

# *News Communication and Corporate Brand Building under the Background of Big Data*

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**Keywords:** Big Data, News Communication, Brand Building, Media Events

**Abstract:** With the advancement of society and the increase of computer, network and digital media technology, big data technology has become an indispensable part of modern service industry. Big data technology has been developed in all aspects of news communication and corporate brand building, and the value of products and services created has gradually increased. Big data plays an important role in technological innovation and social stability. This article mainly introduces the research of news communication and corporate brand building under the background of big data. This article uses the research on news communication and corporate brand building under the background of big data, starting from the media event itself, and reasonably analyzes news communication and corporate brand building. Use corporate brand building to analyze and analyze the application of communication in big data to improve the efficiency of corporate brand building. The experimental results of this paper show that the application of corporate brand building and news dissemination technology combined with big data technology has increased the brand building rate by 23%, strive to build corporate cultural brand themes, and vigorously promote corporate cultural brands through news dissemination.

## **1. Introduction**

In today's increasingly fierce competition in the news media, the "target audience" is unprecedentedly valued [1-2]. In the comparison of development, people clearly see that those successful media are all media that accurately target audiences. The media created its own audience group, created new needs of the audience group, and constantly updated itself and created itself [3-4]. Co-construction occurs in deep psychological identification and continuous interaction, which can only be effectively carried out after the target audience is established [5-6].

For news communication, enhancing one's own competitiveness is an inevitable choice to further realize self-development and enhance one's own value [7-8]. Salem J believes that the micro main

body of the industry, the focus of the enterprise's work is to fully consolidate its own strength [9]. Yan Z thinks that in the new era of brand industry development, companies should pay more attention to the development and utilization of resources such as capital, technology, and talent [10]. As well as the actual responsibility and fulfillment of its own internal management, social responsibilities, and cultural missions, deepen the reform of internal mechanisms and systems and scientific research innovation, strengthen the construction and management of the digital publishing industry chain, strengthen the division of labor and cooperation between traditional publishing companies and high-tech companies, and improve the internal organization and operating mechanism of the enterprise, give full play to the brand effect, strengthen the strategy of resource integration and industrial integration, and technology integration, to contribute to the overall improvement of corporate brand competitiveness. However, there are errors in their experimental process, resulting in insufficient accuracy.

The innovation of this article is to put forward the research on news communication and corporate brand building under the background of big data. According to the combination of big data technology and media events, the analysis and application of corporate brand building are strengthened. This article combines practical theory and uses standard case studies to conduct specific analysis to complete brand building efficiently and worry-free and greatly reduce corporate brand building Cost, promote and coordinate the reform and development of enterprises.

## **2. News Dissemination in a Big Data Environment**

### **2.1. News Communication Environment**

Through the rapid development of the news media in the past few years, the technology has become increasingly mature, and a variety of terminal pan-terminals have also been applied to all aspects of production and life. The rapid growth of cloud computing, Internet of Things and other technologies is also boosting the mobile interconnection of production services is rapidly developing. News media has become a new industrial breakthrough and competitive point of traditional production and services. The reason why media events have always been stubbornly displayed in news reports and continuously used by the media is that the key reason lies in the reasonableness contained in media events. Part of it conforms to the new requirements of the times and social development on the media. Moreover, from the perspective of objective reporting concept, the core of traditional news reporting concept.

Its evolution trajectory shows a trend toward the reasonable part of the media event, which further confirms the rationality of the media event. But at the same time, it is precisely because this rationality has always been ignored, obscured or misunderstood in the actual operation, that the understanding of media events is unclear, improperly used, and in a chaotic and embarrassing situation. Therefore, there is an urgent need for us to restore this rationality, rectify its name and spread it, which not only gives the media event a clear and definite position, helps its actual operation, but is more conducive to the improvement of news reporting concepts and the development of news reporting practices. Assuming that the number of evaluation objects is  $n$  and the number of indicators is  $m$ , the maximum-minimum method is adopted, and the positive indicators (such as gross profit margin) and negative indicators (such as business cycle) are standardized. The positive indicators are as follows;

$$X'_{ij} = \frac{x_{ij}}{x_{i \max j}} \quad (1)$$

For negative indicators, the formula is as follows.

