

Brief Analysis on the Development of News Cartoons of China in the New Media Era

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Abstract—With unique news vision and distinctive artistic features, news cartoon is deeply loved by readers and has become an indispensable news genre for newspapers. News cartoons can reflect some phenomenon and contradictions in social life, which can not only make readers have rich associations in a short period of time, but also get to the point of events and produce strong social impact. The correct use of cartoon ideas and expression techniques in newspaper layout design can bring different visual experience to readers and improve the dissemination of newspapers.

In contemporary society, the expression form of new media with concise and clear image language impacts the traditional long-winded news report form. Under the guidance of the rapid development of the Internet, news cartoons can be presented to the public through multiple forms, and this form of expression is in line with the characteristics of the current information consumption era. The rapid development of media diversification has also greatly promoted the diversification of news cartoons.

Keywords: news cartoons, news, new media

I. INTRODUCTION

News is conveyed to the public through cartoon with diversified forms of expression and rich color connotations, in this form, news expression can be called news cartoons [1]. The purpose of cartoon is to inform, persuade, advertise, issue rules and regulations, and legislate mandate [2]. While satisfying readers' easy acceptance of news cartoons, news cartoons often mean a certain amount of irony and humor. While visually expressing news content, they also often contain deeper meaning. Specifically, cartoon is a weapon in the cartoonist's hands, who can hit whatever he feels like followed by freedom of speech [3]. In some expressions of current politics or public opinion news, news cartoons often need to make rational criticism of events and guide readers to understand the news by means of expression.

Nowadays, news cartoons have become a variety of forms of expression under the background of the rapid development of new media. In addition to traditional carriers such as newspapers and magazines, news cartoons are also widely spread on websites, WeChat, weibo and official accounts.

II. BACKGROUND

In modern society, the promotion of information technology has led to the collision and integration of traditional media and new media. Most news cartoons that used traditional media as the carrier have to adapt to the new media environment to improve their impact.

Different media have different degrees of achievement in the acoustic, visual, and physical contact between two communication partners. The more acoustic, visual, and physical contact the media achieves, the who its level of social presence [4]. Therefore, we can know the spread of new media in today's society has a higher strength, and those who spread through new media images can get higher attention and attract more customers. The new media refer to the media -based on digital technology and featuring interactive communication and creative forms [1]. The impact of the new media is not only refers to The western media, new media will bring the audience more outstanding cartoons, make good news cartoons to highlight, this means that the new media contributed to the competition of propagation of news cartoon while improving their impact.

Many new media objects are converted from various forms of old media. What notes should be added on the terminology and the conversion process itself [5]. This is quick, convenient and meet the timeliness of news, it also saves time and labor costs. But one question we have to consider is: does the practice of converting news content directly from traditional media to electronic version and uploading it to new media actually adapt to the new media environment? Traditional media and new media as different carriers have different rules. The success of cartoon is in the accurate/inaccurate usage of verbal and visual ideas [6]. From The point of view of the visual design of traditional media and new media display forms are different, such as the same information in newspapers and on the phone in the public issue of typography is not the same, news cartoon is also likely to change. So how to develop news cartoons in the new media era?

III. CASE ANALYSIS

In order to adapt to the new media environment, most newspapers in China set up their own new media platforms. They convert the news and cartoons directly from the print media into digital versions and upload them to the new media platform. Whether such operation can help news cartoon get more attention from readers?

The Beijing News is an authoritative media in China. In addition to newspapers, The Beijing News also has an official website, a public account on WeChat, a mobile app and a public account on weibo, which will undoubtedly expand its communication impact and interaction with the audience. We take one of the online e-newsletters of The Beijing News as an example to analyze how news cartoons are presented in new media.

