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Research on the Development and Innovation Strategies of Television People's Livelihood News in the Converged Media Era: Postprint

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Abstract

Television people's livelihood news closely mirrors the lives of ordinary citizens and enjoys widespread popularity. With the continuous development of information technology and the emergence of diverse new media platforms, radio and television broadcasters must transform their developmental approaches and actively pursue the path of media convergence. In the era of media convergence, television people's livelihood news faces both significant challenges and opportunities. Therefore, this paper focuses on television people's livelihood news, exploring the opportunities and limitations it encounters in the media convergence era, and proposes relevant innovative response strategies to promote its enhanced development.

Full Text

Research on the Development and Innovation Strategies of Television People's Livelihood News in the Era of Media Convergence

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Abstract: Television people's livelihood news, being close to ordinary people's lives, is deeply favored by the public. With the development of information technology and the continuous emergence of various new media, radio and television stations need to transform their development mindset and actively embrace the path of media convergence. In this era, television people's livelihood news faces numerous challenges and opportunities. Therefore, this paper focuses on television people's livelihood news, examining the opportunities and shortcomings it encounters in the media convergence era, and proposes relevant innovative strategies to foster its better development.

Keywords: television people' s livelihood news; media convergence; traditional media; interactivity; broaden dissemination channels

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For ordinary people, the matters of greatest concern are those related to their own interests; consequently, television people' s livelihood news enjoys a broad audience and promising development prospects. Today, as media convergence enters our field of vision, it brings both opportunities and challenges to traditional radio and television programs. Against this backdrop, how television people' s livelihood news programs should transform their development mindset and actively explore a media convergence path suitable for their own growth has become the key to overcoming their developmental dilemmas.

1.1 Concept of Media Convergence

Media convergence refers to the integration of different media carriers, combining traditional media such as television, radio, and newspapers with new media across dimensions including human resources, publicity, and content to achieve the goals of “resource integration, content compatibility, promotional mutual integration, and benefit coalescence” [1]. Both old and new media possess distinct advantages and disadvantages. New media, characterized by mobile internet, offers a more convenient user experience, yet its drawback lies in the inability to guarantee news authenticity and overall quality. Traditional media, although relatively less convenient for information access, typically maintains higher news authenticity and delivers more reliable information.

1.2 Concept of Television People' s Livelihood News

The key term in “television people' s livelihood news” lies in “people' s livelihood,” indicating that news material originates from the daily lives of ordinary citizens—typically events happening around them and matters they care about. Unlike traditional news programs, people' s livelihood news adopts a more life-oriented broadcasting format, using colloquial expressions to comment on news content. Because such news is closely related to people' s lives, it resonates with large audiences and generates positive social effects. People' s livelihood news covers a broad scope, focusing not only on positive social events but also criticizing contemporary negative phenomena; for instance, campus online loans that trap many college students in debt cycles frequently appear in such programs.

2.1 Richer Topic Selection

In the internet era, people's channels for receiving information have become more diversified, and the operational model of new media has transformed audiences from passive recipients into active participants. News topics that previously received little attention can become trending due to widespread participation, significantly raising the profile of people's livelihood news [2]. The new media era, with its various self-media platforms, portals, and Weibo, has posed tremendous challenges to traditional radio and television broadcasting. However, it has also diversified and broadened the topics and content of people's livelihood news, helping television programs expand their selection of news subjects.

2.2 Improved Timeliness and Interactivity

Television people's livelihood news typically employs live broadcasting, offering good timeliness. However, against the backdrop of rapid media development, audiences demand even greater timeliness from news programs. People discuss news events and express their views through media platforms such as Weibo, WeChat, and news clients, significantly enhancing the timeliness of people's livelihood news. In the media convergence era, timeliness embodies the vitality of news; when people's livelihood news breaks, individuals use their smart devices to publish discovered events or participate in follow-up discussions [3]. Simultaneously, television people's livelihood news can leverage new media to obtain more news material, with the public submitting discovered clues or materials via WeChat official accounts, apps, or email for staff to organize and supplement. This enables deep interaction of news resources between television and new media.

