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News Interviewing Skills and Innovative Thinking in the New Media Context: Postprint

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Abstract

[Objective] To investigate the suitability of news interviewing in the new media context and to identify news interviewing techniques and innovative approaches. **[Methods]** Analysis was conducted using comparative literature review and theoretical analysis methods. **[Results]** Firstly, news interviewing, new media news dissemination, and media culture were analyzed. Secondly, the basic interviewing competencies and qualities required of journalists in the new media context were proposed. Finally, discussions were presented from the perspectives of interviewing techniques and interviewing innovation. **[Conclusion]** In the new media context, journalists need to develop their innovative interviewing awareness, thereby meeting the fundamental requirements of the new era for them and consequently bringing high-quality news programs to the audience, for reference.

Full Text

Preamble

News Interview Skills and Innovation Thinking in the New Media Context

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Abstract

Objective: To explore the suitability of news interviews in the new media context and to identify appropriate interview techniques and innovative approaches.

Method: Analysis was conducted using literature comparison and theoretical analysis methods.

Results: The study first analyzed news interviews, new media news dissemination, and media culture; second, it proposed the basic interview capabilities and qualities required of journalists in the new media context; and finally, it

discussed interview techniques and innovation from respective perspectives.

Conclusion: In the new media context, journalists must harness their innovative interview consciousness to meet the fundamental demands of the new era and deliver high-quality news programs to audiences.

Keywords: New media context; News interview; Skills; Innovation measures; Interview points

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Currently, in the new media context, new digital technologies have transformed the methods and content of information dissemination, leading audiences to demand higher quality news content. Traditional communication models have shifted to interactive dissemination under the influence of new media, and the freedom of information dissemination has been systematically enhanced, promoting the breadth and depth of news dissemination. In response, journalists must innovate their interview forms and content in accordance with the reform of new media news dissemination methods, thereby leveraging the role of new media news dissemination and aligning with the demands of the new media era.

1. The Connotation of News Interview

1.1 News Interview as a Process for Journalists to Grasp the Objective World

In the new media context, journalists must begin by emphasizing investigation content and improving interview mechanisms to gradually enhance the effectiveness and rationality of interviews. This represents the primary process through which journalists grasp the objective world and the theoretical essentials they adhere to in news interviews. First, Marxist epistemology demands proceeding from reality in all matters, integrating theory with practice, and seeking truth from facts—meaning that truth is tested and developed through practice. In this regard, journalists must clarify these principles during investigation and interviews, recognizing that the application of Marxist epistemology is fundamental. Second, journalists must understand the rich and profound philosophy embedded in the proposition “no investigation, no right to speak.” Through investigation and research on news events, journalists must discover, reflect, and evaluate the authenticity and comprehensiveness of news content and interviews.

1.2 Propagating Party Policies Must Conform to Objective Reality

News serves as a medium that connects the Party' s line and policies with reality—a concrete and historically significant medium. This is because, first, news is generated under specific conditions as a reflection of particular objects and must be obtained through concrete practice. Without such specific circumstances and objects, correct understanding and practical conclusions cannot be achieved. Therefore, in particular situations, journalists must connect with objective reality. Second, news reflects historical development and must be combined with practice. If correct understandings derived from past practice become rigidified, content will become divorced from reality. Consequently, as the new media era develops, journalists must clarify the new situations and historical conditions facing modern society. While interviewing and disseminating values, they must uphold the universal principles of Marxism and integrate them with China' s modernization construction, thereby achieving two aspects of concrete, historical unity. Only in this way can journalists better realize the unique value of news and promote the sustainable development of journalism during the dissemination process.

2. New Media News Dissemination and Media Culture

Scholars hold two distinct views on new media and media culture. One optimistic perspective believes that new media dissemination has positively promoted the construction of public society. Qiu Linchuan' s *New Media Events Research* suggests that behind these new media events lies a new historical manuscript dissemination mechanism: citizen journalism and public opinion. In recent years, citizen journalism activities have flourished internationally, and in China, citizen journalism is playing a role that traditional mass media cannot. This is not merely a technological effect but rather reflects the continuous improvement of civic consciousness and the gradual formation of civil society.

