

# A Preliminary Analysis of Innovative Strategies for Television News Program Dissemination in the Context of Media Convergence (Postprint)

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## Abstract

With the accelerating pace of social progress and continuous technological advancement, converged media has begun to play a significant role in people's work and daily lives, rendering information dissemination unrestricted by time or space while substantially narrowing social distance. The emergence of converged media has exerted a tremendous impact on television news programs, necessitating that broadcasters currently seek viable measures to ensure broadcast effectiveness. To achieve this objective, it is essential to analyze the current environment in which television news programs operate and to identify feasible innovation strategies based on existing obstacles. This paper conducts an in-depth exploration of television news program innovation within the converged media environment from the perspective of communication strategies.

## Full Text

### Preamble

#### A Brief Analysis of Innovative Strategies for TV News Program Communication from the Perspective of Converged Media

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**Abstract:** As society progresses at an accelerating pace and technological capabilities advance, converged media has begun to play a significant role in people's work and daily lives. Information dissemination is no longer constrained by time and space, and social distances have been substantially shortened. The emergence of converged media has created tremendous impact on TV news programs, compelling television stations to seek viable measures to ensure broadcast effectiveness. To achieve this goal, it is essential to analyze the current environment in which TV news programs operate and identify feasible innovation

strategies based on existing obstacles. This article examines the innovation of TV news programs in the converged media environment from the perspective of communication strategies.

**Keywords:** TV news programs; technological updates; innovative content; enriched forms; interactive platforms

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In the current era, the rapid development of science and technology has significantly impacted news media. From the perspective of TV news media's current situation, converged media provides richer information, which has created substantial negative impact on traditional TV news programs, pushing them to the brink of being forgotten [1].

## 2. Current Status of TV News Program Communication in the Converged Media Era

TV media must confront the impact brought by converged media. The key question facing television professionals is what measures can be taken to substantially improve communication efficiency. Among various traditional media, television possesses obvious authority. After entering the converged media era, the channels for news program dissemination have increased significantly, allowing new media to participate and play important roles. However, many practitioners have developed a strong "media-centric" consciousness, failing to pay attention to the actual needs of audiences, which prevents TV news from maintaining steady development and severely restricts innovation. In the converged media era, this situation has changed—TV news no longer holds a monopoly position. This requires relevant personnel to truly understand the deficiencies in traditional communication methods, particularly by drawing on new media communication concepts. Television news should seize this opportunity to further expand its development space, take the actual needs of audiences as its starting point, and find feasible measures to eliminate constraints and achieve robust development.

### 2.1 Traditional Concepts and Backward Technology

TV news must face the impact of converged media. The key question for television professionals is how to significantly improve communication efficiency. Television has clear authority among traditional media. In the converged media era, news program dissemination channels have increased substantially, enabling

new media to participate and play important roles. However, many practitioners have formed a rigid “media-centric” consciousness, neglecting the actual needs of audiences, which prevents TV news from maintaining steady development and greatly restricts innovation. After entering the converged media era, TV news no longer enjoys monopoly status, requiring relevant personnel to truly understand the shortcomings of traditional communication methods, especially by learning from new media communication concepts. Television news should fully utilize this opportunity to broaden its development space, start from the actual needs of general audiences, find feasible measures to remove constraints, and thereby achieve steady development.

## 2.2 Lagging Communication Timeliness and Serious Audience Diversion

Programs like *Xinwen Lianbo* now broadcast simultaneously on web and mobile clients, and local TV stations have begun experimenting with this approach, which has helped boost ratings and significantly increased the influence of news programs. For example, *Showwang Dushi*, a news program on Jilin Metropolitan Channel, now offers simultaneous live streaming on web, PC, and mobile clients, substantially expanding its coverage and gaining social recognition. Traditional TV news programs involve numerous stages—from information collection and news editing to post-production—requiring substantial time investment. This communication method suffers from serious timeliness issues; by the time the news program officially airs, the news event may have already become outdated. In the converged media era, people can obtain news from multiple channels, and publishers have also changed—ordinary citizens can disseminate news events using simple tools like digital devices or smartphones, enabling news communication to be realized in a short time. This communication method has obvious advantages in timeliness and has created clear impact on traditional news programs. From the audience’s perspective, anyone with a smartphone can obtain news information through new media apps without needing to watch programs according to a fixed schedule. If traditional news programs want to respond effectively, they must transform their communication methods.

