

# *Media Fusion and Narrative Transformation from the Perspective of Microecology*

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**Abstract:** The advent of the era of media convergence has given rise to the transformation from linear to non-linear, from “unidirectional” to “multi-directional”, and from “full time and space” to “fragmentation”. Under the background of the rapid development of information technology, media integration, and narrative transformation promote each other and play an important role in solving social reality problems and disseminating cultural information. So this paper will start from the perspective of micro ecology, through the analysis of media fusion “ecological” narrative transformation, explore the media narrative in the information environment, value orientation and audience experience, and think in the new era about the spread of information narrative facing the new media, traditional media, and the relationship between the audience reconstruction, and the new technology, new perspective and new audience interaction that also jointly promote the spread of information and narrative in a more open and diverse direction.

**Keywords:** media ecology, media integration, media narrative, new media, mass communication

## 1. Introduction

From the perspective of ecology, human society is a complex and huge system in which various factors influence each other. In this system, not only the external environment of people and society restrict each other, but also the various needs of people as independent individuals will also have different effects on the environment. Therefore, it is difficult to accurately grasp the world that we live in only by looking at the latitude of the relationship between people and society. Communication scholar Neil Bozman first put forward the professional term “media ecology” believing that “media ecology is the study of information environments. He focuses on how the techniques and techniques of communication control the form, quantity, speed, classification and direction of the information” [1]. He emphasized maintaining a clear and objective understanding of the surrounding living environment from ecological and sustainable development perspectives [2]. If we analyze the media’s communication and social development in terms of the theory of “micro-ecology” in ecology, it is not difficult to find that the development and change of the social ecosystem will affect the production of content, the mode of communication, and the profit model of the media. Therefore, in the era of media convergence, the media will exist in the new media market different from the narrative mode of the traditional media era and the network media era. Therefore, it is necessary to analyze and summarize the narrative transformation of the current media’s communication. From the perspective

of micro-ecology, this paper will sort out and analyze the current situation and characteristics of narrative transformation, which is conducive to providing some useful references for the future development of media publicity.

## **2. The Necessity of Narrative Transformation under the Media Ecology**

In the background of the information technology revolution, media convergence has become a new development trend in media ecology. Traditional paper media have opened the “digital” era, and radio and TV have opened their online portals with the help of Internet platforms. The new media ecology represented by TikTok, Kuaishou, Weibo and WeChat has accelerated and improved the ecological market for information dissemination. The super high universal rate of smart phones in life makes everyone the publisher of information while receiving information. In this trend, the mode of mass communication also changes greatly. In the era of new media, the dissemination and acquisition of information show the characteristics of “fragmentation”. The views on a certain social issue are compared with the flat dissemination of traditional media before. The current news and information narrative presents diversified and three-dimensional characteristics.[3]

Flannery O'Connor, an American scholar, believes that “narrative is a story, a process about the occurrence of the story”.[4] He believes that the narrative not only simply describes the occurrence process of events, but also reflects the characteristics of people's psychological activities and behaviors in this process. It can be seen that narrative is not only a simple description of objective things, but also an expression of subjective emotions. Therefore, on the one hand, the voice of the media is no longer a simple information transmission, but a kind of valuable guidance. The audience evaluates and analyzes the internal social phenomena and social problems reflected by the media through the value orientation in the narrative. On the other hand, with the continuous progress and development of communication technology, it presents a transformation from “full space and time” to “fragmentation”. Taking news narrative as an example, under the fragmented communication mode, the audience can no longer have a complete understanding and grasp of the event, but must piece together a large number of miscellaneous information fragments to obtain the information they need. This fragmented communication mode has a very important impact on the audience's cognition, and in a sense, it is also an important part of the wind direction of social public opinion. The reasonable development of narrative transformation under media ecology helps the audience obtain information more efficiently and comprehensively. Therefore, in this context, the importance of accurate and comprehensive “micro-narratives” is becoming increasingly prominent, and the subsequent transformation and development of media communication also arise at the right moment.

## **3. Analysis of the Current Situation of the Narrative Transformation**

### **3.1. Reconstruction of Narrative Subjects: From Traditional Individuals to New Media Individuals**

In the era of “we media”, everyone becomes the disseminator of information, and at the same time also acts as the interviewee of information. In the era of media convergence, the narrative subject gradually changes from the traditional individual to the new media individual. Although traditional media still occupies a dominant position in content production and communication, the innovation and change of new media in communication channels and business models make them strong communication power and influence. In the era of “We Media”, everyone can become a publisher of information. Under the background of “micro-narrative”, there is a user creation paradigm of “all people can shoot”, which represents a new methodology of anti-grand narrative [5]. This form enables the works carrying the transmission of information to vividly tell stories in colloquial and situational language, clear representation and accurate expression of meaning in a short period of time [6]. This

“short, micro, but also physical and spiritual, not only covers all the elements of the narrative, but also presents the unique micro characteristics of the narrative” [7]. It is clear that as society moves into the Internet era, the act of disseminating knowledge is no more the behavior of a single person, but rather one of many others participating in and creating it in cyberspace. The transformation of the identity of the interviewees in traditional media into a new media individual, and providing them with the opportunity to participate in the narrative. The subject of the narrative is no longer limited to the traditional sense of “individual” as the center of the narrative mode, but can be seen from different perspectives. The new subject identity of the narrative is no longer just passive, but in the process of transmission actively builds a more open, more interactive and multi-directional event media ecology.

