

Brief Analysis on Problems Faced by News Games Communication and Optimization Strategy

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Abstract: As a new narration method, news games improve the news expression effect in the aspects of visualization, interactivity and participation, and at the same time, the communication is also subject to the long production cycle, complex production process and the first person perspective presentation, making the news games face difficult to meet the high timeliness of news games, remediation not conducive to the reduction of facts, perspective limitation and other problems. The paper thinks that news games should fully consider the matching degree between the expression method of game and news theme, which can take major news events as the key to solve realistic dilemma. In the news game production, the whole media talents are taken as the principal force to undertake the whole project and try best to restore the facts. User community is established with the high quality content to expand user vision through game production, user discussion and other various forms.

1. Introduction

As a new narrative technique, news game is immersive communication constructed in a fictional way to tell the news in the high interaction game mode. “News” and “game” are important elements of the concept to form the news game, and it is necessary to consider the objective, true, comprehensive, fair and accurate news value when making news with more attention on the visualization, playability and high interactive game value. The Trend in Newsroom 2015 published in World Editors Forum Conference points out that news gamification is one of the important factors, leading to the development trend of newsroom in the future, and games gradually become a kind of important news presentation form with the development of manufacturing technique.

2. Gamification Improves News Expression

2.1. Game can Improve News Visuality

In the past news theory, word is the main narrative mode, and the images, videos and so on play an auxiliary role. When the narrative mode mainly based on words faces complicated and informative major news events, it has to describe the reasons, details and so on behind the event with the significant portion. When users deal with huge text information, it is hard to avoid the great difficulty in handling, the boring reading process and other problems, which reduces the communication effect. News game is a breakthrough of traditional news report mode, using game rules and operation tools to conduct series connection for video, image, audio and other data to realize user interaction. In the process of users using news game, details in news events can be intuitively understood and experienced, and the logic behind the event is presented intuitively on the same plane, which has great convenience for users to understand news events.

2.2. Game can Enhance Interaction and Participation

In the process of users using news game, it is full of interaction with various elements in the game, which can realize the drive for various resources and characters through operating tools in the

virtual world with great motivation. Meanwhile, this kind of motivation is restricted and limited by the rules of the game with a certain orientation, and the whole game system and its rules and the rules are the tools for users to enhance their immersive experience. In the “daily life of the fugitive” published by NetEase news, users play British soldiers escaping from the POW camp, and users should choose among partners, enemy soldiers, civilians and guerrilla detachment. The game has 86 endings, and the brutality of fascist countries and the hardships of victory in World War II cross throughout the whole process of the game.

3. Many Restrictions Exist in the Communication of News Games

3.1. Difficult to Satisfy the News with High Timeliness

The expressive force of news games is directly proportional to the input of game production process. In general, in the process of news game, the more invested manpower, financial resources, material resources and time, the more expressive the news games and the easier to attract users to read. The less investment, the more difficult to significantly improve the communication effect. The investment of time is crucial, and the game production involves many links, needing to comprehensively consider from the information collection, planning, production, testing and other aspects, and the time consumed by game production is difficult to match the timeliness of news pursuit. At current stage, the small web game with low production cost, small difficulty and short development time tends to exist the problems of homogeneous template, single content and unplayable game. To improve the timeliness of news games by reducing the production time of games will greatly reduce the communication effect of news games. Under the current technological environment, it is difficult to improve the production efficiency and maintain the quality of news games, and news games are difficult to meet the needs of news topics with high timeliness

3.2. Remediation is not Conducive to the Reduction of Facts

The news game production cost is high and production cycle is long. In the complex production process, it is easy to appear that the communication among various departments of media institution is good, leading that the information presented in the news game does not match the facts. When the media institution makes a news game, it needs to coordinate with editors, reporters, planning team and production team and other departments, and realizing the cooperation with each other is a big problem. The reporter collects the relevant information of the news event first, and when the editorial department finds that this topic has the value of gamification, it needs to absorb the planning and production departments. Compared with text, image and video, game production needs more materials with large difference, but the planning and production departments joining in midway makes them only get news information from reporters, which leads the process of news game production become the process of remediation. The original content is again mediated based on the being mediated by news reports, and the planning and production departments further process the information after it was processed by reporters, which is not conducive to restoring the news facts.

