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# Enhancing Television News Influence on Public Opinion in the Media Convergence Era: Post-print

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## Abstract

In the era of media convergence, audio-visual communication is an important traditional pathway for mainstream public opinion. For media, focusing on enhancing the quality of television news content and the capacity to guide public opinion holds significant value and positive significance for elevating domestic public opinion influence. Given the current importance of the Internet to people's production and daily life, the utilization of diversified communication methods, content, and target audiences, coupled with the active introduction and cultivation of talent, constitutes a crucial factor in strengthening the influence, dissemination capacity, and credibility of domestic television news public opinion. This study takes the enhancement of television news public opinion influence as its primary research objective, investigates the key factors affecting television news public opinion, and accordingly analyzes and proposes relevant recommendations and countermeasures.

## Full Text

### Preamble

**Title:** How to Enhance the Influence of Television News Public Opinion in the Era of Integrated Media

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**Abstract:** In the era of integrated media, audio-visual communication serves as a crucial pathway for mainstream public opinion. For media organizations, improving the quality of television news content and strengthening their capacity to guide public opinion holds significant value and positive meaning for enhancing domestic influence. Given the importance of the internet to people's

daily lives and production, employing diversified communication methods, content, and target audiences, while actively introducing and cultivating talent, constitutes a vital factor in strengthening the influence, dissemination power, and credibility of domestic television news. This paper focuses on how to enhance the influence of television news public opinion, investigates the key factors affecting it, and proposes relevant recommendations and countermeasures.

**Keywords:** Television news; Influence; Credibility; Dissemination power

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Since the 18th National Congress of the Communist Party of China, Party and state leaders have repeatedly emphasized the need to strengthen the influence and credibility of national mainstream media and news public opinion. In today's social life, news, radio, television, and the internet have basically covered all parts of the country, and the daily lives of domestic people have been permeated by television news. Consequently, the ideas and public opinion promoted in television news will affect an increasing number of citizens. Therefore, practically strengthening the guidance, dissemination power, and influence of contemporary news media is particularly important as a means to develop socialism with Chinese characteristics and guide harmonious, mainstream values.

However, examining the current state of public opinion dissemination methods, guidance mechanisms, patterns, content, and target audiences across various domestic television news outlets, problems exist to varying degrees. Issues such as the need to optimize content quality, inadequate public opinion guidance mechanisms, and lack of attention to and understanding of target audiences seriously affect the dissemination power and influence of current television news. These represent the primary problems that television news urgently needs to address.

## 1. Opportunities and Challenges in the Era of Integrated Media

Since the popularization of the internet, mobile smart terminals, real-time communication software, and forums in domestic people's lives and work, China has gradually entered a diversified and liberalized new media era. Anyone with a smartphone can upload various life observations online at any time, making everyone a potential recorder and disseminator of events. Citizens, media organizations, and journalists spread various news information and public opinion reports through such online platforms, greatly promoting the diversified devel-

opment of the contemporary news media industry. People can hear more voices and see more events, bringing more opportunities and prospects for the development of social culture and ideology. The integrated media era has enriched current television news programs, gradually diversifying news content to attract audiences across all age groups. Moreover, through diversified news dissemination media, audience participation has been strengthened, making news content dissemination more extensive and powerful, and greatly enhancing the efficiency of public opinion dissemination.

Conversely, when the conditions for news and public opinion dissemination have fallen into the hands of citizens, contradictions arising from diversification and liberalization have also emerged, creating a double-edged sword that brings both positive and negative impacts to news public opinion reporting. Due to differences in professional competence and moral integrity among media organizations and journalists, online information and news content have become mixed in quality. Particularly in recent years, as internet influence has become increasingly evident and people utilize mobile phones and information platform software more frequently, various news contents on the internet have become overwhelming. Problems such as low quality, half-truths, and quoting out of context have become increasingly apparent. Especially on some self-media platforms, operators do not carefully consider the information they publish but instead prioritize traffic, inciting emotions and deliberately creating social conflicts to attract public attention, thereby generating adverse social impacts. Furthermore, many media outlets currently use public intentions and viewpoints as the main output of news public opinion to attract attention, driving topic discussions through different ideological concepts to gather traffic. Many public opinion topics contain irrational elements, such as provoking gender conflicts and spreading anxiety, with content full of emotional color. Under long-term accumulation, this may erupt into serious negative social emotions, undermining national stability and affecting long-term social development.

