

Post-Print of News Interview Program Production and Dissemination in the Digital Media Era ### 2.1 Data Collection We collected data from multiple sources to ensure comprehensive coverage of news interview programs in the digital media landscape. The dataset includes television broadcasts, onl...

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Abstract

[Objective]The profound development of digital technology has exerted a tremendous impact on the production and promotion of traditional television programs. Based on this broader context, this article explores strategies for the production and dissemination of news interview programs in the digital media era. **[Methods]** By analyzing the influence of digital media on the production and dissemination of news programs, this study interprets the current state of news interview programs in the digital media era. **[Results]**It proposes effective strategies to facilitate the production and dissemination of news interview programs in the digital media era. **[Conclusion]** Further innovation in news interview programs needs to be promoted.

Full Text

Production and Dissemination of News Interview Programs in the Digital Media Era

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Abstract

Purpose: The profound development of digital technology has fundamentally impacted traditional television program production and promotion. This article explores strategies for producing and disseminating news interview programs within this transformed media landscape. **Method:** Through analysis of digital media's influence on news program production and dissemination, this study examines the current state of news interview programs in the digital age. **Results:** The paper proposes effective strategies to facilitate the production and dissemination of news interview programs in the digital media era. **Conclusion:** Further innovation in news interview programs is needed.

Keywords: digital media era; news; interview programs; production; dissemination

1. Classification and Characteristics of Interview Programs

Personality interview programs focus primarily on “people,” attracting audiences by recounting individuals’ experiences. Based on interviewees’ professional backgrounds, these programs can be categorized into celebrity interviews, political and business elite interviews, cultural figure interviews, and “hybrid” interviews. Celebrity interview programs featuring entertainment and sports stars account for more than 70% of all interviews. Political and business elite interview programs target government personnel, People’s Congress representatives, Political Consultative Conference members, enterprise staff, and renowned entrepreneurs. The “cultural figure” category represents a relatively niche type with strong professional characteristics, featuring interviewees who are primarily cultural or artistic professionals such as writers, painters, photographers, and sculptors. “Hybrid” interview programs combine guests from the above three categories, offering richer character traits and topicality [1].

Currently, interview programs are favored by major television media for their in-depth and substantive content. However, due to various practical constraints, these programs face numerous problems in production and promotion that affect their ratings. Moreover, in the digital media era, intensifying competition between traditional media and self-media will inevitably bring greater challenges to news interview programs in the traditional television industry.

2. Impact of Digital Media on Television Program Production and Dissemination

Digital media enables real-time interaction. In the convergent media era, news reporting has broken through single-medium formats. With the growing development of integrated media, audiences are no longer merely passive information recipients; they can utilize convenient internet communication tools for instant exchanges through likes, comments, and bullet chats. During COVID-19 pandemic reporting over the past three years, many television stations conducted

interactive online commentary sessions, allowing on-site journalists, staff, and online audiences to participate in live discussions. This exchange between audiences and journalists not only made live broadcasts more dynamic but also disseminated positive information to broader populations, particularly in live broadcasting contexts. In interview programs, audiences can express their views on program content in real time through digital media, and hosts can also use digital media to interact promptly with viewers [2].

The application of digital media has significantly reduced television program costs and production time, greatly improving efficiency while providing audiences with better audio-visual experiences. Previously constrained by traditional television production workflows, film and television information processing often required high technology and lengthy production periods. Coupled with limitations in funding, technology, and time, television directors' innovative thinking could not be fully realized. Digital media technology has substantially reduced technical requirements and costs, shortened production cycles, and enhanced program quality. With digital technology, program quality has improved dramatically, creating development space for creative ideas that were previously impossible to implement. As digital media technology continues to evolve, digital imaging technology is increasingly applied in television program production. The utilization and development of new technologies enable television producers to fully unleash their creativity and break through technological limitations. Technological progress inevitably triggers fierce competition and drives practitioners to explore digital technology applications in television program creation, playing a crucial role in development while enhancing program timeliness [3].

