

A Postprint Study on the Transformation and Development of Television Civic News Reporting Integrating New Media Technologies

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Abstract

To advance the transformation and development of television livelihood news reporting, this paper investigates the transformation of television livelihood news reporting through the integration of new media technologies. Based on new media technology, the proposed directions for transformation and development are respectively: evolving from independent media to comprehensive platforms; transitioning from static to dynamic visualization; adhering to the principle of “audience demand and domain hotspots” ; accelerating media convergence; implementing digital and network dissemination; strengthening visualized news reporting; and enhancing interactive participation. Through these approaches, the transformation and development of television livelihood news reporting can be achieved.

Full Text

Research on the Transformation and Development of TV People' s Livelihood News Reporting Integrated with New Media Technology

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Abstract: To advance the transformation and development of TV people' s livelihood news reporting, this study investigates the transformation of TV people' s livelihood news reporting integrated with new media technology. Based on new media technology, the proposed development directions include: evolving from independent media to comprehensive platforms; transitioning from static to dynamic visualization; adhering to the principle of “audience demand and hot topics” ; accelerating the media convergence process; digital and network-based dissemination; strengthening visual news reporting; and increasing interactive

participation. Through these approaches, the transformation and development of TV people' s livelihood news reporting can be achieved.

Keywords: integrated new media technology; television; people' s livelihood news reporting; comprehensive platform; dynamic visualization

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1. Integration of New Media Technology

Integrated new media technology refers to the full utilization of media carriers while combining different media forms. It constitutes a converged media for information dissemination, comprising both traditional and new media [4]. This technology primarily integrates publicity, human resources, and content, enabling the consolidation of fragmented independent media to maximize resource integration. The main characteristics of integrated new media technology include: a mature media market, achievement of mass communication, no direct relationship between media and vested interests, and targeted information dissemination [5]. Evidently, compared with traditional media technology, this technology offers advantages in information diversification and broad audience structure. Moreover, under integrated new media technology, every individual in society can be called a "journalist." Individuals upload information to online platforms, enabling its dissemination across networks and triggering public opinion about events in society—a phenomenon also known as the "bottom-up news effect." As the number of subjects engaged in news dissemination increases, this era is termed the "we-media age" [10]. In this era, information interacts within a network composed of social groups, media platforms, and the news industry. Regarding news released by a particular subject, the relationship among multiple subjects is equal, which enriches the target audience of news under integrated new media technology [11]. To ensure positive news effects in a multi-subject-dominated society, efforts should be made to reduce the "gatekeepers" before news release, lower the news agenda, and reconstruct the subject pattern of news dissemination in the market, accepting public commentary on news to achieve broader news coverage.

2. Transformation and Development Directions of People's Livelihood News Reporting

The traditional media era was a print-media-centered era, during which news information dissemination primarily relied on newspapers, books, and other print media. Throughout the development history of comprehensive media tools in China, video synchronization and network transmission have demonstrated significant advantages in news information dissemination. Compared with traditional media, new media enjoys broader development prospects in society, and related research has attracted widespread attention. Based on this, studying the transformation of TV people's livelihood news reporting integrated with new media technology can help achieve its transformation and development.

This paper examines the transformation and development directions of TV people's livelihood news reporting under integrated new media technology from two aspects: first, the transformation of news reporting guided by media methods; and second, the transformation of news reporting guided by media forms.

2.1 From Independent Media to Comprehensive Platform

Under integrated new media technology, TV people's livelihood news reporting has evolved from a single to a comprehensive approach. Previous reporting primarily relied on independent media, resulting in significant limitations in media dissemination. In contrast, TV people's livelihood news reporting integrated with new media technology enables information exchange between transmitters and receivers, gradually evolving into a comprehensive platform [6]. Professor Tan Tian noted in discussing the evolution of TV news reporting channels: "TV news reporting channels have achieved a major transformation from traditional media to multimedia convergence platforms." This demonstrates that new media technology has propelled TV news reporting from independent media to comprehensive platforms. Combined with new media technology, the mainstream presentation form of TV news reporting is no longer a single TV program [7]; rather, it involves creating personalized comprehensive platforms for TV people's livelihood news reporting through the Internet. New media technology further enhances the speed of news dissemination [8]. In summary, as the TV news reporting field continues to evolve, it has achieved simultaneous reporting of massive data and real-time data transmission.

