

## Enhancing the “Five Characteristics” of Television News Headlines in the New Media Era: Postprint

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### Abstract

In recent years, television stations have successively launched WeChat official accounts integrated with new media to compensate for their deficiencies in interactivity and timeliness. To enhance click-through rates and dissemination rates, editors have devoted considerable ingenuity to WeChat news headlines, resulting in novel characteristics in headline language. However, television news has exhibited hesitation or scarcity in headline innovation, lagging significantly behind WeChat across five dimensions: “accessibility,” “vividness,” “humor,” “narrative quality,” and “literary quality.” This paper analyzes strategies for improving television news headlines based on these “five characteristics.”

### Full Text

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### Abstract

In recent years, television stations have launched WeChat official accounts to integrate with new media in order to compensate for their deficiencies in interactivity and timeliness. To increase click-through and dissemination rates, editors have devoted considerable effort to crafting WeChat news headlines, resulting in new characteristics in headline language. However, television news has been slow to innovate in headline creation, lagging significantly behind WeChat in five aspects: “closeness,” “vividness,” “humor,” “storytelling,” and “literary quality.” This paper analyzes how television news headlines can be improved based on these “five characteristics.”

**Keywords:** television news headlines; closeness; vividness; humor; storytelling; literary quality

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Television news headlines serve as the “eyes” of television news, directly determining their ability to attract audiences. In recent years, as media convergence has accelerated, most people’ s understanding of the outside world has come from WeChat news. Out of competitive necessity, various media outlets have invested heavily in WeChat news headlines, creating a new headline language style. Although television news has already moved online, its headline production remains conservative, with innovation clearly lagging behind WeChat news. To compete for larger audiences, television news also needs to innovate and transform, seeking a new path for television news headline production that both conforms to objective news laws and can improve click-through and dissemination rates.

## 1. Problems in Television News Headlines

Compared with WeChat news headlines, television news headlines

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

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