3.3. The Limitation of the First Person Perspective

The third person perspective is often used in news reports, whose function is to narrate from the perspective of an onlooker. The advantage of the third person perspective is that we don't stick to details, so as to grasp and review the news events in a whole, which can make us become objective neutrality. The disadvantage is that in fact, this narrative method will separate people from subjectivity to a certain extent, which is difficult for users to have empathy with the characters in news events. News games are mostly narrated from the perspective of the first person to make users achieve the perspective of the witness to feel characters, emotions and other elements in news, so as to produce emotional resonance more likely, but it is easy to ignore the macro-perspective by pulling the remote users as bystanders into the micro news elements. In the Uber drivers published by the Britain “Financial Times”, users can choose different difficulties in address and credit limit

to experience the part-time work economy of Uber drivers. In the process of the game, users will experience countless choices to experience the psychological considerations of career, family and friendship, and the user's choice is constantly superimposed, causing the different final result. Each result simply represents a different direction, and users can intuitively understand the hardships of the foreign Uber drivers with low credit limit to maintain balance of payments by choosing the difficult mode. A single experience cannot understand the other directions and possibilities of the event, and it is also impossible to understand the whole event from the macro level. The information gained through a single experience of news games is very narrow, and the close emotional experience covers comprehensive thinking to some extent. It is difficult for users to grasp the new phenomena, new problems and new trends in news events from a macro perspective.

4. Optimization Strategy of News Game Communication

4.1. Focus on Major News Events

News games can be applied into major news events, and the coverage of major news events is the focus of contention among the major Medias. Achieving innovative reporting of major news events to help users understand is helpful to improve self-influence and creativity. News media can often gain greater influence by producing high-quality news games in major news events. Major news events are complex and long-range, and only after a period of time can we see the whole picture of the event. The news media not only need to compete the key point of timeliness, but also need to mine the details of news events in depth and present them in an intuitive way. For example, the old village branch secretary in Zunyi Huang Dafa led people to dig canals to end the water shortage in the village, and it was first published by Guizhou Daily, which aroused heated discussion by people. The Paper integrates video and audio in the form of news games to present the history of Huang Dafa leading the masses in digging canals, which vividly showed the difficulties in the process of action and the joy of victory after the completion of the canal. This work won the first prize of China News Award in 2018.

4.2. Training Convergent Media Talents to Participate

Facing with the complex problem of news game production process, traditional news media need to coordinate journalists, photographers, planners and production teams. In the process, it is inevitable to encounter many situations, such as poor communication, inconsistent value judgment, and wrong cooperation, and the products produced are difficult to restore the news facts themselves. The main reason for these problems is that the labor division in the production department of media organizations is too detailed. After collecting the materials required by the department at the news scene, the interview task is finished. It is difficult to coordinate other channels of media organizations to improve the volume. Convergent media talents have the consciousness of convergent media, who can quickly distinguish the elements suitable for presentation in words, pictures, audio and video in the news scene, and quickly determine the appropriate channel and narrative mode according to the news events. They can fully collect the required materials according to the needs. With high-quality convergent media talents, media institutions can realize the organic combination and effective connection of various links in the process of making news games, greatly alleviating the problem of information loss caused by uncoordinated and inconsistent production process.

4.3. Optimizing News Game to Improve the Single Perspective

The first person perspective of news games limits the user's vision to a certain extent, but this perspective improves the user experience. It is necessary to ensure that users can understand news events from the whole after experiencing the first person perspective, and news games can be improved from the following three aspects. Firstly, news games can start from the end, the single perspective can be handled through enriching the ending. For example, the operation mechanism of the news game outputs the game outcome according to the user's relevant operation data, provides a

series of relevant contents to supply the causes and consequences of news game events, and state other development paths of news events other than the user's choice, which makes users can experience the game after the drama experience, so as to quickly rise to a certain height to comprehensively examine news events. Secondly, news games can guide users to re-experience different choices in the game by improving playability. In the production process of news games, we shall fully consider the interactivity and experience to create high-quality script content, so as to arouse curiosity of users about other endings after experiencing a single news game. Through the repeated experience, we can accumulate the overall information of news events and understand the whole event comprehensively. Finally, news games can mobilize the vitality of the user community, set up discussion areas and stimulate users' views on news games and news events, exchange game experience, and release game strategies, which can not only expand the user's vision, but also attract the fan community through high-quality news games.

5. Conclusion

The development of news game needs to find the balance between news and games. Innovation and development of news report can be promoted through gamification method. We not only need to innovate the internal production structure of the media to optimize the production process of news games, but also need to optimize the presentation method of news games from the aspects of news themes, product quality and so on.

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