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## Current Status and Development Strategies of Radio and Television News Interviewing in the New Media Context: Postprint

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### Abstract

The advent of the internet era has enriched public information sources, enabling the public to obtain broadcast and television news content through multiple channels. Concurrently, it has also established rapidly developing new media as a significant component of communication subjects. Compared with traditional media, new media exhibits substantially accelerated speeds in online news gathering and dissemination, while its information production can be fully integrated with audience interaction. Furthermore, the user stickiness of new media can surpass that of traditional media within a remarkably short time-frame. Within the new media paradigm, traditional broadcast and television news media should reform their news interviewing methods and other practices to address the evolving demands of the journalism industry.

### Full Text

#### Preamble

**Title:** Current Status and Development Strategies of Radio and Television News Interviewing from the Perspective of New Media

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**Abstract:** The advent of the internet era has enriched public information sources, enabling citizens to access desired broadcast and television news content through multiple channels. Simultaneously, this era has positioned rapidly developing new media as a crucial component of the communication landscape. Compared with traditional media, new media significantly accelerates news gathering and dissemination, integrates information production with audience interaction, and can surpass traditional media in user stickiness within a remarkably

short timeframe. From the perspective of new media, traditional radio and television news organizations must reform their interviewing methods to address the evolving demands of journalism.

**Keywords:** new media perspective; radio and television news interviewing; news interviewing; interviewing methods; user stickiness

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With the rapid development of new media, public news consumption is no longer centered on radio and television outlets. Citizens' access to news has expanded dramatically, breaking the monopoly of radio and television media over news acquisition and dissemination. As internet and mobile terminal technologies evolve, people can quickly browse needed information through various mobile devices, completing news searches within short timeframes. Consequently, to enhance user stickiness and maintain audience appeal, radio and television news interviewing must undergo reform under the new media paradigm, thereby advancing the overall progress of China's journalism industry.

### 1.1 Timeliness Issues in News Gathering Under the New Media Perspective

Regarding news searching and browsing, citizens in the new media era demand even faster news delivery, expecting to access content of interest within shorter timeframes. This timeliness challenge demands serious attention from radio and television news media. In the new media landscape, every individual can become a news creator, capable of capturing news in real-time through digital platforms, which substantially enhances news immediacy—many news events now unfold without involvement from professional broadcast media. Compared to traditional media, new media demonstrates stronger immediacy. For instance, in contemporary social incidents, the first disseminators are often self-media accounts, with professional radio and television media issuing statements only much later, as the primary communication process relies entirely on new media channels. Traditional broadcast news media follow complex procedures for processing news materials, whereas new media entities can complete editing and distribution within much shorter periods. Additionally, traditional news broadcasting methods, while maintaining objectivity and ensuring authenticity, sacrifice some degree of vividness. New media approaches, by contrast, prove more audience-friendly by delivering news while considering its liveliness. In

summary, new media' s rapid news capture and dynamic production pose significant challenges to traditional media like radio and television.

### **1.2 Appropriateness of Interviewing Methods Under the New Media Perspective**

The paramount value of news interviewing lies in achieving authenticity. However, the objective authenticity of events can never be fully realized through interviews alone due to inherent limitations. Interview time is finite, and neither techniques nor content can completely reproduce the full reality of situations. The most feasible approach is to approximate truth through the most authentic on-site interviewing possible, thereby achieving a faithful representation of events. Yet many news teams produce suboptimal results due to their own shortcomings, compromising authentic expression. Specifically, news subjects may develop resistance toward interview teams because of biased positions or unreasonable demands, leading to distrust and unwillingness to participate. Under the new media paradigm, public adaptability to news interviews has increased; individuals can clearly recognize differences between their own demands and those of interview teams, and they can perceive the degree of respect afforded to them. If interview teams demonstrate insufficient respect, subjects may reject interviews to protect their own interests. For example, at scenes of sudden social incidents, many reporters conduct intensive interviews with victims without considering their trauma, creating a form of secondary harm. Such interview methods, disregarding subjects' specific circumstances, have generated public resentment over time, significantly diminishing interview effectiveness.

### **1.3 Journalistic Perspective Reference Issues Under the New Media Perspective**

Regarding news interviewing angles, both traditional broadcast media and new media entities introduce their own perspectives, through which audiences experience news authenticity and form holistic understandings of events. However, compared with the diverse perspectives of new media, traditional media interviewers—due to their professional training—often exhibit formulaic approaches in both perspective and mode, reducing audience appeal and diminishing the guiding value of interview materials. While professional perspectives ensure news value, they sacrifice some vitality compared to new media, decreasing traditional broadcast media' s attractiveness to audiences.

### **1.4 Diversity of Interviewing Methods Under the New Media Perspective**

Under the new media paradigm, interviewing methods have undergone significant changes in news gathering, processing, broadcasting, and feedback, diverging considerably from traditional broadcast media. Nevertheless, both traditional and new media remain constrained by communication laws; new media interviewing methods represent reforms built upon traditional approaches while

adapting to their own operational needs. Regarding news material collection, the content scope has expanded with new media technologies. Beyond traditional carriers, modern video resources have become important news sources, receiving heightened attention from journalists. Compared to traditional news broadcasting, various interviewing entities under the new media perspective can employ multiple technical means for efficient processing, achieving diversified resources and objects in news handling.

### **1.5 Depth of Interview Content Under the New Media Perspective**

Due to limitations such as finite interview time, traditional broadcast media often focus news interviews and programming on disseminating key information and concepts. However, excellent news broadcasting not only provides timely information but also guides audiences toward positive value reflection, playing a constructive role in social development. Compared to new media, traditional broadcast media face greater industry restrictions during interviewing and program production. Many traditional outlets extensively use professional terminology to maximize information density within limited space. While this ensures informational effectiveness and depth, it sacrifices vividness and accessibility, causing some audience members to lose interest.