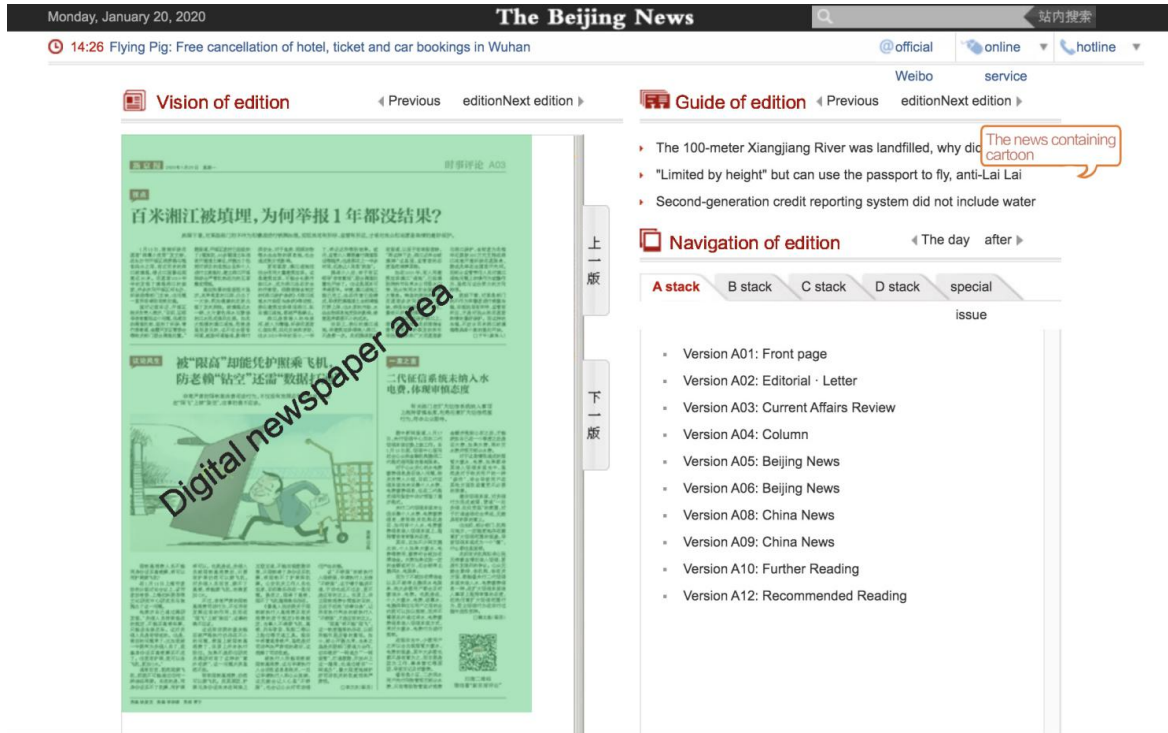


Fig. 1. The vision of The Beijing News on the website.

From the "Fig. 1", it is easy to find that the digital newspaper of the Beijing news transmits the presentation form of the newspaper to the website directly, with the digital newspaper on the left and the sections of content on the right. Unfortunately, we could not see the digital

newspaper page on the left clearly because it was a thumbnail image. The author could only see the news cartoon through clicking the title of news on the right, and the news cartoon is shown in right side of "Fig. 2".

