



Exploration and Construction of Virtual Reality News Communication Model

Xue Yongzeng¹, Wang Yufei*²

¹Lecturer, School of Architecture, Harbin Institute of Technology, Harbin, China.

²Corresponding author. Mechanical and Electronic Engineering, Harbin Institute of Technology, Heilongjiang Harbin, China

Abstract: As an up-to-date technology, the appearance of Virtual Reality News has greatly impacted and changed the current situation of news media. For the vivid experience, the completely open scene and the free exploration depth. Virtual reality news has the enormous superiority in the information dissemination, by which it will be suitable to explore the domain that the traditional ways difficult to reach. In the era of 5G and big data, it is possible for virtual reality news to spread with high speed and low delay time. But just like the beginning of all kinds of new things, the real popularization and acceptance of virtual reality news needs the support of Technology and concept. It needs the joint efforts of all walks of life and the promotion of opportunities. Its future is revolutionary and historic.

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News, as a style of recording society, disseminating information and reflecting the times, is the main way for people to obtain information from all over the world.

In an era of careless development, relying on oral anecdotes, the Philippines pads rush day and night to convey the crisscrossing of the short circle. For a long time, the news spread was paper based, and although the scope and efficiency had greatly improved, it was still unable to spread the information in time. Later, with the progress of technology, the invention of radio and television gradually realized the timely transmission of language and image. The transmission of news from words to pictures.

The development of science and technology corresponds to the transmission of information in this way. When technology is not enough to make up for the shortcomings, everything has to be done with the sacrifice of time efficiency. The text, radio and television is the same. And the most essential source of news information experience should be immerse in it, to experience it with all senses, which is also the ultimate experience restoration of technological. While the development of virtual reality technology is a return to that source. In this changing process, no matter how the form changed, they all point to an irreversible trend, that is, the visualization of news production. In response, "We can not regard the

presentation, the visuality and the visual discourse strategy of the news as a kind of pollution to the pure and objective realism of existence; the visuality has been the fundamental intention of the news from the beginning"¹ said John Hartley at the 1990s, the media information environment is entering into the high-dimensional context. Virtual Reality News is a new channel, a new tool, a new opportunity to connect with the high dimension world².

Characteristics of Virtual Reality News Communication

In the age of traditional media, attention is the sharp weapon of media contention. The rise of the mobile Internet has accelerated the information glut and attention has become an even scarcer resource. In the traditional news mode, the acquisition of content requires the continuous reception of information and the assistance of the audience's personal understanding.

¹ Chang Jiang, montage, visualization and virtual reality: changes of visual logic in news production, journalism university, 1st issue, 2017.

² Xu Yan, from linear to practical -- application scenarios and production errors of Virtual Reality News, China cultural industry review, vol. 26.

This process is easy to cause attention fatigue and distraction, especially some scene that difficult to performance in the plane. Facing to the challenge of reading fragmentation, the huge amount of information in VR news effectively enhances the depth and breadth of news content, therefore, it improves the "perception threshold" of the real world, makes use of the psychological characteristics of the "feeding" information reception of the masses, and spreads the information in a "fool-like" and low-fatigue way, combining the whole information rather than fragmenting it.

Scenarios for Virtual Reality News

It is generally believed that VR platform, which emphasizes immersion, is more suitable for dynamic and visual news with strong picture sense, such as emergency report, sports event scene, natural ecological landscape, etc. However, the use of VR technology may not be beneficial to the viewing experience and understanding of the smaller and less formal topics, such as interviews, meetings and presentations. Take "VR watching the two sessions" in Kwangmyong for example. For the two sessions of the Government Work Report, reported that the pain point is actually the conference issued the core content and the possible impact on users. VR live broadcast here, the kind of meeting speech scene can hardly provide more meaning, even 2D video live broadcast has no more information, so Kwangmyong's "VR watch the two conferences", it doesn't meet the unique, fresh, immersive experience and long term cost information that this sophisticated device can provide. Therefore, the production of VR News should grasp the audience's interest direction and the scene adaptation characteristics, maximize their own advantages, such as the following scenes.

1、 Nature, Climate

Climate Change, natural disasters, many with a grand scene, distinctive features, the effect of strong infectious characteristics. For example, a report on the news of a typhoon, you can simulate the swooning and roaring of the sky and the earth through VR, and the audience can actually feel the shock of the disaster. The effects of climate are more physical. In the weather forecast program group, through the simulation of the future weather, the audience can really feel the temperature, wind and other conditions of the day through the sensor, thus planning the clothing scheme according to their own conditions. Lunar Eclipses, meteors and other large, more abstract representation of natural phenomena that difficult to describe in language, virtual reality visualization scene can make the viewer complete experience and understanding. Some travel recommended type program, personal experience greatly enhance the appeal, arouse the interest of the audience, greatly

improve the efficiency of publicity.

2、 War

The traditional war news, because of its large amount of information and many scene elements, has many concerns, the audience can not catch and understand the characteristics of the scene in time. VR News can use the audio-visual impact of exposure, light and shadow to feel the full range of transmission information. It can also enhance the interaction between users and the scene, and the audience can choose their own viewing route, as well screening and shielding some information. Thus, the target information can be obtained according to the preference and the goal orientation, and the problem of irrelevant or uninterested information interference can be avoided. The news will get more shocking and real scene feeling, and also more educational.

3、 Sports Events

The report of traditional sports events are mostly one-sided angle and the information is too much to deal with. With the help of VR news, viewers can independently explore in the scene. Spectators can decide the key points of the viewing all by their own. For example, in a football match report, the audience can follow their favourite player and experience the excitement of the court from the first angle.