$$X'_{ij} = \frac{x_{i \min j}}{x_{ij}} \quad (2)$$

In the gray correlation analysis method, the reference sequence is the optimal value of each index, as shown in the vector  $x_0$ , all elements in the vector  $x_0$  are the maximum value of the corresponding index, and  $x_0(j)$  represents the maximum value of the  $j$  index.

$$x_0 = \{x_0(1), x_0(2) \dots x_0(n)\} \quad (3)$$

## 2.2. Relationship between News Communication and Corporate Brand Building

Companies generally lack a corporate culture or product brand with international influence and reputation. In order to effectively gain market recognition and preference both domestically and internationally, publishing companies should strive to promote independent innovation and brand building, further deepen their sense of innovation and brand awareness, and effectively promote themselves to the world. Specifically, the domestic and foreign markets should be segmented first, decomposed into several sub-markets with different characteristics, and combined with their specific characteristics to carry out the positioning and shaping of their own superior brands, and formulate different brand management and management strategies, with a targeted Promote the production of corresponding products and their image and brand.

The fundamental difference between media events and other reporting forms is that the media always occupies a vital position in them. It flexibly "grabs with both hands"-for media events that are completely produced by the media, its purpose presupposition is obvious; for those media events based on certain objective facts, direct intervention in behavior is also applied to make It loses its original development direction. Media events are the intersection of "media + events", where "media" is indispensable, and "events" are also indispensable. The text is the carrier and appears externally, and truly enters the link of news communication, and is finally perceived by the audience and awareness. It can be said that one of the fundamental differences between media events and objective events is that the former and reports are inseparable, and need to rely on reports to exist and be prominent, that is, "no reports and no events"; the latter is completely independent outside the report, that is, "no report or incident".

## 3. Brand Building under Big Data

### 3.1. Corporate Brand Building

To create an all-media platform that integrates online and offline "All Media" emphasizes "all". Therefore, it is necessary to pay attention to the overall development of online and offline, and coordinate and unify. When the paper media performance decline becomes a trend, new media needs to use creativity to maximize the value of published products. With the help of offline media content production and dissemination advantages and online media platforms and interactive advantages, promote the integrated development of online media and offline media, open up new

channels for user information exchange, and build a new publishing landscape.

Strictly implement the data release and information release system to ensure that the amount of information update in each section of the website is rich, the update time is timely, and the update content is accurate; through the inventory of the website column columns with high attention, the amount of information clicks is summarized, and the hot indicators that users care about are screened. Scientific quantitative analysis, innovative information interpretation methods. Actively explore the micro-media propaganda model. In-depth research on the important impact of mobile technology on brand building, special research on the construction of Weibo and WeChat, and at the same time, regularly holding salons similar to reader meetings for active offline interaction. In addition, their feedback and response to the media will have a strong resonance effect among the audiences of the whole society, leading to the "silent spiral" effect, and making the "out-of-event audience" subject to the "Domino" effect. There may be conversions to "audience within the event".

### 3.2. Audience Analysis of Corporate Brand Building

Corporate brand building and media events are designed to strengthen corporate culture and promote brand building. First of all, from a synchronic point of view, numerous media events have appeared in the practice of news communication at home and abroad, and there is a trend of becoming more and more common; second, from a diachronic point of view, media events have emerged in endlessly from history to today, and they are constantly changing. With the gradual formation of popular culture and society, it shows the characteristics of gradual frequency. The market supervision of products and the construction of related laws and regulations have been continuously strengthened and improved, and finally formed a systematic and complete digital publishing industry promotion policy system, which provides a good policy environment for the sustainable development of the regional digital publishing industry.

