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Transformation and Development Path of Television News Media in the New Media Era (Post-print)

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Date: 2023-10-08T00:00:00+00:00

Abstract

Television news media was once the most favored channel for people to obtain information about the outside world. However, amid the rapid development and application of science and technology in recent years, and under the onslaught of internet-based models, the revenue and audience ratings of television news media have been plummeting. Compared with television news media, new media offers more abundant communication channels. Consequently, television news media must continuously optimize and reform its traditional business models and application technologies to enhance audience stickiness and loyalty, thereby fostering its sustainable development potential and vigorous vitality in the new media era.

Full Text

Transformation and Development Path of Television News Media in the New Media Era

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Abstract: Television news media was once the most popular channel for people to learn about the outside world. However, with the rapid development and application of science and technology in recent years, and under the impact of internet-based models, the revenue and viewership ratings of television news media are declining sharply. Compared with television news media, new media possesses richer communication channels. Therefore, television news media must continuously optimize and reform its traditional business models and application technologies, enhance audience stickiness and loyalty, and promote the enduring

development potential and vibrant vitality of television news media in the new media era.

Keywords: new media era; science and technology; internet; television news media; transformation and development

Classification Code: G206

Document Code: A

Article Number: 1671-0134(2022)03-030-03

DOI: 10.19483/j.cnki.11-4653/n.2022.03.008

Citation Format: Wang Yu, Zhao Haoran. Transformation and Development Path of Television News Media in the New Media Era [J]. China Media Technology, 2022(03): 30-32.

We are currently in a new media era characterized by mobile phones and the internet as mediums. The number of internet users in our country is growing daily, and the new media era has enriched people's channels for obtaining external information, leading to a sharp decline in television news media ratings. In this new media era, how television news media can innovate its communication methods, enhance its appeal to audiences—especially increasing young people's attention to television news media—is a question that all television news media professionals need to focus on. Most television news programs have shown a serious trend of aging audiences, with middle-aged and young people preferring to receive external information through new media. Although television news media will not disappear in this era of rapid technological development, it is showing clear signs of decline. In the new media era, television news media should have a strong sense of crisis, continuously reform and develop its communication forms, and strive to secure a place in the fierce media competition.

1. Overview of the New Media Era

The era is constantly progressing, and the media landscape continues to evolve. With the continuous advancement of information technology and digital technology, various new media forms such as mobile phones and the internet have emerged endlessly, fundamentally changing people's daily consumption and information acquisition patterns, and bringing enormous impact to traditional media industries such as television news. The term "new media" is coined in contrast to traditional media industries such as radio, television news, and newspapers. According to surveys, today's mobile TV, internet radio, mobile digital television, and self-media platforms like Weibo and Douyin have all exerted tremendous influence on the television news media industry. The new media era has brought great crisis to the survival environment of traditional media, severely squeezing the living space of the television news media industry. Television news typically focuses on reporting and disseminating information. The communication technologies and media forms born in the new media era have brought earth-shaking changes to people's channels for receiving external

information in daily life, causing significant impact on the television news media industry. Compared with traditional media, new media features distinct personalization, diverse communication channels, and timely, rich content, possessing holographic and digital advantages. It has transformed the traditional one-to-many communication model into a many-to-many format, which is deeply loved by the masses.

2. Impact of the New Media Era on Television News Media

2.1 Overly Simple Broadcasting Format

Traditional television news media can only broadcast news unidirectionally during the dissemination process, primarily relying on very monotonous audio and visual elements, with audiences passively receiving information transmitted by television media. However, new media fully utilizes network terminal technology, not only to deeply understand the inner needs of audiences and provide them with fragmented information, but also to fully employ text, audio, video and other forms during media dissemination, ensuring channel diversity [1], which can fully attract audience attention. Audiences can select appropriate information reception channels according to their own needs and preferences. Due to the overly single communication channels and broadcasting format of television news media, the speed of audience migration to new media has accelerated.

