

Changes in News Communication Methods in the Media Convergence Environment and Responses to Post-prints

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Abstract

Media convergence has transformed the information dissemination modalities of China's traditional media, catalyzing reform and innovation within the nation's media industry. This integration also constitutes a significant breakthrough in the development of China's media sector, concurrently presenting both challenges and opportunities for the domestic television news industry. News communication methods have undergone substantial transformation; whereas previously individuals relied on radio, television, and newspapers to comprehend major national affairs, contemporary audiences can now access information and news through internet platforms, live television broadcasting, time-shifted TV viewing, and other channels. Accordingly, this paper first concisely analyzes the characteristics of television news gathering and editing within the context of media convergence, subsequently examines the developmental backdrop of the media convergence era, and finally investigates the impact of media convergence on television news gathering and editing operations from seven distinct perspectives.

Full Text

Changes in News Communication Methods Under Media Convergence and Corresponding Strategies

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Abstract: Media convergence has transformed information dissemination patterns in China's traditional media sector, driving reform and innovation across the industry. This convergence represents a major breakthrough in media development while presenting both challenges and opportunities for television news.

News communication methods have undergone substantial changes; whereas people previously relied on radio, television, and newspapers to stay informed about national affairs, they can now access information and news through internet platforms, live TV broadcasts, and time-shifted viewing. Accordingly, this paper first briefly analyzes the characteristics of TV news gathering and editing under media convergence, then examines the developmental context of the media convergence era, and finally investigates the impact of media convergence on TV news gathering and editing operations from seven perspectives.

Keywords: media convergence; information dissemination; news communication; TV news gathering and editing; news industry

1. Developmental Context of the Media Convergence Era

In recent years, China's media industry has been shifting its developmental direction, with traditional media facing challenges from new media. Under the impact of new media, traditional media—primarily newspapers, magazines, and broadcasting—confront unprecedented pressure, as these methods no longer satisfy modern demands. While newspapers and magazines retain certain distinctive features, they struggle to meet contemporary information needs. Modern media is dominated by platforms such as Douyin, Kuaishou, Weibo, and public accounts, with Douyin and Kuaishou serving as primary information channels for young people. Both media organizations and individuals can disseminate videos about important, interesting, or moving events happening around them.

The concept of media convergence has promoted overall industry development, providing users with superior services and meeting diverse needs. This convergence has also influenced traditional media, gradually diversifying and integrating traditional communication channels, which the public has increasingly embraced. Traditional television has primarily relied on live broadcasting, and while internet broadcasting follows certain patterns, the introduction of media convergence concepts has freed many platforms from temporal and spatial constraints. This has diversified both the speed and channels of dissemination, satisfying public demands.

In traditional media, news sources were relatively singular, requiring journalists to collect materials on-site before submitting them to editorial departments for screening and editing, with final broadcast through television platforms. This process was lengthy and prone to errors. Following media convergence, journalists can obtain news from other provinces and cities via the internet. For instance, Douyin's "Sichuan Observation" not only covers local Sichuan news but also reports on other provinces' events—materials gathered and compiled online rather than through on-site collection. Under media convergence, newsroom efficiency has improved, enabling major media organizations to communicate on platforms, access more real-time information, and provide more efficient news services to the public.

3. Changes in News Communication Methods Under Media Convergence

Media convergence has significantly impacted traditional television news communication methods. Traditional TV news primarily relied on live broadcasts, radio, and newspaper publications, with gathering and editing focused on text, images, and video. The workflow involved journalists collecting content on-site, editors integrating the news, and verification of accuracy before broadcast. Reforming television news communication methods must therefore proceed along several dimensions.

3.1 Changes in News Gathering and Editing Patterns In traditional media, news gathering and editing primarily relied on public tips and “street sweeping” to obtain news leads. With the advent of the internet era, the concept of media convergence has been applied to news gathering and editing, becoming the main developmental direction for the media market. Under this framework, traditional media must actively cooperate with online platforms, leveraging new media advantages and seizing opportunities to facilitate development and reform, thereby enhancing overall competitiveness in the information age. As a crucial component of traditional media, television news is at a critical juncture of integration with new media. To effectively advance this integration, television news media must begin with conceptual transformation, fundamentally recognizing the importance of media convergence for the future development of TV news gathering and editing, and ensuring that convergence effectively promotes traditional media development. Media convergence should be implemented more extensively in TV news operations to increase information collection and dissemination channels. For example, television stations can utilize internet technology for information collection and establish dedicated communication platforms where staff can exchange information, interact, and obtain the latest news in a timely manner, thereby facilitating integration between new media and TV news gathering and editing.

