

Innovation of News Communication and Brand Communication under Big Data

Dan Li*

Nanchang Institute of Science and Technology, Jiangxi 330108, China

308756459@qq.com

**corresponding author*

Keywords: Big Data, News Communication, Brand Communication, Innovation Research

Abstract: Brand communication is the core strategy of an enterprise and an important means beyond marketing, it informs consumers of brand information through various effective channels. With the continuous development and innovation of Internet technology, the way of news communication and brand communication is constantly changing, and the main change is its communication mode. Nowadays, with the development of big data technology, news communication and brand communication have gradually changed from newspapers and TV to Internet communication. The purpose of this paper is to study the innovation of news communication and brand communication under big data technology, analyze the current situation of news communication and brand communication, and analyze the reasons for this result. In this paper, literature analysis is used to investigate the influence of news communication and brand communication under big data technology, and innovative methods of news communication and brand communication under big data technology are put forward, finally, the present situation and prospect of innovation of news communication and brand communication under big data technology are analyzed. From the experimental results, it is concluded that the proportion of Internet technology in news communication and brand communication will reach more than 90%.

1. Introduction

Brand communication is the core strategy of an enterprise and an important means beyond marketing. It informs consumers of brand information through various effective channels. With the continuous development and innovation of Internet technology, the way of news communication and brand communication is constantly changing, and the main change is its communication mode. Nowadays, with the development of Internet technology, news communication and brand

communication have gradually changed from newspapers and TV to Internet communication. Under the new economic conditions, the trend of communication and convergence between news communication and brand communication is increasingly obvious. However, in this new period, the brand concept and theory have not yet complied with this important social transformation and realized theoretical innovation and reconstruction, which makes the existing brand concept, theory and operation means unable to accurately grasp the theme of the times and realize theoretical innovation. Therefore, only by following the changing trend of the times and reviewing and rethinking the basic theory and value orientation of traditional brand communication from the perspective of consumer culture rhyme, can the core theory of brand communication be turned and reconstructed in transcendence. Compared with Japan, Korea and Taiwan Province, China's media image is relatively positive. Communication is the most important factor of enterprise authenticity. Originality is the key factor of brand authenticity. Originality/Value-Although people are increasingly aware of the importance of innovation, integrated marketing communication and brand equity, there are few studies on the role and importance of information technology directors in innovation, integrated marketing communication and brand equity [3]. Although brands may benefit from self-disclosure of information, the impact of crisis communication on customers' brand evaluation may depend on the type of crisis [4]. Theoretically, the final result shows that brand knowledge and brand image can be measured as multiple attributes [5].

Brand platform is a growing "grey zone" of marketing and media information, Enterprises and journalists cooperate to create content that supports the strategic objectives of enterprises, while keeping consistent with the editorial coverage of publications [6]. SPSS 22.0, AMOS 24.0 and Process (A. Professor Hayes) and Daniel Soper's statistical tool "Interaction" is used for adjustment chart, data test and hypothesis analysis. The results show that brand communication plays a significant mediating role between consumers' participation in social networking sites and brand attachment [7]. Where there is no good information, bad information will flood into this space and fill it quickly. This is true in the case of crisis or bad news, as well as in sharing good news, promotion and brand management [8]. Not all contractors focus on hiring marketing managers, but this may lead to loss of revenue, potential brand damage and a series of other unfortunate events [9]. Intrinsic motivation has a strong negative impact on green skepticism, while external motivation has no obvious impact [10]. Based on the way of news communication and brand communication under the current Internet technology, this paper infers its next development and puts forward new ways of news communication and brand communication.

On the one hand, it combs the brand theory, communication theory, consumer culture and their relationship, which provides theoretical basis for the study of the connotation, characteristics and communication mode of brand communication. On the other hand, it defines the connotation and essence of brand communication from the perspective of consumer culture, on the basis of theoretical research results, it concludes the era background, essential connotation and communication mode of brand communication theory innovation.

2. Methodology

2.1. Literature Analysis

First, study the literature. In the process of writing this paper, I have read and studied a large number of relevant research literatures at home and abroad, which laid a theoretical and material foundation for the writing of this paper. Second, study suggestions and case studies, collect relevant research reports and statistics as much as possible, and read and analyze them in detail; the writing

of this paper includes a large number of related news communication and brand communication, The specific operation methods are as follows: First, determine the research theme-brand communication theory based on Internet technology, and then find relevant information about consumer culture, brand communication and news communication concepts and their relationship; then, search the literature related to the research topic through the network and library; finally, by sorting out and analyzing these materials, the paper clarifies the development course of brand theory, understands the bottleneck and development way of brand theory, and summarizes the brand communication mechanism and mode based on the perspective of consumer culture.