The other view is negative, arguing that in the new media environment, news distortion is becoming increasingly routine, complex, and concealed, profoundly impacting media culture. Sheng Fang' s paper *News Distortion and Media Culture Mutation in the New Media Context* points out: “As truth is revealed, audience attention also shifts. Websites counting in seconds allow people to gain more knowledge of content, but mostly only superficial understanding. This excessive pursuit of the latest topics leads to audiences lacking complete, in-depth understanding of events, resulting in shallow and emotional judgments—a manifestation of deficient media publicness.”

3. Basic Interview Capabilities and Qualities Required of Journalists in the New Media Context

3.1 Be a Professional Interpreter in the Information Explosion

In today's highly developed new media environment, journalists must clarify the essential requirements for news dissemination and interviews. First, in the "information explosion" era, we face massive amounts of information daily, yet individuals' capacity to receive and digest information is relatively limited. People urgently need effective information selection and classification—work that obviously requires professionally trained journalists to complete in a targeted manner, providing effective information to broad audiences and reducing their sense of powerlessness when facing information overload.

Second, in the information explosion era, audiences demand authentic news reporting, which also requires journalists to possess insight and interview capabilities. Journalists must continuously improve their news perception abilities in the new media context to deliver fast yet authentic news reports to audiences amid vast amounts of information [1].

3.2 Be a Proactive Builder in Social Coordination

During social transformation, people's interest demands are diverse, and contradictions can easily intensify. In such times, opinions outnumber facts, truth is difficult to discern, people are swayed by emotions, and extreme language floods the internet. Journalists should assume the role of builders and undertake what Schramm called the "social radar" function—serving as "watchmen" and "look-outs." Only in this way can they better leverage their comprehensive qualities and continuously promote social progress and development. First, journalists must be objective and impartial during interviews. Second, they must ensure the objective and truthful stance upheld by journalism, overcoming biases, abandoning stereotypes, and establishing full understanding with interviewees to ensure smooth interview processes.

3.3 Be a Timely Verifier in the Pursuit of Truth

The most obvious impact on journalists is the insufficient timeliness of news reporting, particularly for sudden and disaster events. Citizen journalists can easily seize the initiative with "first time," "first scene," and "on-the-spot photography." However, citizen journalists hold no advantage in this regard; professional journalists can highlight their professionalism by exploring the "Why." Therefore, journalists must recognize the importance of competing for news while emphasizing the shift from reporting facts to verifying and pursuing truth. Simultaneously, as knowledge producers, journalists' crucial quality lies in possessing a strong spirit of skepticism—the driving force for verifying information and promoting truth-seeking [2].

3.4 Be an Effective Constructor in Public Discourse

The New York Times slogan evolved from “All the News That’s Fit to Print” to “All the News That’s Fit to Discuss.” This change reflects another transformation for journalists in the new media context: conducting dialogue in public spaces, or serving as knowledge producers and participants to realize the public nature of public discourse and behavior. This continuously promotes the rationalization and efficiency of public discussion. Based on public subjects, journalists can act as members of public behavior rather than merely victims or observers; assist in solving social problems; improve the public opinion atmosphere for public discussion; and through their interview capabilities, steer it toward a more beautiful and harmonious direction.

4. Interview Techniques for Journalists in the New Media Context

4.1 Discovering News Leads Through News Sensitivity

In the new media context, journalists must continuously improve their news sensitivity and perception abilities—the key, foundation, and prerequisite for timely discovery and mastery of news leads. Research shows that when interview content appears hollow or insufficiently rigorous, the primary reasons are journalists’ weak sensitivity to news events and inadequate preparation, resulting in low relevance, social attention, and news value of created content, with essentially worthless interview materials. Therefore, maintaining news sensitivity is essential to finding the most valuable information in the shortest time and delivering it to audiences.