Compared with traditional production workflows, digital technology can shorten production cycles and increase speed, making programs more relevant to public life. Simultaneously, digital technology makes post-production more efficient, convenient, and reliable. It also facilitates the conversion of completed television programs, enabling secondary transmission by other stations and media outlets while greatly improving transmission rates. Previously, most television programs were broadcast in single formats, with only a few released on CD, and their dissemination channels were very limited. Digital technology has optimized television media dissemination channels, opening broader distribution avenues and allowing audiences to watch programs anytime. This plays an important role in broadcasting and promotion, using network technology to attract new audiences.

3. Current State of News Interview Program Production and Dissemination in the Digital Media Era

3.1 Untimely News Content Dissemination

For television media, the advantage lies in timely live reporting of news content. In practice, the general public wants to obtain more information while watching

interview programs and also wishes to know others' views and perspectives on such news. However, with the development of information technology, problems have emerged in news interview content production. Research shows that in the digital era, most interviews cannot provide audiences with timely and useful information [4]. Furthermore, much news interview content repeatedly explores the same topics, carries strong didactic overtones, and employs tones inconsistent with real-world contexts, resulting in unsatisfactory communication effects.

In recent years, rapid development of network technology has enabled every internet user to access more information in shorter timeframes. Therefore, when events occur in society, they must be disseminated quickly and efficiently. News and information exchange have become extremely simple today—any new media account can publish information without thorough fact-checking. In such an environment, the possibility of spreading false information increases, which can impact public opinion. Clearly, information dissemination through such methods lacks authenticity, reliability, and value, and can cause significant cognitive distortion.

3.2 Lack of Innovation in Program Visuals and Formats

News interviews are audio-visual television programs through which audiences obtain information from hosts' interviews with guests, and viewers can also see the latest news developments on television. Regardless of whether audiences watch or listen, news production must contain sufficient information—what audiences often call “substantive content.” With the arrival of the digital era, domestic news interview programs have experienced “homogenization.” When an “innovative program” achieves good results, major television stations adopt similar approaches. Due to lack of freshness in programs, scarcity of content in finance and society, and insufficiently distinctive host characteristics, the quality of current news interview programs is uneven. Some programs violate communication principles, have unclear positioning, monotonous formats, and lack innovative forms [5].

3.3 Lack of Effective Interaction

Previous news interview programs were mostly conducted through television. After viewing content, most audiences could not express their opinions and could only passively receive interview content. Under digital media, however, audiences can engage in real-time online communication, ask questions, receive answers, provide feedback, and participate in interesting interactive activities. The use of new media technology represents the general trend for local radio and television station development. Promoting the integration of radio and television stations with new media facilitates healthy, upward development of news and helps broaden news dissemination channels and enrich news content. In the new media era, social information is exploding and mixed in quality. Traditional media professionals possess professional culture and literacy, holding

certain advantages and experience in selecting news directions, program content, and inviting guests for interviews.

4. Strategies for News Interview Programs in the Digital Media Era

4.1 Integration with New Media for Effective News Dissemination

Today, new media platforms such as Douyin (TikTok) and Kuaishou are widely used among the public. They connect many people through the internet, and the integrated information carries significant influence. News interviews focus on audience numbers. Traditional news interviews primarily relied on television and radio, but now audiences are shrinking as people devote more attention to new media social platforms. Therefore, we must increase promotional efforts using new media to achieve greater exposure and make programs more accessible to audiences. In this process, journalists must skillfully employ modern network technology, keep pace with the times, and use the latest technological means to improve their work quality. Journalism studies must grasp information dissemination principles. In the communication field, digital media is not merely a technical category but represents an entirely new information exchange model. The emergence and rise of digital media have transformed traditional mass communication methods. Traditional news programs usually focused on previous reports. However, with digital media development, the emergence of social networks and news media enables individuals to discover and disseminate information. Once news emerges, it spreads rapidly, allowing people to learn about specific events through various channels in the shortest time. This breaks through previous single-mode transmission, enabling many-to-many communication and accelerating dissemination speed. Under the continuous influence of the internet and digital media, news programs constantly supplement and expand. Audiences can obtain news information from multiple channels and platforms while also creating content themselves to meet personal information needs. In media development, digital media is gradually becoming mainstream. Compared with traditional media, digital media offers greater advantages with broader audience reach and higher dissemination effectiveness.