2.2. Influence of Internet on News Communication and Brand Communication

I_j Make the safe behavior of K watch interconnection network as the unobservable net profit, y shows the unobservable behavior, i shows the unobservable influence of Internet, \mathbb{I} shows the negative Internet, and the quantitative model of I is as follows. Whether to use the internet or not, this paper constructs the measurement model of y and I as follows:

$$Y_{ik} = \alpha I_i + U_i \quad Y_{ik} > 0 \quad (1)$$

In order to obtain the consistent estimation of the impact of Internet use on the safety production system, we use the "Tobit model of the first kind" for estimation. According to the judgment matrix, we can find the feature vector corresponding to its maximum feature root according to the following formula:

$$P_{ik} = \lambda I_j + v X_i + W_j \quad (2)$$

At present, there are many methods of business process reengineering, but there is no completely suitable method only for news communication and brand communication.

The association matrix of Petri net is an integer matrix of $m \times n$. The association matrix is represented by A as follows:

$$A = [a_{ij}]_{m \times n} \quad (3)$$

The method based on Petri net incidence matrix and combined with the requirements of intelligent manufacturing for news communication and brand communication is adopted, firstly, the modeling method combining IDEFO and Petri net is used to model the three stages of news communication and brand communication, the conflict, choice, synchronization and concurrency between activities are analyzed according to the Petri network incidence matrix, finally, according to the analysis results of the second step and the requirements of Internet technology for news communication and brand communication, the corresponding reengineering scheme is put forward.

3. Innovative Steps of News Communication and Brand Communication

3.1. Pay Attention to Brand Culture Construction and Audience Experience

With the increase of people's consumption pattern and individual consumption demand, consumers not only have the same communication relationship with the company, but also pay more attention to the emotional communication process, that is, ordinary shopping. This experience translates into an in-depth evaluation of the products and services provided by consumers. The way of communication with brands supported by the Internet is different from the previous forms of

communication, in order to improve the personalized user experience of products, consumers must have a real impression on products. For example, creating user experience shows that whether it is an e-commerce product or a physical product, it makes consumers understand the product and improves the shopping experience of consumers. This has played a certain role in promoting consumers' understanding of brand culture and business value. In some aspects, the importance of experience helps to maintain consumers' loyalty to the brand. The production of brand culture is the productivity of soft power enterprises, if enterprises want to be in a certain position in the market, it is necessary to promote their products to the maximum extent, so that consumers can have a certain understanding of the products and ensure the stability of the company's product chain.

3.2. Digital Internet Brand Communication

In the network age, the concept of advertising communication business not only pays attention to the mode of communication, but also pays attention to the construction of the leading relationship of the mode of communication. Provide user experience, so that users can enhance their brand in terms of product concept, corporate culture, service awareness and corporate responsibility, with emphasis on product packaging and user interaction. The network can spread the brand in many ways: one is the spread of micro-blog. Microblog is the universal carrier of social service to spread brand value through microblogs, publishing products in the form of photos, texts, links, etc., and consumers can access product content instantly through the Internet. The second is the network advertising alliance. The purpose of online advertising is to promote brand and products, so that enterprises can define online advertising according to their own marketing plans and create appropriate advertising images according to different festivals. For example, before the AI qiyi video player plays the video, there is a product advertisement with long-term content, and marketing professionals can configure different contents for different types of Internet users according to different holidays. After market research, it is found that the proportion of consumers attracted by different contents set according to different festivals is shown in Table 1 and Figure 1:

Table 1. Proportion of consumers attracted by different festivals

Festival	Double 11	International Workers' Day	Chinese New Year	Valentine's Day
Proportion	33.8	12.5	30.7	23