Media event communication control, and in media events, most media organizations complete media events with clear subjective intentions and under specific arrangements. Compared with ordinary communication control, it is more direct and obvious. "Control The term "is no longer sufficient to express media behavior in this situation. In addition, for different media groups, the value orientation, market orientation, audience orientation, etc. are different, the guiding ideology and behavior are also different, and the management and control adopted in media events are also different, which in turn will lead to media events.

At the same time, due to the characteristics of uneven regional development in my country, the development level of regional policies is also different. The publishing policy development level in the eastern region is significantly higher than that in other regions, and the publishing policy system in the central region is relatively imperfect. Therefore, for brand characteristics, local governments should improve policy coordination and operability, fill policy gaps in underdeveloped regions, and ensure the implementation of policies are the key to perfecting corporate brand building. The specific results are shown in Table 1.

*Table 1. Annual publishing industry revenue and growth rate*

years	Main business income	Revenue growth rate	Total profit	Profit growth rate
2018	19967.1	9.4	1563.7	5.9
2019	21655.9	8.5	1662.1	6.3
2020	23595.8	9.4	1792	7.8

## 4. Brand Building and Media Event Analysis

### 4.1. Brand Audience Analysis

After the news industry environment has changed, the concept of objective reporting has gradually lost its absolute dominant position. The emergence of media events is a response to this change in the industry environment: an industrial environment led by marketization is increasingly taking shape, and the intensity of media competition is increasing. As the degree of marketization deepens and strengthens day by day, the scarcity of information channels in the past has become a surplus of channels, and no media can have exclusive news; moreover, the attention of the audience in the massive information is highly distracted, and the media only sticks to objective reports. It has been difficult to attract audiences and win the competition. Therefore, it is necessary to develop an "attention economy" according to the new requirements of the society and audiences, and turn mass communication into "segment communication". Media events have become one of its strategies. The specific results are shown in Figure 1. It can be seen from the figure that the influence of Chinese media has gradually increased, and Zhongnan Media has remained relatively stable.

