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## The Transformation and Breakthrough of TV News Journalists in the New Media Environment (Postprint)

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### Abstract

With the rapid development of information technology, new media platforms have risen rapidly, exerting a certain impact on traditional television platforms. In the new media environment, television news journalists must achieve transformation and breakthrough to seek new development directions and realize further development of television news media. This paper primarily analyzes the importance of transformation for television news journalists and explores specific strategies for journalists to achieve breakthrough and transformation, with a view to providing reference for relevant personnel.

### Full Text

### Abstract

With the rapid development of information technology, new media platforms have risen swiftly, posing certain challenges to traditional television platforms. In this new media environment, television news journalists must achieve transformation and breakthroughs to seek new development directions and further advance television news media. This paper analyzes the importance of transformation for television news journalists and explores specific strategies for achieving breakthroughs and transformation, aiming to provide references for relevant practitioners.

**Keywords:** Enhancing thinking; Deepening interpretation; Strengthening guidance; Social responsibility; Interactive communication

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The rapid rise of new media platforms has diversified the channels through which people access news information, presenting both challenges and opportunities for traditional television platforms. Television news journalists should seek new development directions in this environment by combining the characteristics of the new media era to deeply understand audience preferences and habits, while clarifying the respective strengths and weaknesses of new media and traditional television platforms. News information carriers have become increasingly diversified, with presentation formats becoming more varied, spreading through new media platforms in the form of short videos, images, text, and other multimedia. This requires journalists to continuously learn and master new skills in their practical work, actively adapt to new media communication methods and news content production approaches, and enhance their comprehensive competencies. For instance, journalists should master new media news production methods in line with the era's characteristics, constantly innovate, and create news products that align with mass aesthetic demands and viewing habits across different media platform terminals, thereby expanding the reach of news content and promoting the further development of television news.

## 1. The Importance of Transformation for TV News Journalists in the New Media Context

In the new media context, modern information technology is widely applied across various industries, and the public can access news information through increasingly diverse channels. In an era where everyone has a smartphone, every individual can be a creator, disseminator, and receiver of news content. The development of the new media industry presents both challenges and opportunities for traditional television news, and TV news journalists face severe tests. Only by innovating existing work models and achieving transformation and breakthroughs can they enhance the modernization level of television news content production and meet people's diversified viewing needs.

In the new media environment, news content dissemination has broken through limitations of time and location, with accelerated dissemination speeds and more diversified channels. Furthermore, news events occur with suddenness and uncertainty, creating certain difficulties for TV news journalists' gathering and editing work. TV news journalists play a primary role in news content production and must continuously improve their comprehensive capabilities in practice. They should innovate and optimize news gathering models and content production methods according to dissemination patterns and characteristics in the new media era. Faced with these circumstances, TV news journalists must transform in line with television news communication characteristics in the new

era, change their gathering and editing models, and deepen news information content according to public news consumption habits to improve television news ratings.

## **2. New Requirements for TV News Journalists' Transformation in the New Media Era**

### **2.2 Enhancing New Media Thinking**

In an era of diversified news content dissemination, TV news journalists must break through their traditional mindset. Under traditional models, television news production and dissemination channels were singular, with poor interaction with audiences during the dissemination process. However, in the new media era, communicators and receivers of television news can achieve good interaction through new media platforms. To strengthen interactivity in television news dissemination, journalists must adopt an equal perspective when gathering and editing news content, treat audience groups as the center, and combine audience aesthetic demands and diversified viewing habits to improve television news content quality.

### **2.3 Strengthening the Ability to Interpret News Information Deeply**

The rapid development of internet and information technology has enabled new media platforms to rise swiftly, providing diversified channels for users to receive news information. While new media-based news content dissemination models bring opportunities and challenges to traditional media, they also have limitations. The internet's openness means the vast amount of online information varies greatly in quality. In reality, online news information often lacks authenticity and comprehensiveness. For these reasons, TV news journalists must enhance their ability to interpret news information deeply when gathering and editing content, enabling them to screen out the most valuable news content from massive amounts of online data to lay a foundation for improving news reporting quality.