## 2.3 Updated TV News Communication Technology

Watching traditional TV programs requires ensuring smooth TV signal transmission. As is well known, the distance between TV towers and users is considerable, and many factors affect TV signal transmission, preventing programs from achieving expected results. After the application of digital technology, signal transmission problems have been effectively resolved. By fully leveraging digital signals, viewing experiences can be made more intuitive. Digital signal transmission is highly stable, effectively resists interference, and shows significantly improved adaptability, laying a solid foundation for the development of TV news media.

## 2.4 Impact of New Media Channels

In the converged media era, traditional TV news has undergone obvious transformation, with three-dimensional communication becoming common. Simply put, live content can be disseminated through websites, Weibo, and other clients, or output can be achieved through new media, allowing audiences to choose the most suitable channels to obtain news information. To enable self-produced news to achieve truly large-scale dissemination, TV stations must broaden their development paths by displaying official Weibo and WeChat accounts on screens, thereby further expanding audiences' channels for understanding information content and naturally providing them with clear awareness of news dynamics. The converged media era has had a tremendous impact on TV news, particularly as communication methods have become diversified and communication convenience has substantially increased [2].

## 3. Effective Innovation Approaches for TV News Program Communication in the Converged Media Era

### 3.1 Accelerate Integration and Ensure Content Innovation

To ensure that the overall broadcast effect of TV news meets expectations, relevant personnel must innovate program content. From the perspective of current media industry development, TV news has obvious advantages in innovation capability. Successfully completing innovation and upgrading can help it maintain competitive advantages in industry development. For TV news to significantly enhance its competitiveness, it must change traditional thinking, seek new development strategies, and only then can ideal broadcast effects be achieved. News products focus most on content. To enable users to have good experiences, news workers must prioritize news content, ensure that content development revolves around specific goals, adopt the most appropriate packaging and marketing methods, and complete data analysis at every production stage—only then can news content quality be substantially improved. Information in the converged media era is fragmented. For the general public, information can be obtained from multiple channels, and reading methods have also changed significantly. Although there are many types and quantities of media platforms, the main drawback is that information authenticity cannot be guaranteed. Therefore, TV news still maintains competitiveness in terms of authenticity. Of course, to ensure that TV news programs can truly achieve innovation, news authenticity must be taken as the foundation. By fully utilizing new media platforms to process news content, greater attraction can be generated for audiences. News editors should fully leverage the internet to obtain needed information content, thereby ensuring that the value of news content is truly demonstrated. Journalists engaged in interviews should innovate communication methods by using live streaming software for news broadcasting, thereby significantly enhancing the timeliness and innovation of TV news programs and strengthening their competitiveness.

### 3.2 Enrich the Forms of TV News Programs

TV news content should be presented through appropriate carriers. Only when communication methods are more diversified can greater attraction be ensured. For traditional TV news, television media was the only communication channel, with time and space constraints during viewing, resulting in high audience attrition rates. Media production in the converged media era has changed significantly, and producers must have a clear understanding of converged media characteristics and fully utilize them to truly transform communication forms. At present, CCTV has conducted in-depth cooperation with online broadcasting platforms, allowing audiences to watch news through various mobile terminals [3].