### **1.6 Interview Equipment Dependency Issues Under the New Media Perspective**

Under the new media paradigm, both new and traditional broadcast media benefit from increasingly rich interviewing equipment. News teams can utilize vastly expanded communication channels and devices. Some equipment enables simultaneous news processing during interviews, dramatically improving efficiency, while others facilitate precise documentation of entire interview processes, contributing positively to news production. However, this enhanced functionality has caused many journalists to lose their ability to independently gather and process news. When equipment malfunctions, they become unable to conduct interviews, hindering journalistic development.

## **2. Development Strategies for Radio and Television News Under the New Media Perspective**

### **2.1 Strategies for Promoting Media Convergence Under the New Media Perspective**

For news interviewing development under the new media paradigm, both traditional broadcast media and emerging media must fully leverage communication technologies and equipment to achieve effective dissemination. Traditional broadcast media excel at ensuring precision in short-term news broadcasting, while new media advantages lie in flexible processing of interview materials and improved dissemination efficiency. To achieve robust news interviewing and communication capabilities, traditional media should actively integrate with

new media, fostering healthy development through effective media convergence. By collaborating with new media, traditional broadcast media can maintain high-quality, precise interviewing while enhancing audience appeal and advancing journalism. Taking Putian Broadcasting and Television Station as an example, the station established a news dispatch center and created an integrated editing and reporting platform to assign interview tasks. It selects news materials based on platform characteristics, reprocesses them, and creates content suitable for its own broadcasting, achieving “one-time collection, multiple generation, and diversified dissemination,” which effectively improves news communication efficiency. Since 2016, Putian Broadcasting and Television Station has ranked first in the news communication alliance of Fujian Provincial Radio and Television Group News Center for five consecutive years.

## 2.2 Strategies for Improving Interview Teams Under the New Media Perspective

First, under the new media paradigm, interview team capabilities significantly impact final news quality for both traditional and new media. To achieve effective interviewing, traditional broadcast news organizations must enhance their personnel’s professional competence. While equipment failure remains possible, the usage environment cannot be guaranteed. When equipment malfunctions due to environmental factors, journalists must maintain interviewing capabilities to ensure accuracy. Skill development should focus on three areas: (1) thorough pre-interview preparation, including clarifying specific content and objectives to ensure results meet expectations and fulfill professional responsibilities for communication effectiveness; (2) targeted development of adaptive response abilities based on industry characteristics, with backup plans for equipment failures and strong capabilities for handling emergencies; (3) timely post-interview review by team members to improve capabilities, reduce future errors, and enhance effectiveness.

Second, to achieve healthy development of traditional broadcast news interviewing, media organizations should improve content quality to win market competition. With new media economic development, citizens have diversified news sources and higher quality expectations. To meet these demands, traditional media must elevate interviewing quality according to new media era requirements. Specifically: (1) interviewers should appropriately select strategies based on subjects and events to ensure suitability, enabling timely identification of key content and improved efficiency; (2) interviewers should appropriately adjust atmosphere and rhythm during intense interviews to ensure smooth processes and in-depth content, avoiding interruptions caused by subjects’ nervousness; (3) interviewers should properly utilize internet technology to supplement interviewing, using online media to deeply explore news content and comprehensively reconstruct specific subjects and events from multiple angles.

### 2.3 Strategies for Improving Media Models Under the New Media Perspective

Traditional radio and television news media should fully adapt to era changes under the new media paradigm, actively applying new technologies to interviewing to enhance effectiveness and improve media models. Traditional media should shift talent recruitment and training toward new media technology applications, upgrading interviewing capabilities from a human resources perspective. Simultaneously, traditional media should respect citizens' spontaneous creativity in news, recognizing the universal nature of news creation and dissemination in contemporary society. Under the new media paradigm, everyone can become a news creator and disseminator. For instance, Putian Broadcasting and Television Station sources much of its raw news material from citizen uploads or surveillance videos. Putian frequently experiences severe typhoons, and relying solely on reporters is insufficient for comprehensive coverage. Utilizing citizen-shot videos effectively solves material shortages, enabling both new and traditional media to complete on-site reporting effectively. Similarly, first-hand materials from relevant personnel in fire rescues, traffic accidents, police operations, and sudden severe weather significantly enhance news timeliness and watchability. Putian Broadcasting and Television Station also uses new media platforms to actively discuss social topics with audiences, engaging in online discussions to strengthen communication while expanding information dissemination channels and improving interviewing efficiency and effectiveness.

### 3. Future Development of Radio and Television News Under the New Media Perspective

Under the new media paradigm, traditional broadcast stations and other media face a new round of reform. Compared with new media's active reform momentum, traditional media must adopt comprehensive measures to enhance interviewing effectiveness and secure competitive advantages. Traditional broadcast media should deeply explore their traditional strengths while improving news reporting capabilities to provide higher-quality interviewing and broadcasting content for users. With greater capacity for in-depth news excavation, traditional media should leverage their official influence to guide correct thinking on hot news topics, prevent news hype from escalating, and minimize online public opinion polarization. Traditional media should utilize new technologies to achieve news immediacy without sacrificing objective and impartial positions due to efficiency gains.

In summary, under the new media paradigm, traditional media's news operations face strong challenges. To achieve healthy competition, radio and television news media should employ comprehensive measures to enhance interviewing capabilities and promote sound development of journalism.

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

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