### **2.4 Strengthening the Public Opinion Guidance Capacity of Television News**

Compared with new media dissemination platforms, traditional media possesses inherent advantages—television news has authority, credibility, and public opinion guidance capacity. In the new media era, the threshold for publishing news content is relatively low, with users varying in age, education level, and thinking ability. Consequently, content quality on new media platforms is uneven, with much low-quality, vulgar, and false news content lacking credibility. Such information spreads rapidly through new media platforms, causing adverse social impacts and even seriously hindering stable and harmonious social development. In this context, journalists must fully utilize the credibility characteristics of television news. When facing hot online news topics, they should conduct

comprehensive and in-depth investigations of relevant news events, judge the authenticity of news content information, draw conclusions aligned with social values, and correctly guide public opinion direction. This demonstrates that in the new media environment, TV news journalists must improve their ability to deeply excavate news information value and their capacity for public opinion guidance.

### **3. Effective Strategies for TV News Journalists' Transformation and Breakthrough in the New Media Era**

#### **3.1 Strengthening TV News Journalists' Personal Capabilities**

In the new media era, users' viewing habits, reading habits, and information reception methods are undergoing tremendous changes. Traditional news editing methods can no longer meet the needs of the broad audience in the new era. To provide personalized and diversified services for television news users, TV news journalists must enhance their personal capabilities according to news content dissemination characteristics in the new era. In the new media context, TV news journalists must strengthen their writing skills and proficiently master video production, animation design, and other related skills. Television stations should also strengthen journalist training based on users' personalized needs to improve their comprehensive abilities, enabling journalists to independently complete news gathering and editing while ensuring content richness, thereby broadening the dissemination scope of news content and enhancing its influence.

Notably, news gathering and editing work has certain complexities and systematic characteristics, and news events occur suddenly. This work demands high levels of responsibility and professional ethics from journalists. Television stations should utilize relevant training mechanisms to enhance journalists' adaptability to all-media era news gathering and editing models. Additionally, as news gathering and editing models change, television stations should actively introduce modern new media equipment based on their actual development conditions to create favorable working environments for journalists, improve work quality and efficiency, and promote the further development of television news.

#### **3.2 Enhancing Social Responsibility Awareness**

The release of news content guides social public opinion and influences people's values. Television news possesses authority and credibility, and journalists must assume social responsibility when gathering and editing news content. In the information age, television news dissemination speeds are increasingly rapid, and TV news journalists must strictly control the authenticity and comprehensiveness of news content to disseminate correct social values and promptly stop erroneous public opinion. Furthermore, TV news journalists serve as a bridge between government and the public. Television news industry workers must constantly pay attention to government policy changes, clarify their job functions, and enhance their sense of social responsibility and dedication to their

work. They should utilize new media platforms to promptly promote the latest government policies to the masses and fully play the important role of television news.

### **3.3 Developing News Sensitivity**

In the new media era, online information is multifarious with mixed quality. TV news journalists must cultivate their news sensitivity to identify the most valuable and influential news content from massive amounts of online information. The ability to quickly judge the reporting value of news events is also a basic professional quality and fundamental vocational capability for TV news journalists. News sensitivity is an essential quality that journalists must possess, representing a capability and experience honed through long-term news practice. It is a professional sensitivity, an insightful thinking activity, and a comprehensive manifestation of journalists' political level, theoretical level, and professional competence. The strength of news sensitivity is closely related to the success or failure of news interviews and reporting.

### **3.4 Enhancing Interactive Communication with New Media Platforms**

In the new media environment, traditional television platforms must seek new development. To achieve unified integration and complementary advantages between traditional television and new media platforms, TV news journalists must strengthen interactive communication with new media platforms. In practice, journalists should continuously master new media technologies and cultivate new media awareness and internet thinking. By strengthening the learning of modern new media technologies, they can complete news gathering, editing, and other journalistic work more efficiently and with higher quality. In reality, traditional television news platforms and new media platforms each have advantages and disadvantages. Achieving effective integration of the two can improve overall news production quality. Utilizing modern new media technology in traditional television news content dissemination can change traditional television news expression and publishing methods. Modern information technology can effectively expand news dissemination scope and enhance news content influence. For these reasons, TV news journalists should strengthen communication and exchange with new media platforms and other industries to expand sources of news information media, ensure news information quality, and make content more diversified and enriched to meet the personalized needs of broad user groups in the new media environment.