3.2 Changes in News Dissemination Forms Traditional media primarily used newspapers and broadcasting, with dissemination forms focused on images and text. Media organizations produced corresponding products based on their publication characteristics. With media convergence, news dissemination methods have multiplied, enabling people to access information through mobile apps and the internet. For example, *People's Daily* launched “People's Net” and “People's Television” in 2010, expanding beyond text, image, and video dissemination to include short videos and diverse information formats on its online platform.

3.3 Changes in News Dissemination Channels In the traditional media era, news dissemination methods were relatively singular, making audience in-

teraction and feedback difficult to obtain, thus hindering assessment of actual communication effectiveness. In recent years, internet technology and smart-phones have permeated daily life, accelerating new media development. Today, people access news not only through newspapers, television, and radio but also via various new media platforms such as WeChat, Weibo, Douyin, and Toutiao, as shown in Figure 1 [Figure 1: see original paper]. These platforms have overcome the spatial and temporal limitations of traditional media. While accessing information, audiences can also comment on, forward, and share news, transforming passive information consumption into interactive communication. Furthermore, individuals can publish interesting or important events from their surroundings online. Learning to listen is an essential professional skill for journalists, who must therefore possess considerable patience.

4. Development Strategies for News Communication Methods Under Media Convergence

4.1 Strengthening Information Integration With new media development, journalists can utilize information technology to integrate news, diversifying communication methods. Whether integrating existing news information or creating original content, selection must focus on social facts and real-life events relevant to the public to stimulate reader interest and attract social attention. For example, when the COVID-19 outbreak emerged in Wuhan in early 2020, the entire nation faced a tremendous test. On January 23, 2020, at 10:00 AM, the Wuhan municipal Party secretary announced the city's lockdown—a message that shocked not only China but the entire world. Lockdown meant comprehensive closure of the city's transportation and economy. This news was first released through online live-streamed press conferences, followed by diverse reporting through short videos and Weibo. Reports extensively promoted the concepts of home quarantine and self-protection, contributing to China's epidemic prevention efforts and achieving excellent communication results. This demonstrates that news gathering must emphasize material selection and information integration.

4.2 Innovating Communication Methods The development of information technology has not only changed how people access information but also enhanced news dissemination power and influence. Media professionals must understand diverse communication methods and develop information products that satisfy public demand. In news dissemination, journalists should not only focus on visuals, audio, and video but also emphasize the integration of textual elements and other comprehensive components.

4.3 Expanding Communication Platforms In the media convergence era, traditional media seeking to expand information platforms must develop not only their own official websites, Weibo accounts, and blogs but also integrate

new media platforms. Moreover, collaboration with other platforms is essential, as exemplified by “CCTV News” and “Sichuan Observation” on Douyin, with CCTV News gaining 120 million followers within a single week. This reflects both the public’s attention to national development and the influence of new media platforms. In recent years, major media organizations have expanded news dissemination rates by keeping pace with new media development, launching WeChat public accounts and Weibo platforms while cooperating with mainstream information platforms such as Sina and Toutiao. News dissemination and push notifications involve more than simple copy-pasting. To avoid information homogenization, journalists must integrate and supplement news according to readers’ habits to achieve effective communication.

4.4 Establishing Evaluation Systems In recent years, scientific and technological development has exposed people to vast amounts of information daily, leading to simultaneous concerns about information overload and scarcity of authentic, useful content. Some media organizations engage in excessive hype to compete, while others use misleading headlines to attract attention, generating temporary traffic but failing to secure long-term audience favor. To enhance media competitiveness, scientific and reasonable communication methods must be adopted, incorporating audience feedback research during dissemination to provide the public with high-quality information services.

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

Source: ChinaXiv – Machine translation. Verify with original.