language online. In addition, objective reports, multiple pictures, less text and first person can be used. Importantly, the language of other countries can also be used as well. It is apparent that the form is more flexible and vivid, which guarantees broad communication all over the world. The technologies of new media communication with various methods, are more conducive to the acceptance of the audience from different contexts of culture (Dahlan, 2024), the dissemination of news at home and abroad, and the globalization of information.

#### *Negative Impact*

Certainly, there is a certain negative impact in using new media to publish and disseminate international news.

The first is that the depth is not enough during the dissemination process of international news. For example, Chinese mainstream media publishes international news on Sina Weibo, they often use dozens of words to describe the key content and some news only be described in a few words, which lack the depth of news. What the modern form of new media such as Sina Weibo reports is not as clear as the reports of newspapers and television. In fact, some media release microblogs with an original link to the web page in order to supplement news content. However, when the relevant articles are published on the website, the timeliness of

Sina Weibo seems to be insufficient. In the in-depth report, it is better to do the topic of newspapers and some websites, which shows the negative influence of new media in international news communication. At present, the depth of news and the richness of content are still a shortcoming that is difficult for new media to make up.

Secondly, it is difficult to control the effect of communication. Compared with the layer-by-layer review of newspapers and television, new media such as Sina Weibo is subject to ex-post review, which makes it difficult to effectively predict the effect of the transmitted information. One apparent phenomenon is the existence of fake news on social media (Aondover et al., 2025; Lelisho et al., 2023), which will produce certain disadvantageous effects on society and individuals (Xie et al., 2021). In international news, posting such type of false information or unfavourable information tends to have more serious consequences than domestic news reports. Unless deleting the content when there is a problem in the news, there is still no other better way to deal with it. Therefore, compared with traditional media, the communication effect of new media is difficult to control relatively.

### **Conclusion**

In general, the new media has presented huge advantages that traditional media cannot reach, which has a positive impact on international news reports. However, it cannot ignore the negative impact of new media technologies in reality. Actually, the problem of how to better use new media in international news, still has a long way to go and needs a heavy responsibility.

The impact of new media technologies on news reporting is revolutionary. It redefines “news”, which is a new field in media form, content production and communication. In the context of new media, traditional media should take advantage of the development trend of new media technologies and follow the trend of the digital age. We need to integrate media resources and fully implement “all-media operations”. The new media plays a positive role in the timely release of information, leading the development of traditional media; meanwhile, making up for the disadvantages of rigorous reporting and authority and enhancing the depth of news properly, then amplifying the effect of communication appropriately. In short, it is necessary to be conscious of the double-edged impact of new media technologies in international news reports to better understand relevant issues or phenomena.

Apart from these, this research also has a certain theoretical and contextual contribution. First, it can provide relevant reference to the existing knowledge or contribute to constructing the current literature, especially the examination from the perspective of Chinese social media cases meanwhile without losing global vision. This can further deepen the comprehension of both the readers of this article as well as the related scholars in this field. Moreover, it plays a significant role in context. It can help journalists or related practitioners to better utilize social media platforms to disseminate international news, exerting its advantages and avoiding its disadvantages to a certain degree.

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