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## On the Post-print Dissemination of Converged Media News in Media Transformation

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### Abstract

As the media environment evolves, television news under new media convergence has broken through traditional reporting modes that rely on sound and image transmission. This paper provides a brief analysis of the background, significance, and challenges facing converged media news amidst media transformation, and attempts to identify several communication and competitive strategies for converged media news during this process, for reference.

### Full Text

#### A Brief Discussion on the Dissemination of Converged Media News in Media Transformation

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**Abstract:** With the development of the media environment, television news has broken away from traditional reporting methods that relied solely on sound and images through new media integration. This paper briefly analyzes the background, significance, and challenges of converged media news within the context of media transformation, and attempts to identify several dissemination and competition strategies for converged media news during this transformation for reference.

**Keywords:** media transformation; converged media; television news; dissemination; converged media news; digital technology; application scenarios

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In recent years, with the development of information technology, new media has rapidly expanded, severely impacting traditional television news programs and creating numerous challenges for them.

## 1. Background Analysis of Converged Media News in Media Transformation

The concept of media transformation was not proposed recently; the United States foresaw the convergence development of news media as early as the 1970s [2]. Fundamentally, media convergence development occurs under the guidance of scientific and technological progress, integrating various media forms. Currently, there is no consensus definition of media convergence, but it can be temporarily understood as the integration of different media through digital and network technologies. This integration can be roughly categorized into three types. First is ownership convergence, where news media groups merge and consolidate during development, leading to changed or concentrated ownership. While media groups gain discourse power through this process, which may hinder further development of news media, such integration also promotes development. As the industry grows, media groups merging in the market facilitates advancement in news media. Post-integration centralized management saves unnecessary costs, improves operational effectiveness, and generates good economic returns, thereby further promoting news media development. Therefore, media convergence helps enhance market competitiveness and form influential, representative media groups. Second is technological convergence. The development of information and media technology not only drives media advancement and promotes media convergence but also builds platforms for digital content dissemination. Traditional television news media consumes substantial human and material resources in program production, whereas applying digital technology can improve efficiency. Moreover, relying on digital technology can optimize content effects, and uploading program content to network platforms not only enhances program quality but also facilitates audience reception and viewing. Thus, in media transformation, converging technologies are crucial. Third is business convergence. Under media transformation and convergence, information dissemination is no longer limited to text and images but adopts cross-integrated communication methods, promoting mutual development and further integration of various business content [3].

### 2.1 Benefits of Industry Resource Integration and Sharing

Both television news and new media constitute essential components of the media industry, and neither can be dispensed with, as their absence would sig-

nificantly affect the information environment [4]. In media transformation, the integration of television news and new media represents a trend of common development. This integrated co-development not only promotes resource sharing within the industry but also achieves resource integration, enabling collaborative development between the two major media platforms and weakening their antagonistic relationship, which plays an important role in building a healthy media environment. Neither television news nor new media can completely dominate the media market, as both have different target audiences with distinct characteristics [5]. Therefore, the integrated development of television news and new media—converged media news—can meet diverse social needs and represents a new goal for modern media industry development.

## **2.2 Promoting Sustainable Development of the Television News Industry**

The rapid development of new media, driven by information technology, has accelerated information dissemination rates and increased resource interaction within the media environment, making information technology a leader in media industry transformation. Traditional television news systems are outdated, with monotonous content and rigid work models that contradict the development concepts of the information age, greatly hindering television news development. Converged media news in media transformation allows television news to shape content and transmit information with new conceptual models and thinking patterns, unleashing its potential and compensating for its developmental deficiencies, thereby promoting sustainable development.

### **3.1 Content Quality Cannot Be Guaranteed**

The rapid development of network information technology has generated massive amounts of news information, refreshing audiences' horizons through various dissemination channels such as WeChat, Weibo, Kuaishou, Douyin, and other platforms with large user bases. Most of their content targets currently popular or highly followed topics, with much of it being published without verification purely to attract attention [6]. Television news programs have suffered considerable impact from this unhealthy market competition. Some television news programs, in attempting to transform formats and gain attention, cite such information, leading to biased news reporting and negatively affecting their own image. Additionally, some television news programs arbitrarily add internet slang or popular terms in pursuit of innovation and increased entertainment value, reducing the authority of news programs and ultimately affecting their credibility. Notably, when innovating television news program content and adding entertaining expressions, programs should proceed based on their actual circumstances without compromising program quality for sensationalism, which would instead hinder healthy development.