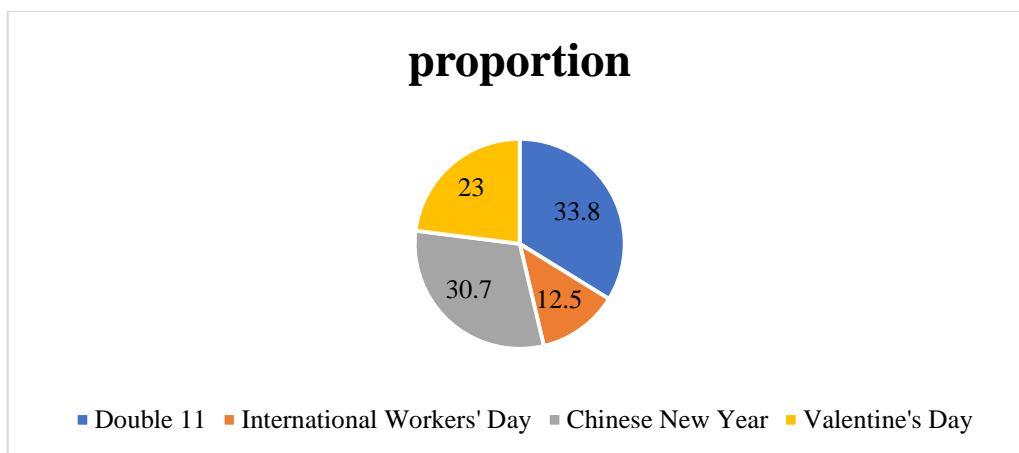


Figure 1. Proportion of consumers attracted by different festivals

4. Innovation Analysis of News Communication and Brand Communication

4.1. News Communication and Brand Communication Innovation Status Analysis

Today, many students walk into a colorful world of hard work in high schools, and will face various temptations in universities. Many students have an understanding of fashion and trends, and are curious about more things through university channels. In terms of consumption concept, most students support pursuing certain brands. Many brands may have no practical value, but the price is relatively expensive, Some students don't know the brand themselves, so they can be more like the vanity and pride of their famous brands. Because of the advanced level of network technology at present, watching youth idol dramas will also make students become the leading role in TV dramas. In all consumer behaviors, this phenomenon is more obvious. From the perspective of methodology, brand research needs to be interpreted from the perspectives of marketing, psychology, advertising, etc., and it also needs to put brand phenomenon in the broader context of social culture and human spiritual life, and apply the theories of psychology, sociology, cultural anthropology and philosophy to study brand issues, Brand communication research based on the perspective of consumer culture has touched on brand as a social symbol and its deep cultural and psychological motivation, not just relying on advertising and marketing. The changes and proportions of news communication and brand communication under Internet technology in recent years are shown in Table 2 and Figure 2:

Table 2. The proportion of Internet technology dissemination in recent 30 years

AGE	2000	2010	2020
PROPORTION	5.3	40.8	75.2

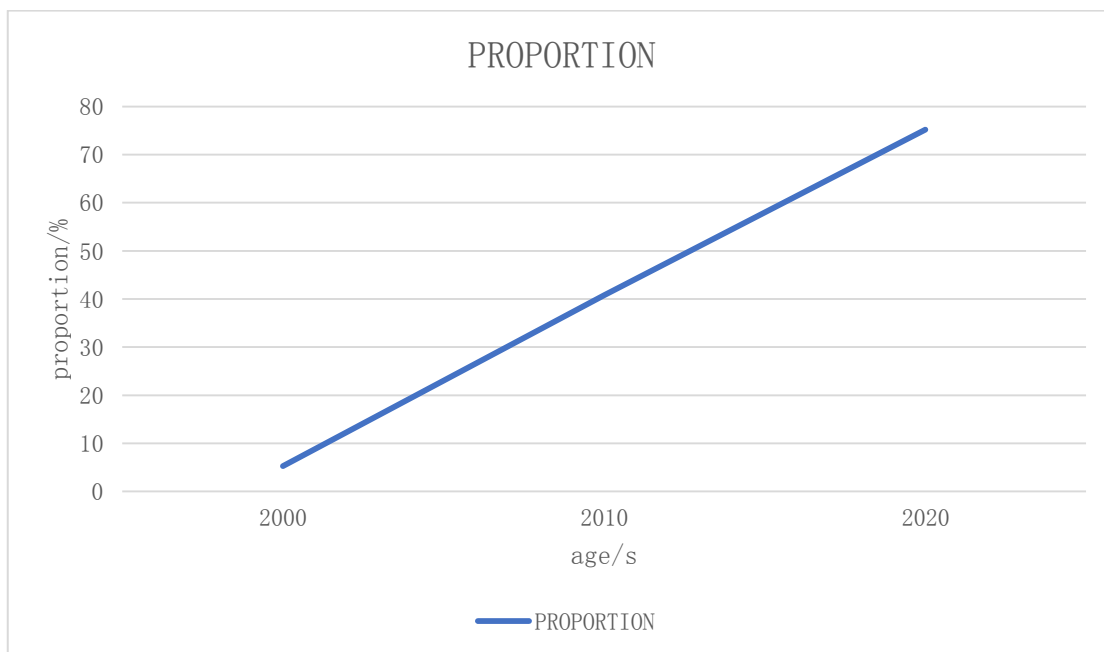


Figure 2. The proportion of Internet technology dissemination in recent 30 years

4.2. Future Analysis of News Communication and Brand Communication Innovation

With the continuous development of Internet technology, news communication and brand