The author is a traditional television media professional with 17 years of experience, having served as director and host of local television current affairs interview programs for 10 years. During this period, the author actively engaged in media convergence transformation, producing and editing interview programs on hot livelihood topics such as “Should Shared Area Really Be Cancelled?”, “Solving the Dilemma of Restaurant ‘Smog’ Nuisance”, and “Why Wenzhou Property Management Regulations Face Implementation Difficulties” under the Kuaidian Wenzhou client (renamed “Temperature News App” in January 2023) of the New Media Department. Leveraging new media technology benefits, these interview programs adopted live broadcasting formats with multiple dissemination channels, achieving simultaneous playback on platforms such as CCTV

News+ client, Tencent Video, and Sina Weibo. Each program exceeded 100,000 views, representing excellent practice for local television stations to obtain high ratings.

Television interview programs have gradually evolved from early one-on-one interview models to outward radiation development. Formats have slowly shifted from host-guest Q&A to free chat-style interviews, and participant numbers have evolved from one-on-one to one-to-many models. Interview formats have broken through the limitation of “sitting interviews,” giving rise to walk-and-talk formats while viewing. Carefully designed interview routes enrich camera language while allowing interview guests to immerse themselves in the environment, chat more naturally, and greatly enhance audience engagement.

4.2 Enhancing Novelty of News Content

To improve news interview ratings, innovation in program substance is essential. News interviews use modern technology and television screens as media to present news-related text, images, and video in new forms to audiences. News interviews involve two stages: first, journalists and photographers collect news-related materials; second, they edit text, images, and video, using digital technology to edit materials and scripts to produce a news interview program for audiences. This process is not simply arrangement and integration but involves bold breakthroughs based on news events and figures to enhance overall news quality.

The author works and lives in Wenzhou, a prefecture-level city in Zhejiang Province. This Type II large city is an important commercial and trade city and regional central city along China’s southeast coast, as designated by the State Council. As of November 1, 2020, Wenzhou had a permanent population of 9,572,903. Besides Wenzhou merchants active across the country, Wenzhou also has nearly 700,000 overseas Chinese, with more than 300 overseas Wenzhou-origin Chinese associations distributed across 131 countries and regions worldwide. These combined resources make Wenzhou a nationally renowned “news treasure trove.” In national media coverage, there are always Wenzhou voices, Wenzhou stories, and Wenzhou people. Therefore, it is particularly important to take “people’s lives” as the main component, “economy” as the core, and “high-quality development” as the carrier to innovate and expand within the existing framework of local media, forming an “all-media, all-platform, all-weather, all-coverage” dissemination system. In promotion and distribution, we must vigorously disseminate positive social energy to create more content that meets public needs and enhances audience experience. Additionally, interviews must combine studio recording with grassroots visits—editorial teams and hosts must “go out, bend down, and truly listen” to authentically reflect people’s voices. Finally, the collection and editing process should reflect new developments and changes in a city, society, and nation.

For example, news interview programs the author has produced and edited, such

as “2016 Wenzhou Public Diplomacy Forum and Charhar Public Diplomacy Annual Conference”, “Theme Salon: Chatting about Economy with Dr. Lin Jianhai, Secretary-General of the International Monetary Fund”, “Current International Situation and China’s Foreign Policy”, and “Shaking Hands with the World—Overseas Chinese and Public Diplomacy”, all focused on Wenzhou overseas Chinese or internationally renowned Wenzhou-origin scholars as case studies for on-site interviews. These programs conducted extensive and in-depth discussions on the roles, influences, positions, and functions of overseas Chinese in public diplomacy activities. The novelty of news content enabled these programs to quickly gain national attention after broadcast, receiving unanimous praise from all sectors through secondary dissemination by overseas Chinese media. The themes and values conveyed in these interview programs also earned commendation from provincial and ministerial-level leaders.