4、 Education or Unconventional Scenes

The Guardian has launched a "virtual experience, confinement" where users can immerse themselves in a cell for nine minutes via a smartphone APP or using VR goggles or Google cardboard. They can go up and down from the bed to the toilet and see the whole room, and they can even hear the prisoner's true voice describing their experience. "This method of storytelling is very effective and highlights the sensory deprivation of solitary confinement," says Caroline of Ansbach Davis Davies of the Guardian. The concept of sensory deprivation is hard to visualize in text or image channels, but through immersive experiences, users can experience it from the heart, and truly realize its cruelty. In addition, some abstract concepts such in physics, biology or medicine all can be thought of in the immerse experience through VR.

5、 Science and Technology

Advanced technology and other high-end inventions are often difficult to describe in terms of language and simple pictures. The audience's Knowledge Foundation is different, level and mode of understanding are also different, and the traditional information transmission way is often difficult to adjust. The Virtual Reality News can fully show the working principle and product details of the advanced technology to the audience, and the audience can choose their own way of exploration and understanding according to their specific cognitive

level, to get what they need to know.

Propagation Model

As a new technology, the dissemination of Virtual Reality News needs the support of both technical equipment and cognition, which is quite different from the past. This also means that the masses need time and opportunity to know, understand and accept it. Just as revolutionary things such as televisions and mobile phones appear in the process of popularization, the popularization of VR devices required for VR news and watching VR news is bound to be a point-to-surface process, from the production side to the way of transmission, as well as all aspects of the audience's harmonious cooperation.

1. Audience Level

The current price of simple experiential VR devices has dropped to a low level, and it's more important to cultivate and build awareness of watching VR news. We can set up free VR experience equipment in stations, shopping malls, fast food restaurants and other places where people are crowded, traffic volume is large, time is relatively ample, attention is relatively scattered and easy to catch, so as to take advantage of the curiosity of the masses, it gives them the opportunity to get in touch with VR News, and more people can get a basic understanding of VR News, by which they may come up with the idea of deep contact. At the same time, the establishment of offline VR News experience stores will give users a more comprehensive VR news experience at free or low prices, thus arousing the desire of users to try to use it for long time. A wide range of shallow point-to-point campaigns can dramatically change the attitude of most people toward VR News, making them willing to reach out and use it, and have the first audience after a certain period of time. After these users get a good experience, they will be used as a basis point to re-promote, a new group of users and then drive more people to use. More users and consumption will, in turn, drive manufacturers to increase output and upgrade technology, thus reducing production costs. Price concessions to further reduce the user threshold, once again expand user groups. In such a continuous feedback, gradually realize the popularization of the concept and equipment.

2. Information Transfer

The dissemination of news information in virtual reality involves the uploading, downloading and recombining of a large number of scene information. In order to realize the integrity of the scene information, each piece of information needs to be arranged in a specified position at a specified time, if we want to realize the real-time transmission of live news, we need not only the timely recording of advanced equipment, but also the rapid transmission rate of information. And now the world is entering the

era of 5G, 5G commercial will break through the "last mile" of the normal application of virtual reality in news reporting. The characteristics of 5G network, such as high speed, large capacity and low delay time, also bring great convenience to the production of Virtual Reality News. At the same time, the miniaturization of 5G base station achieve full coverage of network communications and portability. In many harsh environments, the micro base station can realize the timely dissemination of news information without delay, broadening the environment of news exploration, and achieving a more complete news scene experience with high speed, wide range and full range of information transmission.

3. The Producer

At present, the profit model and monetization ability restrict the full release of the dividends of VR News Technology. At the user reception level, in order to get a better user experience, more expensive device support is needed. The complete VR news receiving experience needs multi-sensory coordination which corresponds to different devices. This determines that the customer base of VR News is narrow in a certain period of time, and the high production and viewing cost affects the normalization of VR News. The rise of the product cycle requires the timely acceptance and extensive use of user groups. First of all, there should be sufficient funds to support the production of communication companies, through publicity to guide the development of user groups. Good feedback from the user community brings traffic to the producer, thus funding the production of new products and gradually improve the technology and user experience, After scaling up to achieve periodic delivery, locking in a fixed user community while expanding the community, increase traffic even further. Such a cyclical positive feedback process can ultimately promote a well-run product ecology, in order to achieve the normal profits of the producers, and thus further enhance the production scale, to achieve the production and viewing of VR news normalization. At the same time, we should avoid the monopoly of technology and news production. The benign competition between different communication companies will promote technological progress and experience upgrading.

Conclusion

Virtual reality technology satisfies the audience's sensory needs and psychological enjoyment, provides a more "hot" medium for the audience's cognitive news, but the audience is actually becoming "cold".³ Over-sensationalism and erosion of the audience's own

³ Zhou Min, Hou Ke research on Virtual Reality News from the perspective of hot and cold media.

imagination is likely to push VR news to the other extreme, from a watchdog tool to a persuasive tool. This is the embodiment of self-consciousness in the era of individuation. Under the era of hot media is everyone's "cold thinking", we immerse in it, feel in it and understand in it. The maximized sharing of information eliminates estrangement, but the difference between virtual reality and reality should also be distinguished. The freedom of information shines like a star from the unreachable horizon, its light comes from the reflection of others, and it is only by this time that it finally breaks free from its cage and is assembled like a vast universe. Look up at the stars and look back down to the Earth. It is the only way of virtual reality news to use virtual reality technology to "tell stories better", to establish relevant ethical norms, and to encourage people to discover the unique meaning of life, to create spiritual values, and to transform social relations.

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