## **2.1 Strengthening Social and Temporal Consciousness to Enhance News Public Opinion Dissemination Power**

News public opinion serves as a record of society and the era. To enhance its dissemination power, we must closely apply discourse systems and mainstream ideologies relevant to social and era development while strengthening innovation in dissemination methods. Over the years, award-winning domestic news works have promoted the main melody of era development, showcased new era features, and objectively and impartially presented positive economic, cultural, and political concepts to contemporary people. Therefore, to enhance the influence of television news and public opinion, we must deepen connotations, ensure main content closely follows the pulse of era development, innovate news dissemination consciousness and methods, focus on discourse system structure, and attract more audiences through diversified forms of expression.

### **2.1.1 Application of Cutting-Edge Technologies to Create Multi-Dimensional Communication**

In today' s deepened integrated media development, various new technologies and methods emerge endlessly. By applying new technologies, we can better present the dissemination power and expressiveness of news public opinion to audiences, enabling television news to radiate with greater brilliance. For example, the award-winning television news feature “Hong Kong Connects the World” utilized cutting-edge information technology to bring audiences highly expressive audio-visual works. The creative team and technical staff employed drone aerial photography, high-definition 4K cameras, and multi-thread synchronous conversion shooting to enhance the visual quality of the video works, providing audiences with novel perspectives [1]. They also utilized slow-motion photography and time-lapse photography techniques. Although the work consumed substantial time and energy from the team, it undoubtedly brought positive feedback and emotions to society and the people, perfectly presenting the post-reform era scenes to audiences—precisely what television news should deliver.

### **2.1.2 Innovation in Discourse Patterns**

Traditional mainstream media discourse systems and content often adopt grand perspectives that appear high-end, but frequently receive unsatisfactory public feedback. Since citizens typically operate as small family units, they focus more on everyday family matters. Overly grand concepts appear like castles in the air to ordinary people—unattainable and creating a sense of “grand emptiness” that fails to resonate with the public and thus cannot form effective dissemination power. Therefore, current television news media should actively transform their discourse systems and content construction, adopting civilian perspectives and using “micro-perspectives” to demonstrate greater emotional warmth, thereby building a communication bridge between television news and audiences.

## **2.2 Shouldering Social Responsibility to Enhance Public Opinion Credibility**

Since their inception, media institutions have borne the responsibility of disseminating true and effective information for society and the people, serving as the eyes and ears of the era and the people. They must stand on objective and fair positions to disclose and analyze social issues without concealment or fear, daring to be pioneers. Only in this way can they win public trust and enhance the credibility of news public opinion.

### **2.2.1 Focusing on Hot Issues and People' s Livelihood**

President Xi Jinping emphasized at the National Conference on Propaganda and Ideological Work that news content creation and dissemination should be people-centered and adhere to a service-oriented approach for the people. In the process of social development, we must focus on difficult issues that concern the

people, maintain close contact with them, and actively speak for them to elevate the status of television news in people' s hearts. For instance, the 29th award-winning "public opinion supervision" news works in China are works that concern people' s livelihood and speak for the people, consistently receiving widespread public support and acclaim. The news work "Such Poverty Alleviation Road Rectification" represents real information brought by CCTV journalists through field visits and investigations, standing among the people to supervise government and society. By presenting real data and evidence, it exposed how a local government embezzled funds and cut corners in a 1.6 billion yuan road construction project, resulting in a tofu-dreg project after inadequate rectification, with relevant personnel profiting personally. Additionally, it revealed issues such as exorbitant medical costs in private hospitals. After broadcast, such news attracted tremendous public attention, generating great social influence while simultaneously enhancing the credibility of relevant news programs and journalists [2].

