

Communication Pathways and Strategies for Television News Programs in the Media Convergence Era: Postprint

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Abstract

In recent years, with the continuous improvement of people's living standards, the demand for information has exhibited a trend of diversified development. Television news programs have likewise been influenced by various new media, encountering numerous challenges in the development process of the current media convergence era; however, on the other hand, they have also been presented with innovative development opportunities. Based on this, this paper commences with an examination of the essential characteristics of media convergence and integrated media, delves deeply into the challenges and opportunities encountered in the dissemination of current Chinese television news programs, and conducts an in-depth investigation into the dissemination pathways and strategies for television news programs in the media convergence era, with the hope of providing certain reference and guidance for the development of current Chinese television news programs.

Full Text

Preamble

In recent years, as people's living standards have continuously improved, their demand for information has shown a trend toward diversification. Television news programs have likewise been influenced by various new media forms, encountering numerous challenges in the current era of media convergence, while simultaneously facing innovative development opportunities.

Building upon this context, this paper begins with an examination of the essential characteristics of media convergence and convergence media, delves into the challenges and opportunities confronting China's television news program dissemination, and conducts an in-depth exploration of communication paths and strategies for television news programs in the convergence media era. It is hoped

that this research can provide valuable reference for the current development of television news programs in China.

Under the backdrop of rapid development in the convergence media era, mobile internet technology has become fully integrated into people's daily production and lives. Relying solely on traditional media or conventional information acquisition methods can no longer satisfy the growing spiritual and cultural needs of the populace. Therefore, the convergence media era demands further exploration of media integration and new information dissemination paths and strategies. This paper takes television news programs as its specific research object, thoroughly investigating how television news programs can respond to challenges, seize opportunities, explore program dissemination paths in the convergence media era, and achieve innovative development.

1. Media Convergence Concept

The concept of media convergence was first proposed around 1983. It primarily refers to the gradual emergence of integrated, unified development trends among various types of information dissemination media during their respective evolutionary processes. This phenomenon has arisen against the backdrop of rapid technological development worldwide, as technological advancements drive the growth of various media industries, enhance organizational vitality, and explore new forms of cooperation to achieve integrated development across different media in content, platform terminals, and multiple other domains. The 5G era has arrived, and within the main trends of current social and media development, media convergence has become more prevalent and represents the general direction. This involves not only achieving resource sharing across organizational structures, dissemination content, and information resources among various news and information dissemination media, but also accomplishing transformational development within a clearer structural framework to secure a competitive advantage in today's rapidly developing modern market economy.

2.1 Utilization of Internet and Network Terminals

The current pace of development in internet information technology is accelerating, with the functions of various mobile media and network media terminals becoming increasingly sophisticated. Traditional news dissemination media mostly transmitted information and program content through signals, requiring users to watch programs at specific times—an approach that is no longer suitable for the convergence media development landscape and further exposes the limitations of traditional television news program dissemination. With the spread and development of digital media and increasingly advanced internet information technology, users can now decide which programs to watch on mobile phones, computers, and other terminals according to their own needs and subjective preferences, even adjusting playback through fast-forwarding or rewinding. This has broken the limitations of traditional television program broadcasting. Therefore, the convergence media era places greater emphasis on the utilization

of the internet and network terminals, aiming to further achieve close integration between traditional and new media forms, blurring the boundaries between them to better satisfy user needs through media and terminals. As long as programs are based on network and terminal functionalities, various types of television programs can be disseminated and promoted. It can be said that today's convergence media development primarily relies on network and internet information technology platforms, which can maximally meet consumers' demands for news dissemination content [1].

2.2 Integrated Content Utilization

In the convergence media era, technological progress has also promoted the advancement of the big data and network information age. An increasing variety of media types have emerged, significantly satisfying people's spiritual and cultural needs, but this has also brought new problems at multiple levels. In the convergence media era, both the dissemination content and speed of various news programs have achieved new progress and improvement, yet the problem of data shortage has also emerged [2]. Taking television media as an example, innovations such as digital television and mobile television have been realized during its development process, but the corresponding dissemination content and television audio-visual content remain relatively scarce. This situation has further stimulated the development of self-media, as users produce and process video content of personal interest and then release it into the internet to achieve information dissemination. This current situation demonstrates that the convergence media era has achieved integrated utilization of various information dissemination content, and the effective sharing of content and dissemination resources has further promoted the development of the convergence media era.

3.1 Development Opportunities

In recent years, internet information technology and computer technology have developed rapidly, further giving rise to new internet technologies such as big data information technology and cloud computing. Relying on information technology, various emerging media have achieved comprehensive promotion and application, particularly against the backdrop of widespread big data information technology application. The volume of information data stored in databases and mobile terminals is astonishing, which has also brought new development opportunities for traditional television news dissemination by providing broader data storage space for program resources [3]. Through internet information technology, even if users fail to watch news programs on television on time, they can still view them through various mobile clients, mobile phone clients, WeChat, and even news official accounts. This type of television news program dissemination form further demonstrates new paths for television news program communication in the convergence media era.

3.2.3 Impact of New Media

News programs primarily involve the comprehensive collection of event sounds, images, and related videos, which are arranged in specific combinations to present audiences with a holistic perspective that helps them understand the cause, process, and result of events, thereby fulfilling the purpose and significance of television news program production. However, the rapid development of new media in recent years has also brought new reform and development opportunities for television news programs. Under the tremendous impact of new media, television news programs need to present the sounds, images, and video content involved in original program and information collection to audiences in new combinations, enhancing broadcast effects while adding luster to programs without compromising their inherent meaning [5].