Based on the aforementioned innovations in TV news reporting channels, these channels can be applied in practice. For instance, in the early days, people relied solely on television to obtain news information, whereas in today's context, people can directly use terminal mobile devices to receive or send information in real time [9]. Moreover, under integrated new media technology, people can also learn about news events on terminal media and express their views on them, indicating a transformation of news subjects. In addition, under integrated new media technology, every individual in society can be called a "journalist." Individuals upload information to online platforms, enabling its dissemination across

networks and triggering public opinion about events in society—a phenomenon also known as the “bottom-up news effect.” As the number of subjects engaged in news dissemination increases, this era is termed the “we-media age” [10]. In this era, information interacts within a network composed of social groups, media platforms, and the news industry. Regarding news released by a particular subject, the relationship among multiple subjects is equal, which enriches the target audience of news under integrated new media technology [11]. To ensure positive news effects in a multi-subject-dominated society, efforts should be made to reduce the “gatekeepers” before news release, lower the news agenda, and reconstruct the subject pattern of news dissemination in the market, accepting public commentary on news to achieve broader news coverage.

2.2 From Static to Dynamic Visualization

Under integrated new media technology, TV people’s livelihood news reporting is no longer limited to television or newspaper periodicals; instead, TV news can be presented in a dynamic manner that achieves visual processing of news information to a certain extent [12]. Under integrated new media technology and with UGC (User-Generated Content) as the core, the integration of TV news reporting channels from static to dynamic content is illustrated in Table 1.

Table 1: Resource Integration Content for TV News Reporting Channels from Static to Dynamic

No.	Converged Media Era Environment	Resource Integration Content
1	Hardware Facilities	Projectors, electronic screens, computers, headsets, laser pointers, electronic whiteboards
2	Software Systems	Video playback platforms, news broadcasting software
3	Mobile Terminals	iPads, tablets, smartphones, and other terminal devices

As shown in Table 1, by fully utilizing new media resources and integrating TV news reporting channels with UGC as the core, resource data is provided for innovation in TV news reporting channels through multiple media under integrated new media technology. For example, using virtual reality technology and three-dimensional modeling based on interactive information, information data obtained by journalists through multiple channels can be integrated to construct a complete TV news organism [13]. On this basis, combined with simulation technology applications, even when events cannot be reenacted, people can still gain deep personal experience in virtual scenarios when obtaining information.

2.3 Following the “Audience Demand and Hot Topics” Principle

When published content exhibits a “niche” or “audience-oriented” trend, or when content reflects real market conditions, it can stimulate emotional and spiritual resonance between users and creators. Therefore, the transformation of TV people’ s livelihood news reporting should strictly adhere to the development principle of “audience demand and hot topics,” presenting potential market resources to users through reporting. This trend is not only crucial for TV people’ s livelihood news reporting to grasp but also key to improving the quality of its content. In summary, when identifying this turning point, the convergence point between social trends and audience demand should be seized, timely responses should be made to different market changes, priorities should be given to seizing opportunities to publish key resources, and suitable reporting methods should be found to avoid the phenomenon of blindly following trends in the development of TV people’ s livelihood news reporting.