### **3.5 Innovating Gathering and Editing Styles**

In the new media environment, people's time is becoming increasingly fragmented. Against the backdrop of everyone having a smartphone, the ways and channels for the public to obtain news information have changed dramatically. Traditional television news platforms face competitive pressure from various sources. To achieve higher ratings and long-term development, television news

must first form unique gathering and editing styles. Journalists should innovate their gathering and editing methods according to mass aesthetic demands in the new media era. Particularly for frontline journalists, they must go deep into the grassroots and devote themselves to the front lines, uphold the basic principle of serving the people, establish good communication with the masses, and gain more comprehensive understanding of news event content. They should continuously follow up on certain social issues, give full play to their professional news advantages, and demonstrate the industry's values. When innovating news content gathering and editing methods, they should fully utilize modern information technology to trace news events, connect with relevant parties from online practical interviews, arrange offline interviews through online communication, and conduct integrated reporting combining online and offline approaches to improve the comprehensiveness and timeliness of news event coverage.

### **3.6 Focusing on Content to Reflect Core News Values**

The rapid rise of new media platforms has intensified competition among media platforms. In this fierce competitive environment, how to achieve further development is the primary consideration for television media. In this context, television media should innovate news content and embody the “content is king” principle. As mentioned above, compared with new media platforms, traditional television media's advantage lies in high-quality news content. Television media platforms should elevate their news content standards and consolidate their inherent advantages during development. TV news journalists should uphold the core concept of “content is king,” combine new media news information dissemination characteristics with their own work experience, and improve and innovate traditional reporting methods. In reality, some new media content production teams create false news to attract traffic. Some TV news journalists, lacking social responsibility, directly republish false news from the internet to reduce workload, resulting in seriously degraded news content quality that impacts the credibility and authority of television news and hinders the long-term development of television stations. In practice, journalists must recognize the importance of their job responsibilities, enhance their sense of social responsibility, and ensure the authenticity of news content.

### **4.1 Proactively Adapting to the Situation and Reestablishing Role Positioning**

Under traditional work models, television news production involved different staff members for writing, photography, on-camera presentation, and other tasks. However, with the arrival of the new media era, the news industry demands higher comprehensive capabilities from TV news journalists. To meet the development needs of the era and industry, TV news journalists must develop toward becoming all-around professionals. Currently, news content types are increasingly diverse, and traditional recording equipment can no longer meet industry development demands. TV news journalists must fully utilize smart-

phones, laptops, and modern information equipment to conduct timely follow-up reporting on breaking news events. For these reasons, TV news workers must proactively adapt to industry trends, reposition their roles, continuously summarize experience in practical work, enhance their comprehensive capabilities and overall qualities, and complete not only television news content production but also a series of tasks including news media operation.

## 4.2 Achieving Effective Integration of Traditional and New Media

The rapid rise of the new media industry has brought tremendous impact to television media, but challenges and opportunities often coexist. Television station journalists must promptly identify transformation directions, combine broad user preferences, shorten transformation time, and grasp the core of television news creation. Currently, most new media platform news content production teams lack professionalism, resulting in crude and poorly produced content. However, new media platforms also have their own advantages: supported by big data technology, they can precisely deliver news content that interests users and satisfy diversified viewing experiences. Compared with new media platforms, traditional media platforms possess certain authority and can fully leverage their public opinion guidance capacity and credibility. This demonstrates that TV news journalists should deeply understand the respective advantages and disadvantages of traditional media and new media platforms, effectively combine the two in content production, ensure news content quality while enriching dissemination channels and methods, and create television news with new media era characteristics.

In summary, in the smartphone era where everyone is a creator, publisher, and receiver of news content, television news practitioners must fully understand news information production and dissemination methods in the new media environment, combine new media platforms with traditional television platforms to achieve complementary advantages and common development. For TV news journalists, it is essential to clarify development trends in the new media era and the direction of the television news industry, seek transformation and breakthroughs based on work characteristics, understand new industry requirements for TV news journalists in the new media context, continuously improve professional capabilities and comprehensive qualities in practice, master the operational essentials of new technologies and equipment, and promote innovative development of television news.

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

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