4.3 Innovating News Program Visuals and Expression Forms

To further innovate interview art forms, we must first achieve comprehensive understanding and continuously strengthen it under this premise. Ensuring good dialogue relationships between guests and hosts while facilitating media communication work is essential. When audiences see a good program, interest naturally arises. Second, we must change the monotonization in traditional programs. To better develop program substance, innovation in news methods is necessary. During this process, we must fully utilize excellent imaging technology, production, and communication technology to ensure program timeliness and innovate program visuals and expression forms.

In interview programs, digital media transformation has changed news material collection and processing, adding more fresh elements on the basis of enriched materials. The emergence of digital media has made news material collection more complete and visualized. Additionally, to improve overall program quality, journalists must possess professional competence, strengthen converged media knowledge learning, enhance digital media skills, and conduct rich multimedia practices. Using a combination of exclusive guest interviews and street survey interviews enriches program expression, not only engaging younger groups in current affairs interviews but also making rigid current affairs information more accessible and people-friendly for audiences.

For hot livelihood topics selected to stay close to the masses, creators can attempt to move the studio outdoors by going to fields and villages, remote mountain islands, and streets and alleys to innovate program visuals. Simultaneously, according to topic characteristics, the latest filming technologies can be employed to innovate program visuals, enriching expression forms through aerial photography, holographic bird’s-eye views, and ant’s perspective shots.

4.4 Enhancing Interaction with Audiences

Interactivity is one of the core keywords of new media. A fundamental meaning of interaction is that certain direct actions bring immediate consequences—in other words, instant feedback. This is built upon exchange: when a certain transmission-reception relationship exists and this relationship is bidirectional, it can be called “interaction.” It has a simple understanding model: “input to feedback, feedback to output.” The author believes that interaction relates to subjectivity—as audiences, they interact in one way or another. These methods involve not only adapting physical movements to various communication contexts but also audiences’ understanding, thinking, and exploration of what they watch, touch, read, and use.

In the early 21st century, the development of network information technology has increasingly diversified television news broadcast program dissemination channels. Under digital media conditions, most television programs adopt interactive formats to increase ratings, during which audiences and programs can communicate, thereby enhancing audience participation and final program experience. Through interaction, we can better understand audience views and opinions about programs. Interaction also allows audiences to personally experience the energy brought by programs, improving interview program broadcast quality.

In the future, the author believes that interview program editorial staff or creators must have a “grid-based” internet mindset, valuing audience thoughts, voices, and expressions. By combining online and offline methods, interaction with audiences can be enhanced. The impact of the pandemic over the past three years has posed both challenges and opportunities for interactive innovation in news interview programs. The challenge is that creators must focus on program content to attract audiences while reducing face-to-face opportunities with them, thereby achieving interaction conditions. In other words, as social cues continuously recede, this represents a major challenge for creation. The opportunity is that creators can utilize digitized text, graphics, images, sound, video, and animation to achieve real-time communication interaction zones despite declining social presence.

In the past, most interactions existed in acquaintance communities where daily conversations and exchanges primarily took place offline—chatting continuously with shop owners in front of small stores, snack shops, and grocery stores, where one could feel the other party’s expressions, actions, and other feedback. The digital era breaks the spatial constraints on human interaction. In different types of digital groups in the digital age, creators mostly “observe” these audiences online in depth. At this point, interaction constraints decrease, audience freedom increases, and the scope and amount of interactive information expand accordingly. Views and ideas that could not or would not be expressed due to face-saving concerns can also feed back to interview program groups through such methods.

Today, television interview program dissemination is no longer limited to television media. With scientific and technological development, new media has emerged as a novel method of news dissemination. Meanwhile, television interview programs have transformed from traditional dissemination channels to diversified methods. For example, secondary processing and dissemination of television interview programs through audioization, picturization, short-video formatting, and animation can better attract younger audiences and achieve unexpected new effects. With the popularity of Douyin and Kuaishou, local television stations have also opened program accounts. Famous quotes and sentences from news interview programs, through horizontal-to-vertical video conversion and short-video formatting, have similarly received some online comments and praise—this is also a new form of enhancing interaction with audiences.

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

Source: ChinaXiv — Machine translation. Verify with original.