### 3.3 Dual-Wheel Drive of Technology and Content

To successfully achieve media convergence goals, necessary technical support is indispensable. While media companies can disseminate news content through clients, TV news is different. For new media clients, to ensure orderly operation, the most critical factor is to strictly control platform dominance, particularly by managing subsequent development rights. As the number of technology development companies continues to increase, the importance of interactive technology has gradually emerged, ensuring that services needed for data analysis and operation maintenance can be effectively satisfied. Practical results show that selecting technology platforms requires focused attention. While some services can be outsourced, complete outsourcing is not advisable. Third-party companies have limited R&D capabilities, making it difficult to conduct subsequent business in an orderly manner. Developers can utilize relevant data in third-party platforms, but this compromises security. Enterprises and TV stations choose different methods to obtain certain benefits in cooperation, which has a significant negative impact on media convergence. To ensure smooth TV news planning and communication, technological application cannot be ignored. When integrating large amounts of information, technologies such as big data and cloud computing must be fully utilized to make content production more orderly. Although TV media has developed mobile clients, technical defects still exist. During client development and maintenance, technologies like mobile communication, VR, and AR can be fully utilized to enrich functions, make information dissemination more precise, and meet personalized needs. Additionally, when disseminating news information, WeChat and Weibo are also important channels. In communication planning, technological application must be emphasized. Through Weibo and WeChat, social media and news programs can be closely connected, generating greater attraction for audiences, further expanding communication scope, and naturally achieving expected communication effects [4].

### 3.4 Screen Multimedia Resources and Open Diversified Channels

In the converged media era, for local TV stations to achieve development, they should accurately position news program types and establish news information collection teams that fully utilize new media such as Weibo, portal websites, clients, and WeChat, thereby enabling timely collection of hot topics and focus events. Simultaneously, smooth screening of news events must be ensured to identify high-value news events. For example, widely collecting social news events, including food safety and vaccination-related news. For information collection teams, maintaining good communication with grassroots masses is essential. If they can provide news-related information, appropriate rewards can be given, thereby effectively mobilizing public power and substantially enhancing the attraction of news programs to audiences [5].

### 3.5 Meet Audience Needs and Emphasize Program Timeliness

After material living conditions have significantly improved, people's material needs have been substantially met, and spiritual life has become a focus of attention. As the pace of the era accelerates, the hot topics people pay attention to have also changed significantly. For a long time in the past, the focus was on current political news, but now everyone is a media outlet, and the quantity and types of information are increasing exponentially. Therefore, TV media must change accordingly. From the perspective of media professionals, they must truly understand the actual needs of audience groups and, on this basis, integrate elements such as fashion, technology, health, and interest into news programs. For example, after material needs are met, the general public pays more attention to physical health. Therefore, when designing TV programs, health education programs can be added to increase audience numbers. In addition, programs related to primary and secondary school education can be established, where industry experts and scholars answer questions and solve doubts. Of course, news programs must ensure timeliness, especially when disseminating current affairs news. If problems cannot be handled in a timely manner, the negative impact will be very serious. Therefore, TV media professionals must fully utilize public power during program production to achieve brainstorming and effectively leverage the role of new media channels.

### 3.6 Pursue Program Interaction and Build Multimedia Interaction Platforms

Analysis of new media communication shows that it has obvious advantages in interactivity and bidirectionality. For content producers, relevant information can be directly disseminated through the internet, and audience comments can provide feedback, enabling benign interaction between content producers and audiences and generating a strong sense of participation among viewers. For TV news programs to maintain a solid foothold, they should effectively integrate new media to ensure richer program segments and content, enabling effective interaction with audiences and thus achieving comprehensive partici-

pation. During the 2017 Two Sessions, CCTV achieved full converged media coverage by connecting WeChat, Weibo, and clients, with multiple columns working together to conduct live broadcasting while interacting with audiences and interpreting the basic content of the conference, thereby achieving good social effects. Through converged media interaction, audiences can watch TV while using their mobile phones to directly participate in discussions, which can meet the needs for efficiency and convenience in communication [6].

With the arrival of the converged media era, the communication methods of modern TV news programs have also undergone significant changes. An increasing number of media forms have appeared before TV audiences, providing them with more viewing choices. The development of TV media must always be audience-demand-oriented, improving the audience experience in terms of news content, forms, and interaction segments. The sustainable development of TV media is the responsibility of every TV media professional, and TV news program communication must seize the opportunities brought by converged media.

More and more social fields are applying technology represented by information technology to industry development and progress. In this media development trend, TV news program communication also needs to employ innovative development concepts and apply converged media technology to TV news to improve communication effectiveness.

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

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