2.3 Enhanced Interaction with Audience

The emergence of new media has transformed the one-way news output model, gradually evolving into two-way interaction between journalists and audiences. In traditional news broadcasting, viewers could only passively receive information. However, in the new media era, audiences can interact with journalists by calling hotlines or scanning QR codes with their mobile phones to express their viewpoints and opinions. For example, in some television people's livelihood news programs, hosts adopt a conversational style to broadcast news and select representative audience comments for on-air reading. This approach fills programs with affinity and enhances audience participation enthusiasm.

3.1 Repetitive and Similar Program Content

With social development, the production philosophy of television news programs has undergone significant transformation, shifting from merely broadcasting government policy documents and promoting exemplary models to creating content closely related to public life, providing rich information services for people's daily lives and work. The social role of news has distinctly changed, becoming

a provider of life services for ordinary citizens, earning their recognition and affection, and facilitating the rapid development of people' s livelihood news [4]. However, due to uneven professional competence and capabilities among journalists, some media outlets, in pursuit of economic interests, broadcast numerous stories lacking news value, inserting secularized content when reflecting urban and rural life scenes and frequently reporting trivial citizen matters and sensational oddities. The problem of content homogenization in people' s livelihood news programs is widespread, with different programs in the same city often filled with identical content.

3.2 Trivial Content and Entertainment-Oriented Tendencies

The primary function of people' s livelihood news is to reflect public life and demands, serving as a communication bridge between citizens and government. However, some local television practitioners, when selecting news topics, focus solely on the lives of local residents, reducing people' s livelihood news to reports on daily trivialities. Although this may attract certain viewers, it fails to properly guide public opinion, lacks practical value, and may even alienate some audience members. Some programs, seeking attention, design news footage for greater visual impact, with certain programs focusing on exposing public privacy or extramarital affairs and other negative information, while others overemphasize entertainment value at the expense of educational guidance [5]. Some programs frequently broadcast robbery and murder cases to attract eyeballs, causing panic among citizens and undermining the construction of a harmonious society.

3.3 Overemphasis on Local Characteristics at the Expense of News Value

Many people' s livelihood news programs place great emphasis on local characteristics, stressing original ecological features and focusing on presenting social phenomena to the public. However, they neglect to excavate the deeper value of news events, manifesting as journalistic bookkeeping that lacks focus and core elements, featuring lengthy interviews, casually shot footage, and low quality. Typically, various photographed images are simply pieced together without dedicated post-editing processing.

4.1 Focus on Interpreting National Policies

With social development, an increasing number of people wish to understand national policies and guidelines. However, due to varying levels of comprehension ability and educational attainment, many lack correct and in-depth understanding of these policies. As the mouthpiece of government, people' s livelihood news programs, whose cameras focus on the lives of grassroots citizens, bear the responsibility and obligation to interpret national policies for the masses. When interpreting policies, television people' s livelihood news should skillfully employ accessible language and small-scale mirrors, using methods that resonate with

and are easily understood by ordinary people. This not only enables citizens to truly grasp policy connotations but also touches their hearts, making the content more readily accepted.

4.2 Reasonable Theme Selection, Close to People' s Livelihood

In reality, many people' s livelihood news programs lack correct self-positioning, resulting in overly narrow focus that causes them to concentrate primarily on trivial and soft news, lacking valuable and impactful stories. Regardless of how times evolve, television people' s livelihood news should regard national economy and people' s livelihood as its reporting priority, interpreting national policies closely related to public life, study, and work. Practitioners should construct a “greater people' s livelihood” perspective, interpreting these macro policies from a livelihood viewpoint to help the public understand their impact and significance. Only then can the value of people' s livelihood news be fully realized, breaking free from the “small livelihood” circle and advancing toward a scientific “greater people' s livelihood” [6]. For example, the people' s livelihood news program of Lai' an County Radio and Television Station conducted special interviews with pueraria growers to understand their cultivation situation (Figure 1 [Figure 1: see original paper]). On the occasion of the 70th anniversary of the Chinese People' s Volunteer Army' s participation in the Korean War, the station also specially interviewed veterans about their thoughts on watching the commemorative ceremony (Figure 2 [Figure 2: see original paper]).