On the other hand, the rapid development of new media and short videos has immersed people in a fast-paced lifestyle, as they select programs to watch based on personal interests and preferences, reducing program selection processes and time. This has made various new media widely recognized and praised among young people. Consequently, television news programs can also explore new dissemination forms under the impact of new media by effectively utilizing new media development channels. If traditional television programs cannot achieve close integration and adaptive development with new media, the timeliness and convenience of traditional television news programs will fail to materialize, and people will gradually reduce their dependence on television news programs, diminishing program influence and attention.

4.1 Promoting Live Development of Television News Programs

In recent years, against the backdrop of convergence media development, various new media forms and communication methods have emerged in people's vision, with live streaming becoming an indispensable part of life and shopping. Unlike other types of programs or commercial live streaming, television news programs place greater emphasis on the accuracy and effectiveness of dissemination content. Additionally, under current social conditions, increasingly fast information and content transmission has led many people, especially young individuals, to obtain information not only through television news programs but also through fragmented information on platforms such as Weibo, Douyin, Toutiao, and WeChat.

In the convergence media development era, television news programs need to further transform their original communication paths and create new forms of news program dissemination to retain audiences to the greatest extent possible and increase program timeliness, broadcasting news from various locations as quickly as possible to keep audiences promptly informed. For this reason, the time and processes required from information collection to news broadcast inevitably place television news programs at a slight disadvantage in terms of news transmission speed. Therefore, implementing live streaming can reduce

news production time through real-time broadcasting while attracting more audience attention, allowing for further promotion of live development of television news programs in the convergence media era.

4.2 Transforming Traditional Broadcast Forms of Television News Programs

In the convergence media era, the dissemination forms of television news programs require innovation and reform, particularly under the background of new media integration, which demands a shift from traditional broadcast forms and an exploration of development paths from a new media perspective. Continuing to use traditional broadcast forms and content will render programs rigid and monotonous. Some local television stations have innovated program content to improve ratings, such as adding news columns related to people's livelihood affairs, strengthening interaction with the public, or increasing on-site documentary news and service columns, enabling people to more intuitively feel the close connection between television news programs and their daily lives, creating broader social response and further establishing a positive image for television news programs.

Similarly, in the new media era, innovation can continue in television news broadcast forms and content, allowing audiences to express their views and communicate with others while watching programs, thereby maximizing satisfaction of audience viewing needs. For example, television news programs can set up dedicated discussion spaces on Weibo or WeChat official accounts where audiences can communicate, exchange, and discuss with others. Additionally, they can utilize mobile software and network clients to build new interactive patterns for news, increasing innovative elements and enhancing program influence. Meanwhile, television news programs can adjust and improve program content based on audience feedback and discussions, fully understanding diverse audience needs to achieve perfect program development.

4.3 Strengthening Television News Program Topic Selection and Planning Resource Channels

In the convergence media era, television news programs need to further strengthen topic selection and planning while enriching resource channels. During the dissemination process of television news programs, improving the transmission speed of news content represents a primary development characteristic. Therefore, in the convergence media era, it is necessary to comprehensively understand the characteristics, development needs, and trends of television news programs. When conducting program topic selection and planning, relevant practitioners can start from social hot issues that are widely concerned by the people, giving such issues more comprehensive attention. For example, relevant local television stations can, based on the positioning of news programs, establish positive, era-colored news information collection teams that are professionally responsible for collecting and organizing news information

content across multiple fields including current affairs, people' s livelihood, and social hotspots. They can rely on rapidly developing new media information technology and conduct in-depth mining of hot information content, social hotspots, and focal issues to comprehensively enrich topic data for television news programs.

When collecting information, it is necessary to consistently adhere to a strategic vision that keeps pace with the times, combining rapidly developing social situations and short-term social hot issues to conduct extensive screening across major new media platforms and extract valuable information, providing necessary informational basis for television news program content planning and resource organization. Simultaneously, television news programs can further strengthen the value of relevant information by setting up independent sections based on new media dissemination content within existing program segments, thereby enhancing the social influence of television news programs and providing certain organization for currently widely disseminated hot issues in new media.

4.4 Enhancing Television News Program Timeliness from Audience Needs Perspective

As people' s material living standards gradually improve, an increasing number of individuals have elevated their demand for spiritual life to a focal point of attention. Consequently, television news programs have also brought greater social value, becoming a spiritual source and pastime for many people. However, what cannot be ignored is that with the rapid development of the internet in recent years, people' s focus has gradually shifted from political hotspots in traditional television news programs to social public opinion news, a change that has also brought new development demands for television news programs.

Television news programs need to further strengthen timeliness from the perspective of audience group needs. They can incorporate elements of health, fashion, high technology, or other interesting aspects into programs according to audience needs, or conduct sustained attention to certain issues through simultaneous reporting from both television news program and online news program perspectives, fully stimulating audience interest and enthusiasm for news programs and comprehensively improving the timeliness and dissemination of television news programs [6]. Nowadays, the rapid emergence of various new media has also created tremendous impact on traditional media and the television news field. In the convergence media development era, how to achieve reform and innovation in television news program communication paths has become a topic of concern for numerous television news media.

Therefore, this article begins with the concept of media convergence, first deeply analyzing the essence and characteristics of convergence media; second, respectively analyzing the challenges and opportunities faced by television news programs; and finally, proposing communication paths and strategies for television news programs in the convergence media era. These include promoting the live

development of television news programs, transforming traditional broadcast forms, strengthening topic selection and planning to enrich resource channels, and enhancing timeliness from audience needs. It is hoped that this research can further enrich the innovative development paths for television news programs in the convergence media era.

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