### **3.2. Reconstruction of Narrative Content: From Single to Multiple**

The content production of traditional media is usually centered on a single perspective and professional as the core, so the output content is always slightly weak in the richness behind the events. However, with the development of information technology and media integration, mass media has been transformed and reshaped by mobile, digital, and social information technology, thus making media integration a social reality. In the process of transformation, traditional media are constantly exploring content production and communication modes in line with the network environment. In the process of the transformation and development of traditional media into new media, media content presents the development and transformation from single to diversified. This transformation, after combining the core concept of “micro-ecology”, often makes the transmission subject play a better transmission effect in the transmission role of communication. For example, during the COVID-19 outbreak, China’s CCTV News Channel and China Radio International (CRI) respectively launched a series of news topics such as “Go Wuhan”, “Wuhan Diary” and “We Are Together”. These works are in the form of “micro news documentary” to tell stories for the audience, showing the social responsibility and emotional care of the media in this special period, and meeting the psychological needs of the public [8]. Although these works are from a single narrative perspective, they are presented as “micro-narrative” in the form of presentation, so that the audience can construct a relatively complete cognition of the current time after receiving the information dissemination through various media. It can be seen that the production of information content has already shifted from a single perspective to multiple perspectives as the center, forming a multi-level and multi-angle narrative mode.

### **3.3. Reconstruction of Narrative Structure: From Linear Structure to Non-linear Structure**

The advent of the era of media integration reconstructed the structure of news narratives and made them more inclined toward non-linear narrative structure. Taking the news narrative as an example, the development of the information technology revolution makes it change from “linear” to “non-linear”. In the linear news narrative structure, the news information is presented in the form of a “straight line” or a “ray”. At this time, the audience can only judge the subject of the news event according to the content presented by the information. However, in the era of new media, due to the diversification of information sources, the subject of news narrative is no longer single, but jointly completed by multiple subjects, that is, the linear structure in the traditional sense turns to the non-linear narrative structure [9]. In addition, in the era of traditional media, the audience can only passively accept information content, while with the advent of the new media era from the perspective of micro ecology, there is information dissemination under the mode of “two-way interaction” and “multi-directional” communication. Not only news, but also many excellent micro films, micro documentaries, micro comics + audio books and other multi-cultural forms have realized efficient information communication and dissemination through the media platform. In this context, traditional

media and new media blend, influence each other and develop together, gradually forming a virtuous cycle model.

### **3.4. Reconstruction of Narrative Mode: From Traditional Narrative Mode to New Media Narrative Mode**

In the era of media convergence, traditional media and new media jointly build a three-dimensional and open information communication pattern. In the context of an increasingly complex and diversified information environment, both traditional media and new media are working together to provide a better news narrative experience for their audiences. From the perspective of “micro-ecology”, the narrative mode of information transmission has also changed accordingly.

The traditional media narrative mode mainly takes events, tasks and development as clues, and arranges and narrates in chronological order. This traditional narrative mode is characterized by stability, authority and objectivity, and it is also the main way for the mainstream media to effectively guide the audience. However, in the era of new media, the popularization and development of the network have enhanced the interaction between people, thus promoting the rapid development of information exchange between individuals. At the same time, due to the popularization of intelligent terminal devices represented by smart phones and the continuous development of network information technology, a large amount of “micro-ecological” information is produced, which enables the audience to receive massive information through the network. Under the framework of “micro-transmission”, information is transmitted by “micro-media”, thus having an impact on the society. It is characterized by “short, frequency and fast”, thus arousing social attention in the shortest time, and becoming a powerful force to promote the new context of society, new thinking of the public and new norms of public morality [10]. However, the unidirectional communication mode of traditional media lacks accurate positioning of the audience’s needs, and cannot meet the growing information needs of the audience. Therefore, the traditional media also needs to conform to the trend of The Times and adapt to the change in a narrative mode brought about by the new media era. As in the era of new media, the most significant differences between it and traditional media are as follows:

The first is the humanization of the narrative subject.

In the age of new media, the dissemination of information is no longer limited to professional news organizations, and the general public can also become the participants and disseminators of news reports. Moreover, with the rise of new media platforms, audiences can obtain information in a more efficient way when reading news.

The second is the diversity of narrative ways.

In the era of new media, there are more and more information dissemination channels. From traditional media to we-media platforms such as Weibo and WeChat, to short video platforms such as TikTok and Kuaishou, various information channels emerge in an endless stream. At the same time, the way of reporting news has gradually changed from a single perspective to one with diversified and complex narrative characteristics.

The third is the fragmentation of the narrative content.

In the Internet era, the speed of information dissemination is overwhelming. In the past, the cycle of information content dissemination in traditional media such as TV and newspapers took a long time, and it required professional journalists and editors to revise and release it. However, in the new media era, the speed of information dissemination is greatly accelerated, the advantages of traditional media are gradually weakened, and the time for the audience to obtain information is constantly shortened. In the context of “micro-narrative”, combined with the analysis and push of big data, the accuracy of information dissemination is constantly improved, which can better cater to the preferences of the audience.

#### 4. Conclusion

The narrative transformation of media is the result of the joint effects of media convergence and narrative transformation. Therefore, under the background of media convergence, how media carry out narrative transformation is also an important issue that we must carefully study and explore. The perspective of “micro-ecology” is also an important attempt that evolved in the process of communication and development of The Times. From the perspective of micro-ecology, it can understand the development and change of news narrative under the background of media integration at the micro level, which not only analyzes the narrative transformation after media integration, but also provides a new choice for the development of news narrative in the future. At present, although the narrative transformation of mainstream media is in the exploratory stage, there is a big gap between it and new media in terms of content production, communication mode, profit model and other aspects. Therefore, the traditional mainstream media should actively use the Internet’s narrative mode and means to explore more new narrative forms and enhance their voice and influence. At the same time, new media should pay attention to the resource advantages of traditional media to provide new narrative platforms and channels. Through integrated development, the traditional media and new media can truly adapt to the requirements of news communication change in the new era.

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