2.4 Accelerating the Media Convergence Process

The media convergence process can be divided into two types: one involves merging or reorganizing various media institutions to establish a larger-scale media group, thereby expanding original advantages and gradually enhancing overall competitiveness to form more collective strengths. For TV people’ s livelihood news reporting, whether broad convergence or technical convergence in media convergence has greater influence depends on which convergence form can bring about greater change [15]. The converged media group poses a greater challenge to staff originally employed in media institutions and may even change their professional attributes. Therefore, media convergence tests practitioners’ mindset and their ability to cope with systemic changes. With the addition of data mining and visualization technology, substantive qualitative changes are reflected. Media convergence breaks down barriers between media, providing them with a common sharing platform where resources obtained from different places can be shared online, making the reporting process of people’ s livelihood news a public endeavor. In such a platform, data and news content must first be collected, then integrated and screened. Based on different audience groups, different types of news formats should be developed, supplemented with appropriate soft packaging that matches their value, and then disseminated through different platforms [16]. Through this news reporting model, the advantages of different media are combined to maximize benefits and accelerate news reporting speed and effectiveness. Data mining and visualization technology can enable more thorough and profound media convergence, and in the big data era, digital equipment continues to update, with technology becoming an important factor affecting media convergence. More new forms of media convergence will emerge in the future, and the communication industry will gradually become digitalized. Through the continuous integration of newspapers, radio, television, mobile phones, and other technologies, news media development will grow stronger.

2.5 Digital and Information-Based Dissemination

Integrated new media technology is in a period of rapid information iteration and has achieved full development in this era. TV people's livelihood news reporting is not only a key venue for users to obtain information but also a primary bridge for cultural knowledge transmission [14]. Therefore, on its transformation and development path, relevant personnel should establish correct learning and working concepts, follow the development direction of popular information in the market, pay attention to the needs of different social groups for news resources, and ground reporting content in the authenticity of published information.

Surveys show that in the past year, only 25% of people in a certain region watched news through television, compared to 80% in earlier surveys. Meanwhile, according to the China Internet Network Information Center, as many as 35 million people reported no longer watching news programs through television. TV news ratings decline by more than 10% annually, whereas online video news ratings increase at approximately 25% per year [17]. Currently, most TV news programs have been synchronized to online live broadcasts with added interactive and comment functions, and some news channels have launched various types of online news programs. Additionally, an emerging micro-radio reporting model has gained popularity, combining interactive platforms with broadcasting [18], attracting a large audience. News reporting models can also learn from this approach for dissemination in radio stations, gradually expanding news reporting by combining radio with the Internet and relying on the accumulation of online audiences.

2.6 Strengthening Visualized News Reporting

From the perspective of news reporting forms, data-based news reporting uses information graphics as a visual presentation format to help audiences quickly access relevant content [19]. In simple terms, the visualized news reporting model transforms concepts and data into images for dissemination. In traditional news reporting, chart information served as a visual communication method, but at that time, images existed only as text attachments, thus representing only the primary stage of visualized news reporting. However, today's data journalism can transform data into information graphics through data mining and visualization technology, making images the main body of news reporting and thereby constituting truly visualized reporting.

2.7 Increasing Interactive Participation

Analyzing from the perspective of news audience perception, using big data mining and information visualization technology can change the one-way reporting format of traditional news reporting [20]. In dynamic news information graphics, audiences can independently select news content they wish to watch by clicking on different dimensions and indicators. Since people's focus points and interests vary, their news selections are also based on personal preferences. Even the

same visualized news product may bring different information interpretations to different audiences. However, with the addition of interactive participation models, audiences can actively become news data sources by uploading data and truly participate in news production and reporting through forwarding on social media [21], gaining more experiential feelings and breaking free from the original passive role of receiving information. Through the aforementioned content, the transformation and development of TV people' s livelihood news reporting integrated with new media technology can be accomplished.

Through the above research, the value endowed by integrated new media technology to the transformation and development of TV people' s livelihood news reporting has been clarified, as has its promoting effect. This demonstrates that the transformation and development of TV people' s livelihood news reporting has a mutually influential relationship with changes in the media background, making the research results practically significant. Although this study has been completed as comprehensively as possible, limitations remain. The research did not conduct a detailed study on the subject aspects of TV people' s livelihood news reporting under integrated new media technology, which requires further exploration in future research. It is hoped that this study can provide better and more professional suggestions to promote the transformation and development of TV people' s livelihood news reporting.

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

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