### **2.2.2 Firm Stance and Belief, Clarifying the Mission of Television News**

The construction of television news public opinion propaganda teams must always uphold upright, objective, and fair ideals and beliefs. In today' s mixed media industry, they must firmly maintain their stance, unite the people, gather hearts, distinguish right from wrong, speak with facts, and use facts to cut through confusion and fallacy. Moreover, television news reporting teams must actively adapt to era development, continuously improve their professional capabilities, transform outdated work styles, go deep into grassroots levels, and create high-quality, warm works with genuine emotions. By continuously broadening their horizons, they can bring more real and objective content to the people.

### **2.3 Clarifying Direction to Enhance News Public Opinion Guidance Power**

The harmonious and stable development of social civilization cannot be separated from a healthy and positive political tone. Television news public opinion reporting must pay special attention to this issue by clarifying the current political development direction and guiding public consciousness and social opinion toward the correct position, thereby enhancing the guidance power of news public opinion. High-quality content plays an important guarantee role in news dissemination and guidance power, while low-quality content conversely has a devastating impact on television news influence and guidance. News radio and television media must actively respond to the call for a harmonious society, use high-quality and correct content to gather public support, help the new generation of youth grow healthily, and fully demonstrate their good social image to promote correct and positive social and historical culture. As mentioned above, the quality of advertisements, variety entertainment programs, and film

and television works on current domestic internet platforms and radio and television media is uneven and urgently needs optimization and improvement [3]. President Xi Jinping has also pointed out that news media must prioritize social benefits in their construction and development, and literary and art workers must establish good values, emphasize responsibility and style, not only comply with relevant national laws and regulations but also continuously improve their cultural and moral cultivation, so that the overall environment of news media can gradually improve.

Therefore, what current TV and radio media need to do is improve self-awareness and enhance the quality of news programs and various information content. First, they must strengthen the foundational role of news and actively innovate various news reporting genres. From multiple perspectives, they should use new methods and approaches to continuously expand new content themes and forms, potentially integrating technical means based on emerging information technologies such as big data and artificial intelligence to produce more high-quality, warm, and connotative news content. Second, they must strengthen the commitment to excellence within news teams and actively support more high-quality content creation, particularly for film and television works or programs related to science and technology, culture, society, humanities, economy, and public welfare. Strengthening innovation in such news public opinion can guide correct value orientation and help citizens establish positive values. Simultaneously, we must actively promote the excellent traditional culture accumulated over thousands of years of Chinese nation, continuously promote and publicize through evaluation and selection, increase the dissemination power of such excellent cultural concepts, promote positive social energy, and drive more news creators to produce more sophisticated news and program content [4]. Finally, we must focus on strengthening supervision of various entertainment variety shows, advertising, and film and television programs on the internet. From the current network environment, low-quality content is increasing at a visible speed. By exaggerating titles and false advertising to attract attention, inciting negative public emotions to guide public opinion, packaging so-called stars to gather traffic for film and television works, all kinds of despicable means are employed. For money and traffic, some news media abandon responsibility and bottom lines, mislead public opinion, affect the outlook on life and values of youth, and even influence many adult groups with fake news. Meanwhile, other journalists who remain steadfast in their positions in the media industry are also affected. Therefore, regarding such issues, relevant government departments need to strengthen supervision and rectification through policies and laws, making resisting such low-quality content the primary task for improving news public opinion.

## 2.4 Diversified Media Integration to Strengthen News Public Opinion Influence

Contemporary news media has shown a diversified development trend. Changes in people' s ideology and living habits have made methods and channels for obtaining news public opinion content increasingly varied. Therefore, single propaganda methods and mechanisms can no longer generate higher public opinion influence. We must combine current era conditions and employ deep integration strategic planning methods to continuously advance news broadcasting and television development.

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

*Source: ChinaXiv –Machine translation. Verify with original.*