### 3.2 Program Format Homogenization

Traditional television news programs undergo a series of collection and production processes with many links, requiring considerable time for broadcast. Against the backdrop of rapid network information dissemination, news information is updated, published, and reposted at lightning speed, and the timeliness of television news can no longer be guaranteed. Some television news programs, in attempting to break through these limitations and ensure information timeliness, shorten production time and create commentary-based news programs, inviting experts or authoritative figures for on-site dialogue to reduce information collection and production time and ensure timeliness [7]. However, current television news exhibits considerable follow-the-trend behavior, with an overabundance of commentary-based news programs leading to severe market homogenization, greatly reducing audience interest and program competitiveness.

### 3.3 Insufficient Application of Data Journalism Technology

Data journalism technology has emerged with the development of media transformation, allowing journalists to collect and integrate various news data to provide effective basis for innovating news program content. However, some radio and television programs have not actively applied data journalism technology due to the lack of sound technical support mechanisms and models, which hinders innovation in television news programs. The main reason is the failure to establish correct conceptual awareness in television news program innovation and ineffective utilization of data journalism technology, resulting in limited production capabilities for television news programs and affecting their competitiveness.

### 3.4 Lack of High-Quality Talent Teams

To adapt to new media and media transformation development, television news must be equipped with sufficient innovative talent, ensuring both technical input and creative capability input to achieve good program innovation and effects. However, currently, television news suffers from a shortage of program production talent due to the influence of traditional systems and operational mechanisms, resulting in extremely inadequate teams. The lack of professional high-quality excellent talent, insufficient innovation and professional skills among existing personnel, and inadequate training and development for current staff all hinder the ability to enhance innovation capabilities and levels, making it impossible to effectively meet diverse audience needs.

### 4.1 Transformation Toward Product Thinking

The dissemination platforms for converged media news have already exceeded traditional scopes, with broadcast channels breaking away from conventional one-way content output and transforming into a two-way model centered on

audiences: “audience demand—content broadcast—audience active reception.” With the development of big data, television news content no longer involves one-way broadcasting where audiences passively receive content but instead analyzes audience needs based on ratings and viewing effects to conduct targeted collection and editing of materials that align with audience interests, building a product thinking approach of “broadcasting what audiences want to watch” to satisfy audience needs and improve ratings and attention, thereby promoting development. Meanwhile, it is essential to construct product thinking for television news without affecting news positions and to rigorously uphold objectivity, impartiality, and authenticity in news content.

## 4.2 Construction of Communication Matrices

Common communication matrices include linear communication matrices, point-based communication matrices, and diversified communication matrices. Among them, the linear communication matrix is the most common, supplementing network platforms and mobile terminals based on traditional television channels to build special dissemination channels. Content selection primarily corresponds to the audience subjects and program themes of broadcast terminals, placing content products that suit audiences at broadcast ports. Technically, time-shifted viewing and on-demand functions are often added to compensate for the shortcomings of linear broadcasting and enable real-time attention at any moment. The point-based communication matrix is a concept outside the linear communication matrix, with content products mostly consisting of short videos and a small amount of other non-video products [8]. The advantage of point-based communication matrices is the ability to easily create topics, thereby triggering dissemination of attention content while forming backflow to deeply reach audiences in a point-based manner. However, audiences have high requirements for the fit and correspondence of dissemination content. Diversified communication matrices refer to comprehensive dissemination channels, and whether linear or point-based, their purpose is to provide audiences with more possibilities and convenience for obtaining news content. For example, on CCTV’s traditional broadcast platform, converged media news dissemination can be extended to various online channels such as television official websites, official apps, and social platforms to establish comprehensive dissemination forms that provide audiences with high-speed, high-information-volume news dissemination to meet the viewing needs of different audience groups [9].