2.2 Lack of Timeliness

The timeliness of traditional television news dissemination is completely at a disadvantage in the new media era, seriously reducing the market competitiveness of television news media. News events can occur anytime and anywhere. However, because television news media requires both visual and audio elements as communication symbols in the dissemination process, and its production process must go through multiple procedures including editing, production, and review, the time required from news gathering to broadcasting is relatively long, greatly extending the duration for audiences to obtain external information. In contrast, new media industries such as Douyin, Weibo, and online video, backed by the vast network army, enable everyone to be a real-time disseminator of news with almost no intermediate links, effectively guaranteeing news timeliness.

2.3 Lack of Good Interactivity

Television news media features unidirectional communication characteristics and cannot timely understand audience thoughts and opinions [2], resulting in audiences having no sense of participation when receiving information. The development of new media has accelerated the arrival of an era of citizen journalism. Using computers or mobile phones, people can express their views and opinions on public information and various news anytime and anywhere. People can even use new media platforms to publish news content themselves. This new

communication process and method can facilitate harmonious interaction and exchange between audiences and the media industry, and can enhance audience attention desire.

2.4 Inability to Meet Audience Psychological Needs

Due to the fixed characteristics of television news media' s reception and transmission ends, news dissemination time, format, and content must follow inherent patterns and cannot be flexibly changed. In the past, television sets were the sole carrier of information dissemination, which often caused audiences to fail to receive information or collect incomplete information due to time constraints in daily life. Moreover, television news follows a linear broadcasting format with fixed playback sequences, and audiences cannot select or skip programs according to their preferences. Television news media is a mass communication format, and the entire news production process must also follow certain principles and models, which to some extent affects personalized audience experiences. For example, a television news piece may only broadcast partial interview clips, but some audiences prefer to watch the entire context of the interview or actively express their own views on the news event. However, television news media cannot meet these psychological needs.

3. Changes and Development Television News Media Should Make in the New Media Era

3.1 Actively Innovate Broadcasting Format and Content

Traditional television news media still exhibits phenomena such as monotonous propaganda models and outdated program content during broadcasting, resulting in insufficient appeal and inability to attract audience attention. With today' s rapid development of society, various new media platforms such as Douyin, Weibo, and Kuaishou have emerged endlessly. In this context, television news media must undergo transformation and innovation in its broadcasting format and content to enhance market competitiveness. For example, in traditional television news broadcasting, audiences see hosts delivering news with serious, rational faces and voices throughout. However, Phoenix Satellite TV made significant changes early on, with its host Chen Luo creating an era of "talking news." This communication approach possesses strong appeal and affinity, which is deeply loved by people and effectively improved Phoenix Satellite TV' s ratings. Meanwhile, CCTV' s "Morning News" has carried out in-depth reforms, striving to create professional content and excavate the depth of news reporting, laying a good foundation for subsequent television news media innovation. Today, television news media cannot only use television platforms to disseminate news information. It must deeply recognize the opportunities and changes brought by the birth of the new media era, consider both its traditional broadcasting habits and continuously optimize and expand other communication channels, and be bold in innovation and content/style optimization. Television news media must

fully understand the needs of today' s public, deeply grasp the data trends of television news information, and actively innovate communication formats and content. For example, it can register its own accounts on Weibo or Douyin, broadcast news in real time, use new media platforms to attract audience attention, expand audience reach, enhance market competitiveness, and fully exploit new media value [4].

3.2 Ensure Timeliness of Information Delivery

Timeliness is one of the most valuable elements of television news, and competition among news media is often competition for timeliness. The live broadcast format has excellent timeliness, ensuring that audiences receive external information in the shortest possible time. Meanwhile, live broadcasting has fewer communication layers, which can to some extent guarantee the authenticity and reliability of news [5]. During live news broadcasting, both audiences and news interviewers are completely unknown about what is about to happen, which can fully demonstrate the contingency of television news. Therefore, adopting the live broadcast format to broadcast television news attracts more audience attention and stimulates emotional resonance among viewers. The live broadcast format features “zero time difference” and “shared time-space” characteristics. On-site live broadcasting not only can fully restore the original image of news events before audiences but also serves as the first spokesperson and witness of television news, effectively avoiding rumors caused by false dissemination. During the Wenchuan earthquake in Sichuan, CCTV published the first news report within half an hour of the incident, and then broadcasted the post-disaster scene 20 minutes later. It was precisely the emergence of television news live broadcasting that triggered emotional resonance among people across the nation [6]. In the context of the new media era, television news media must not only display news backgrounds and actual on-site environments but also optimize live broadcast formats. For example, it can actively apply various broadcasting methods such as embedded experiences, on-site tracking investigations, and real-time commentary for information delivery, enhancing the discourse power of the television news media industry.