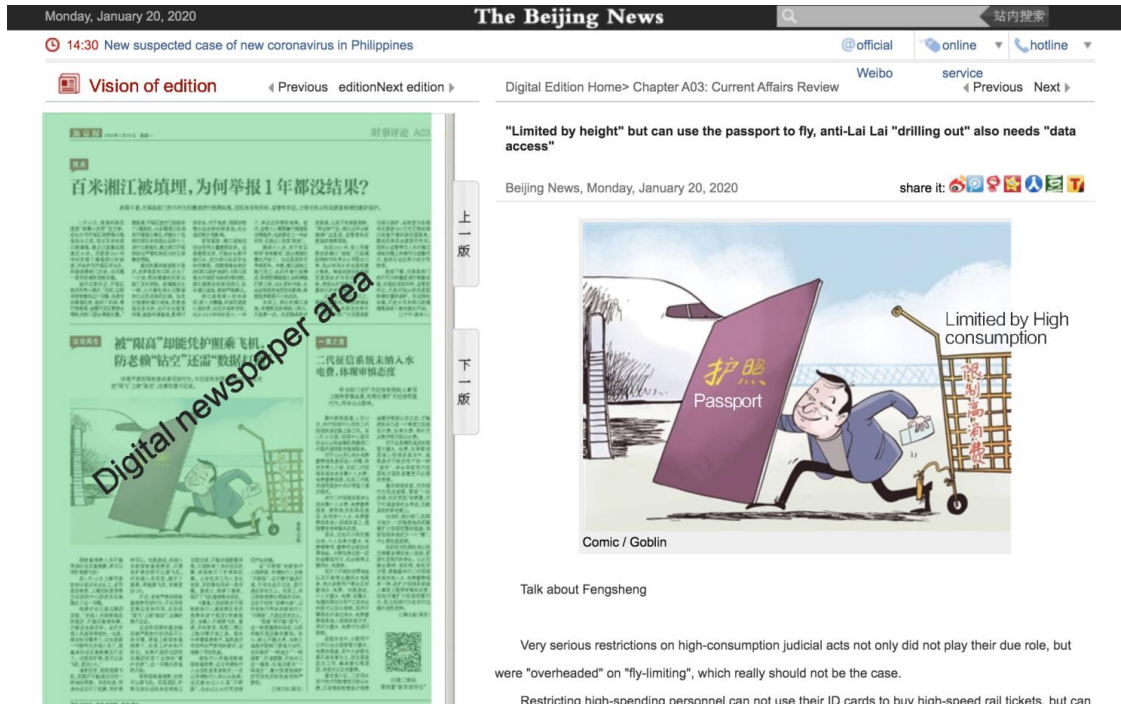


Fig. 2. The news containing cartoon on the website.

In "Fig. 2", the cartoons are presented, and the layout of the text and news cartoons also changed, but the shortened version of digital news on the left still occupies the screen, which does not bring a good reading experience. In the right part, the news cartoon is placed on the text to attract people's attention immediately, but obviously, it attracts more readers' attention than the title. As cartoon can lead reader to understand in a short time, and how will this layout lead readers' understanding of the article? The author thinks this is a representative issue should be considered in the development of news cartoons in the new media era. In the era of new media, people need to put their energy and attention into thinking about how to present news cartoons through appropriate visual representation.

The author also searched the Beijing news's public account on WeChat and microblog, but the news with the same title with print media did not appear, which proves that the new media platform does not contain all the information from the print media, similarly, some of news cartoon will not appear in the public view. This phenomenon may relate to the impact of news, the integration strategy of news release, the application of network technology, and the level of news cartoons.

IV. LITERATURE

People are looking forward to the visual communication design in the new spirit, new art, new tools, new space, new media unprecedented development, can show the magical style, to meet the needs of all aspects [7]. The goal of visual communication is not only to complete the simple transmission of visual information, but to give people emotional and ideological perception and satisfaction

through visual communication [8]. In terms of visual art design performance, we should not only follow the visual law of art design, but also master the characteristics of digital design language [9]. Many of Current digital comics are according to the logic of the cartoon on print media, through the digital media technology to make the electronic pictures, this change is only for a single copy, to simplify the paper media, but its artistic has not formed certain innovation, there are some shortcomings on reader user experience [10].

V. CONCLUSION

As an important part of news communication in China, the development of news cartoon has gone through a long process. Under the influence of new media environment, news cartoon is facing great challenges. In order to improve the communication and influence of news cartoons in the new media environment, cartoon designers need to consider both the performance of cartoons and the visual communication design in the new media. We should not only follow the visual law, but also master the characteristics of digital design language. We should not only make the cartoon excellent, but also consider how to bring good user experience to readers. On the other hand, news departments should provide a good environment for the development of news cartoons and attach importance to the presentation of news cartoons. In the future, new media will bring more news cartoons to readers, which will strengthen the competitive atmosphere of news cartoons. The creators of news cartoons need to re-examine how to display cartoons in new media through new visual language, and at the same time improve their professional quality, so as to promote the development of news cartoons in China to a higher platform.

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