For example, in the article *Fengnan District of Tangshan Optimizes Industrial Structure to Enhance Agricultural Modernization Level*, the journalist discovered that “Fengnan Tomatoes” was successfully approved as a national geographical indication trademark. Relying on news sensitivity, the journalist interviewed the enterprise’s founder, focusing on keywords like “Fengnan Tomatoes” and “agricultural reform” —topics with considerable extensibility that presented detailed news content. Subsequent reports on “rice field crabs” and “crab field rice” achieving dual harvests, as well as “agriculture + tourism,” “agriculture + ecology,” “agriculture + culture,” and “AAA-level” catering culture parks, all represent valuable and attention-worthy news. Most importantly, through news perception abilities, journalists reported the news topics that audiences cared about most [3].

4.2 Seizing the First Scene of the Incident

“Competing for news” represents a basic quality required of journalists, demanding sufficient novelty and relatively fast reporting speed to attract attention. First, “first” refers to temporal continuity or urgency. The primary function of news media is timeliness. In reporting major sudden events, journalists must

seize the first scene of the incident, conduct on-site interviews, arrive at the accident location immediately, and ensure interview content meets requirements for authenticity, timeliness, and effectiveness, thereby completing high-quality interviews and reports.

Second, in today's era of highly developed internet news media, some journalists report without any verification—an unprofessional practice that true journalists should not exhibit. Genuine journalists can always arrive promptly at the scene after events occur, reaching the location before others and publishing news reports within the shortest time. The journalist who publishes first attracts more attention and ensures exclusive reporting. This requires journalists to constantly prepare for sudden events in their work and daily life, always carrying equipment to complete temporary on-site interview tasks, which also imposes specific demands on journalists' interview capabilities and adaptability [4].

4.3 Capturing News Content by Insight into Details

In the new media context, many short, flat, and fast news clips have attracted audience attention. These clips can quickly drive traffic and possess strong 引流能力 (traffic-driving capabilities). However, news feature reporting demands higher standards for details, requiring meticulous reporting effects. Journalists must truly excavate news content from details to demonstrate the comprehensiveness and authenticity of feature reporting. Therefore, in the new media context, only by deeply understanding news details can journalists grasp more specific information, capture more concrete and visualized news content during interviews, answer audiences' most concerning questions, and ensure more detailed news reports [5].

For example, *Overseas French Talents Inspire Future Generations, Textile Hometown Embarks on New Journey* is an article from *Viewing China from Expressways: Hebei Chapter • Red Memory Tour*, telling the story of students visiting the Buli Overseas French Training School in Gaoyang County. During the interview, the journalist spoke with Shi Keji, a professional creator from Gaoyang County Cultural Center, who stated: “This is China's first overseas French training school and one of the birthplaces of the work-study movement in France.” To excavate deeper news material, the journalist filmed a locust tree in the schoolyard and used it as an interview angle. Shi Keji introduced: “This locust tree is a century old, planted by Cai Hesen when he served as a teacher at the school.” In this interview, it was precisely the journalist's capture of details and keen insight that enriched the news reporting material and presented more concrete historical information about the overseas French training school to audiences. Only through such detailed excavation can journalists provide comprehensive news reports [6].

5. Innovation Paths for News Interview in the New Media Context

5.1 Strengthening Application Strategies of New Media Technology in Broadcast News Interview

5.1.1 Mobile Short Videos and Live Streaming With China's accelerated scientific and technological development, mobile short videos and live streaming are fully driving the innovation and application of news interviews, supported and propelled by live-streaming technology. In this process, the receiving terminal has added mobile and intelligent capabilities, enabling the medium to be identified as video that organically combines sound and images. This improves program readability, appreciation, and other performance aspects. Since traditional programs have relatively single media, relying solely on text display cannot form a cohesive whole or highlight the unique charm of news material. Through mobile short video news, journalists can not only reveal specific news situations to audiences in the first instance but also excavate more valuable and meaningful news, achieving interview innovation through technological innovation and ultimately winning audience favor [7].