3.3 Enhance Interactivity During Television News Broadcasting

Television news media possesses tremendous advantages in both information broadcasting content and credibility. Today, television news media professionals need to promptly change their broadcasting mindset. Television news media can attempt to conduct more in-depth news reporting to enhance its credibility among audiences. Compared with new media, television news media possesses authoritative and professional advantages, and audiences are more willing to trust information transmitted by television news media. In the new media era, program production models have also undergone certain changes. Television news media must enhance connections with audience groups and ensure good interaction between both parties. For example, Chongqing Television once

carried out friendly cooperation with China Unicom to develop an application called “News Snapshot,” which facilitated journalists to timely transmit or record breaking news. It also applied a paid model to select news elements filmed by audience groups, thereby ensuring in-depth communication and good interaction with audiences.

3.4 Create Personalized Services to Meet Audience Needs

Television news media should create personalized services that meet audience psychological needs in the new media era, thereby increasing audience numbers and ratings. For example, television news media can set up news modules in its Weibo or Douyin accounts, allowing people to freely choose programs they want to watch according to their preferences and desired news content [7]. After language-based television news, complete video links of the interview process can also be attached, allowing audiences to freely choose whether to watch the full news according to their needs. Meanwhile, television news media can also optimize and adjust news broadcast times, not only broadcasting at fixed time slots but also adjusting news broadcast times to some extent according to audience lifestyle habits, enhancing the appeal of television news.

3.5 Maintain Credibility

Compared with new media, television news media possesses advantages of high credibility and strong systematic nature, holding strong authority in the minds of audiences. Many new media broadcasting platforms feature openness in the news dissemination process, resulting in much news being indistinguishable between true and false, with frequent occurrences of cyber violence, privacy infringement, and false news dissemination, which are criticized by the public. Information transmitted by television news media possesses higher authenticity and trustworthiness [8], holding a certain degree of credibility, which is extremely important for transformation and development in the media industry. Therefore, television news media itself must attach sufficient importance to this intangible asset and ensure its positive image in the minds of audiences. Television news media practitioners need to collect valuable dissemination information from authoritative institutions, use comprehensive and objective language for evaluation, actively disseminate positive energy news, guide audiences to develop good ideological and moral standards, and promote harmonious and healthy social development. In the new media era, television news media should not overly emphasize speed and novelty but should better settle down to disseminate convincing and authentic news information, winning valuable survival space for future development.

3.6 Enhance News Appeal

With the rapid development of technology, people’s entertainment methods have gradually increased today, which invisibly makes audiences’ demands for television news media more stringent. Television news media needs to actively

improve upon the traditionally serious and rigid broadcasting format during dissemination and conduct in-depth excavation of events. For example, during news interviews, television news media can use cameras to record the entire interview process in detail, then interview relevant personnel, conduct in-depth analysis of the news causes and consequences, edit manuscripts using neat and rhyming language, and appropriately add a small amount of entertainment news during news broadcasting to enhance the appeal of television news media.

In the context of the new media era, competition among media is becoming increasingly fierce. The television news media industry must combine its own advantages and characteristics, learn from the communication content and formats of new media, actively optimize, innovate, and transform its development path, effectively integrate with new media, expand its communication channels, maintain its credibility, expand its audience reach, enhance its market competitiveness, and promote better development of the television news media industry.

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

Source: ChinaXiv – Machine translation. Verify with original.