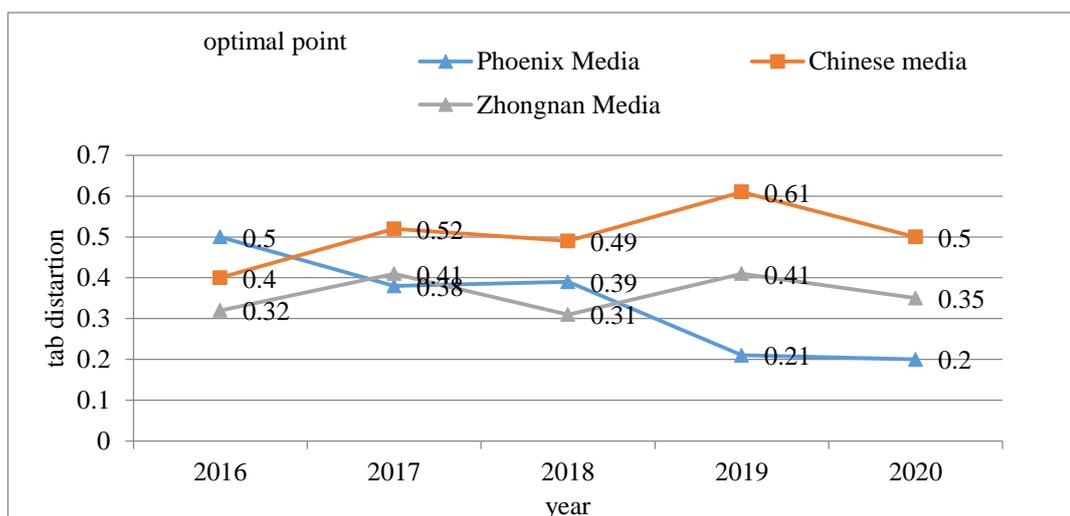


Figure 1. The optimal capacity allocation

### 4.2. Media Events for Brand Building

The concept of objective reporting and the development history of media events are both closely connected and independent of each other. Both exist in the development history of news reporting, relying on corresponding practical and theoretical foundations, and are constantly changing with the development of the times and news communication practices. And there are many periods of overlap and overlap between the two. At the same time, the two have their own independent development routes: for the development of objective reporting concepts, from absolutely reasonable, all reasonable to partial reasonable and even some unreasonable, the original idea of unshakable objective reporting has changed; for the development of media events and their concepts, it has gone from looming and fragmented fragments to absolute rejection, and then gradually tacitly acquiescing and becoming common. The specific results are shown in Table 2.

Table 2. Objective reporting concept and objective reporting concept

	Media event concept	Objective reporting concept
Ontology	media is the ontology	facts are the ontology
Epistemology	from cognition to fact	from fact to cognition
Axiology	"perceptual" values	"rational" values

From the comparison of media events with other news reports, the former's mapping of social reality is often more magnified, tortuous, and even exaggerated, which helps people understand the social reality of a particular era from another perspective; in addition, it appears to be the media produces media events in order to meet or cater to the audience. In fact, in a deep and positive sense, it is the potential needs of the audience or the broader national psychology that influences and inspires the media to produce media events. What kind of media events have been achieved by the audience? For example, those media events that deeply reflect public opinion and popular sentiment are generally positive, and they can often achieve positive effects. The specific results are shown in Figure 2. It can be seen from the figure that mobile publishing and Internet advertising are still the main forces driving the development of the digital publishing industry.

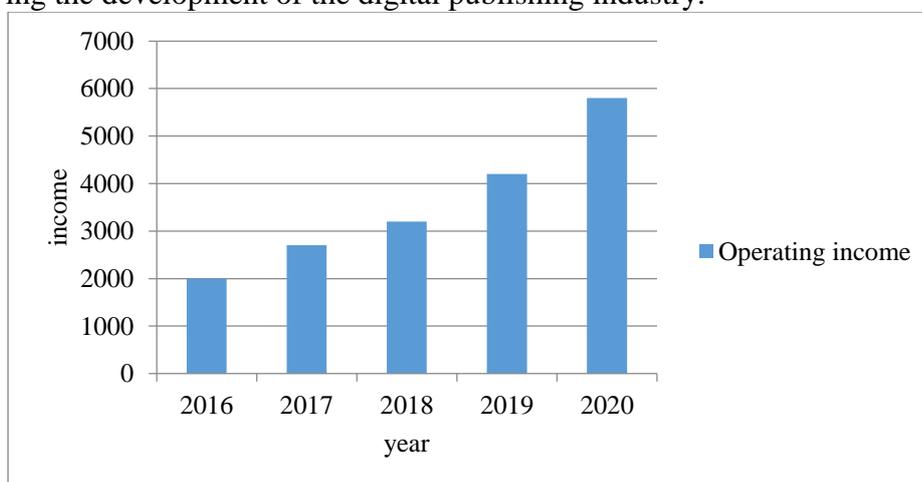


Figure 2. Digital publishing industry

## 5. Conclusion

Although this article has made some research results on news communication and corporate brand building under the background of big data, there are still many shortcomings. As a kind of news practice phenomenon, media events have had an important influence on the traditional news reporting concept and practice. In order to better adapt to the needs of social progress and effectively promote the development of news communication practice, on the one hand, it is necessary to actively improve the concept of objective reporting from the evolution of theory, on the other hand, it is necessary to analyze specific issues in detail, and dialectically analyze media events. Finally, on the basis of the two amendments, the construction of enterprise products is built. Based on the background of big data, there are still many in-depth contents worth studying in the research of news communication and corporate brand building. There are still many steps in the process of studying news communication that have not been covered because of space and personal ability. In addition, the actual application effects of media events can only be compared with traditional models at the level of theory and simulation.

## Funding

This article is not supported by any foundation.

## Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

## Conflict of Interest

The author states that this article has no conflict of interest.

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