5.1.2 Artificial Intelligence Technology First, AI technology enables dynamic and comprehensive monitoring of news leads. Traditionally, news gathering and editing only utilized internet search functions but could not timely develop and excavate useful content, with slow information acquisition that failed to meet characteristic demands for news information. By leveraging AI technology, required information can be quickly collected and more content displayed, helping journalists better conduct interviews with clear advantages in topic selection and interview preparation. Second, with rapid technological development supplemented by AI technology, message dissemination speed increases. After enriching interview materials and content, interview efficiency improves while meeting actual needs for personalized recommendations. For example, Toutiao's core function is providing accurate user portraits based on individual needs; its backend can send users news information of interest in the shortest time based on similarity, gradually increasing audience attention to news [8].

5.2 Leveraging New Media Platforms to Innovate News Interview Forms

During new media development, broadcast journalists' interview methods continuously innovate. After obtaining more convenient and efficient technical support, journalists must also innovate interview forms by leveraging new media platform development trends [9]. First, with the integration of old and new media, many television stations have begun establishing new media platforms, breaking through and innovating journalists' interview methods. On one hand, journalists can use smartphones, voice recorders, and other devices for interviews, especially when reporting sudden news events—these convenient tools

compensate for traditional interview shortcomings. On the other hand, journalists must actively learn new media technology methods, skillfully publishing news information in text, image, and short video formats on platforms like Weibo, WeChat, and Douyin, while continuously improving news dissemination timeliness and coverage to ensure interviews play practical roles.

In this process, journalists must emphasize news form innovation, including questioning form innovation. For instance, journalists should reasonably improve their language expression abilities to master the most appropriate questioning methods. When innovating questions, they must combine interviewees' actual situations to achieve adaptive interview effects, adjusting questions and questioning methods while collecting required news materials. Meanwhile, in the new media context, journalists must reasonably leverage their professional qualities, actively promoting the integration of old and new media technologies to bring audiences more valuable news information and leads through innovative integration [10].

5.3 Innovating Television News Editing Content

Television news programs represent the primary method for disseminating and interpreting news events. In the new media context, journalists must reasonably innovate television news editing content as effective material for transmitting and interpreting news event connotations.

First, in the new media era, journalists must optimize and innovate interview content to improve adaptability to new media. Simultaneously, journalists should combine audience news needs with reception requirements, conducting comprehensive and in-depth excavation of original news information to enrich interview content and ensure interviews are comprehensive and substantial. This innovation must also ensure news events remain sufficiently comprehensive and authentic, enabling audiences to generate strong emotional resonance when receiving news information [11].

Second, during interview innovation, journalists must achieve narrative and novel characteristics in interviews, demonstrating entirely new interview forms. Here, journalists should recognize that interviews should be vivid, reports dynamic, and news lively. As one media outlet stated: "Our focus has always been on audience needs for news, yet we neglect their most fundamental need—news narrative quality: 'social needs,' 'reader needs,' and 'central needs.'" Therefore, when innovating television news editing content in the new media context, journalists should grasp news narrative quality, innovate interview techniques, expand news perspectives, and achieve reporting form innovation through narrative drive, shaping typical characters and using innovative interview thinking to truly reveal event truths [12].

Conclusion

In summary, the new media context presents media characteristics that are diverse, rich, and three-dimensional, posing significant challenges to news dissemination. To achieve innovative interview effects, journalists must grasp new media language development characteristics, gradually clarify innovation methods for technology, content, and form, and combine interview techniques with interview innovation to truly bring audiences novel forms, clear viewpoints, and more persuasive news reports.

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Note: Figure translations are in progress. See original paper for figures.

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