communication will abandon the traditional communication mode and fully enter the Internet communication mode. If you want to seize the opportunity of news communication and brand communication innovation, you must keep up with the trend of the times and deploy the control of the future market in advance. Judging from today's Internet technology, news communication and brand communication will have great changes in a short time, but this change is not complete. Great changes have taken place in the ways and means of its dissemination, but its contents and forms are different from those of the past. Based on the current investigation and evaluation of the future situation, the ways of news communication and brand communication under Internet technology will be more diverse.

5. Conclusion

Nowadays, the world has entered the brand era. With the deepening of reform and opening-up and the intensification of globalization, the western thoughts of consumer society flooded into China, impacting people's social life and life value, which also expanded a wider field for domestic scholars. However, the brand theory has not completely complied with this major social transformation to realize theoretical innovation and reconstruction, which makes the existing concept, theory and operation means of brand communication unable to grasp the theme of the times in time and accurately, so as to realize theoretical innovation. In addition, the social reality has also undergone profound changes. With the development of the Internet, all brands have to face a reality today: enterprises should communicate with consumers more actively, and use a more timely, convenient and fast mode, which makes us need to rethink the traditional brand communication mode again.

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.

References

- [1] Jukka, Aukia, Juho, et al. *Automated Quantification of Reuters News Using a Receiver Operating Characteristic Curve Analysis: The Western Media Image of China.* *Global Media and China*,2018,2(3-4):251-268 . <https://doi.org/10.1177/2059436418754890>
- [2] Eun, Ho, Jin, et al. *Impact of Corporate Authenticity, Brand Authenticity and Attitude toward the Ad on Purchasing Intention.* *Journalism & Communication*,2017,21(3):57-82 .
- [3] Seyyed Amiri N , Dastourian B , Foroudi P , et al. *Information Technology Directors' Efforts on Innovation, Integrated Marketing Communications and Brand Equity.* *The Bottom Line*,2017,30(5):00-00 . <https://doi.org/10.1108/BL-08-2017-0022>

- [4] Hegner S M , Beldad A D , Hulzink R . *An Experimental Study into the Effects of Self-Disclosure and Crisis Type on Brand Evaluations - The Mediating Effect of Blame Attributions.* *Journal of Product & Brand Management*,2018,27(5):534-544. <https://doi.org/10.1108/JPBM-05-2017-1478>
- [5] Dong, Hui, Kang, et al. *A Study on the Relationship between Destination Marketing Communication and Visit Intentions: Focused on the Mediating Effects of Chinese Potential Visitors' Brand Knowledge to Jeju.* *International Journal of Tourism and Hospitality Research*,2016(7):175-193 . <https://doi.org/10.21298/IJTHR.2016.07.30.7.175>
- [6] Swenson R , Olsen N . *Food for Thought: Audience Engagement with Sustainability Messages in Branded Content.* *Environmental Communication*,2018,12(7-8):973-988. <https://doi.org/10.1080/17524032.2017.1279202>
- [7] Arya V , Sethi D , Verma H . *Are Emojis Fascinating Brand Value More than Textual Language? Mediating Role of Brand Communication to SNS and Brand Attachment: An Insight from India.* *Corporate Communications*,2018,23(4):648-670 . <https://doi.org/10.1108/CCIJ-03-2018-0036>
- [8] Merrigan J , Weslander E . *Safe(r) Communications in the Age of Transparency.* *Power Engineering*,2016,120(8):4-4 .
- [9] Harris A D . *When Should Contractors Bring On a Full-Time Marketing Manager? .* *Air Conditioning, Heating & Refrigeration News*,2019,266(13):10-15 .
- [10] Leonidou C N , Skarmeas D . *Gray Shades of Green: Causes and Consequences of Green Skepticism.* *Journal of Business Ethics*,2017,144(2):401-415. <https://doi.org/10.1007/s10551-015-2829-4>