## 5.1 Innovating Television News Programs

First, quality improvement and enhancement must be made in news program content. Network information technology should be applied to collect news information from major platforms, excavate and analyze news information and its background significance, and create new, enriched, multi-dimensional news content. Simultaneously, big data technology should be applied to statistically

analyze audience attention and demand for news, using this as a guide for innovating program content and integrating media technology to improve final program quality. Attention should be paid to incorporating era elements and cautiously adding entertaining expressions to ensure objectivity and authenticity in news. Second, program formats should be innovated. In television news production, in-depth and comprehensive interpretation of news information should be conducted to excavate news depth and grasp news value and advantages. News events should be analyzed from multiple angles to shape brands, identify optimal program positioning, and ensure innovative models while maintaining program quality. Notably, it is essential to explore production models that suit one's own development, integrating information collection, production, and dissemination with new media. Cooperation can be established with platforms such as WeChat, Weibo, and Kuaishou to collect audience feedback through their media platforms, 拉近观众与节目的联系 (strengthen connections between audiences and programs), enhance communication with audiences, and further optimize program effects. Third, data journalism technology should be applied. In media reform, development of data journalism technology should be intensified to build a networked program system, using converged media technology to excavate news information across industries, fields, and levels. Unstructured data journalism topics should be identified to introduce fresh perspectives, increase attention, and improve competitiveness. Visual news dissemination forms can be actively introduced to make data journalism thinking more visualized, creating program novelty and enhancing appeal. Predictive programs can also be developed to establish event trend models through scientific reasoning to satisfy audience curiosity and improve ratings and competitiveness. Finally, high-quality talent teams must be built. Innovation in television news under media transformation cannot succeed without talent support, and relevant departments should emphasize talent cultivation and construction. Experienced professional high-quality talent can be externally recruited to better innovate program formats and content. Training in professional knowledge and skills should be provided to relevant workers to ensure they master corresponding knowledge and technology. External advanced studies can also be increased to introduce advanced technology and innovative concepts. Incentive mechanisms can be strengthened to reward personnel with strong innovation capabilities, motivating them to further improve their work standards.

## 5.2 Fully Utilizing Television News Resource Advantages

Expanding news dissemination channels can be achieved through industry chain penetration. Television media news clients should fully utilize their content and resources on their platforms. Television media news clients can cooperate with mobile phone brands to create specialized mobile models for news client content, achieving effective binding between mobile users and television media news clients. Services can also be extended to network and software operators to create free data cooperation projects that align with actual operational conditions.

### 5.3 Expanding Production and Dissemination of News Content

The core competitiveness of television media lies in substantive news content, and the value, appreciation, and advantage utilization of content are guarantees for news competition [10]. News resources are the most basic content production. In media transformation, not only should audience attention and demand be emphasized for targeted news content production and dissemination, but traditional television media dissemination platforms should also be expanded, with careful selection of dissemination platforms that align with actual characteristics.

### 5.4 Utilizing Short Video Formats

With the development of information technology, short videos have risen dramatically. Compared with traditional text and image news reporting methods, short videos can better attract users. Moreover, with the popularization of smartphones and increasing mobile internet users, people's ways of obtaining news are no longer limited to sitting in front of televisions but can watch and obtain information anytime and anywhere. Short videos now play a significant role in news dissemination. Television news can attract more users through short video formats, enabling broader dissemination of high-quality news content.

### 5.5 Enhancing Credibility and Authority

Media transformation has promoted entirely new changes in news media dissemination methods. Various dissemination channels have led to diversified information development, with audience groups surrounded by dazzling information that creates significant identification difficulties and makes authenticity judgment challenging [11]. Therefore, enhancing media credibility and authority has become a major competitive weapon for converged media news. Especially for major events and matters concerning people's livelihood, news reporting must grasp information authority and fully reflect the authoritative and credible value of traditional media.

### 5.6 Developing Diverse Application Scenarios

The development of mobile internet under media transformation has gradually deepened, giving news users more choices in location, time, and devices when obtaining news information. The current fast-paced lifestyle makes it difficult for people to watch television news at fixed times and places, whereas news clients allow them to obtain news information during leisure time anytime. Therefore, when building news platforms, television media should consider current situations, further optimize the layout of television news clients, and develop more service functions while providing news information. Through content optimization and upgrading, user needs for fragmented reading should be met to increase news client usage frequency.

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

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