4.3 Innovate People' s Livelihood News Programs

The development of new media has significantly impacted traditional news dissemination. To retain and attract more viewers, television people' s livelihood news practitioners must transform their mindset and innovate program content and format, observing, discovering, and interpreting life from the perspective of ordinary citizens. This can foster positive public opinion guidance while promoting the healthy development of people' s livelihood news programs. First, innovation should be emphasized in content selection, choosing materials closely connected to people' s lives and conducting in-depth reporting on events of greatest public concern. Simultaneously, selected topics must align with the mainstream themes of the era, possessing positive guiding functions that exert beneficial influence on public thought and behavior [7]. Second, program reporting formats should be innovated, starting from matters close to the public and gradually excavating deeper values behind events. Finally, brand programs should be established. Currently, most television people' s livelihood news programs suffer from severe similarity, lacking distinctive features and appeal, making audience retention difficult. Therefore, program quality improvement must be prioritized, with brand building as a key strategic development task. After selecting appropriate news materials, broadcasting should be truthful and objective, closely monitoring public interests and livelihood issues they care about, and providing impartial evaluations to enhance program credibility. Production staff must

strictly control quality, establishing a content-first mindset, conducting thorough interviews and reporting, and performing proper post-editing to present news events and their underlying values comprehensively, thereby establishing a strong program brand image.

4.4 Adopt People-Friendly Broadcasting Style

A typical characteristic of people' s livelihood news programs is their people-friendly broadcasting style. However, many current programs overemphasize news content while neglecting the important value of broadcasting style in program shaping. Since most people' s livelihood news features local materials, anchors bear the responsibility of information dissemination and must establish a heart-touching image that makes them appear amiable and approachable to audiences. For instance, when reporting lifestyle news, anchors should use straightforward, audience-appropriate language, complemented by suitable tone, emotion, and pacing techniques to enhance the richness of audio-visual integration. Similarly, when broadcasting serious events such as firefighting, safety, or police matters, a calm, objective, and stable tone should be employed to strengthen credibility and effectiveness. Regarding broadcast speed, people' s livelihood news programs are generally slightly faster than traditional news programs, typically 250-300 characters per minute, though specific pacing should be adjusted according to content, not exceeding 350 characters per minute [8]. When reporting on pension, medical, or education issues, anchors should slow down to ensure clarity for older viewers. Furthermore, anchors should develop a friendly, cordial, and distinctive hosting style, using unique presentation to facilitate program brand formation and attract more viewers.

4.5 Leverage New Media to Broaden Dissemination Channels

Faced with intense industry competition, television people' s livelihood news programs must actively broaden their dissemination channels, as sustainable development is only possible when more people can access the programs. This requires actively utilizing various new media to develop additional news dissemination channels. First, programs can establish WeChat official accounts, official Weibo pages, and leverage program websites, forums, post bars, and related new media for promotional publicity. Second, video-based promotion should be employed. Radio and television stations should actively cooperate with major video platforms such as Tencent Video and Youku, as well as short-video platforms like Douyin, Mobile Baidu, and Toutiao to promote their program brands. If conditions permit, stations can design their own dedicated apps. Finally, audio-based promotion can be utilized. Currently, some audio platforms like Ximalaya have large user bases, where radio and television stations can publish their quality people' s livelihood news content in audio format for promotion.

4.6 Focus on Enhancing Journalists' Comprehensive Professional Qualities

The quality of journalists largely determines the caliber of television people' s livelihood news programs. Some journalists, in pursuit of news effects, "take sides" or "offer biased help" in their reporting, overstepping their authority during interviews or supervision, thereby compromising news authenticity and causing the aberration of professional "rights." The functional role of people' s livelihood news programs is to guide public opinion; therefore, practitioners must clearly understand their rights and responsibilities, avoiding excessive pursuit of ratings through blind audience pandering. Not every tip from viewer hotlines should be recorded or reported; instead, valuable news events that reflect social conditions, public sentiment, and people' s livelihood should be selected. During editing, journalists must not process news facts based on subjective ideas nor overly favor vulnerable groups, but should analyze and restore news facts from a fair and objective standpoint. Consequently, radio and television stations must emphasize the cultivation of journalists' professional capabilities, guiding them to establish correct values and professional ethics while improving their news production skills. Only then can the quality of people' s livelihood news be gradually enhanced, fully leveraging its role in guiding public opinion.

In the media convergence era, grassroots television people' s livelihood news programs must advance with the times, actively cooperate with media convergence, transform news production and dissemination methods, and improve production quality to secure better development prospects.

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

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