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Exploring the Multiple Values of News Features in the Context of Converged Media: Postprint

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Date: 2023-10-08T00:00:00+00:00

Abstract

This paper analyzes the characteristics of news features in the converged media context and proposes their news value, social value, and cultural value, hoping to provide effective suggestions for enhancing the depth and breadth of news feature creation and reporting in the converged media environment.

Full Text

Exploring the Multiple Values of News Features in the Context of Media Convergence

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Abstract: This paper analyzes the characteristics of news features in the context of media convergence and proposes their news value, social value, and cultural value, hoping to provide effective suggestions for enhancing the depth and breadth of news feature creation and reporting in this environment.

Keywords: media convergence; news features; news reporting; social value; cultural value

CLC Number: G206.2 **Document Code:** A **Article ID:** 1671-0134(2021)07-30-03

DOI: 10.19483/j.cnki.11-4653/n.2021.07.007

Citation Format: Wang Huali. Exploring the Multiple Values of News Features in the Context of Media Convergence [J]. China Media Technology, 2021(07): 30-32.

Given the diversity in audience interpretation of news facts, journalists must understand how different audiences comprehend textual messages. To prevent

news features from becoming overly dense and losing persuasiveness, storytelling should be the primary focus in their creation, with nuanced portrayal of human emotions to resonate with audiences and achieve effective communication. In the context of media convergence, news features serve as exemplary models for audience behavior, particularly in understanding and judging major events. They function not only as communication mediums but also as tools for guiding public opinion. By solidifying the fundamentals of content, expression, and dissemination, news features can maintain sustained impact in the converged media environment.

1.1 Closely Align with the Main Theme of the Era

Journalism constructs social reality and evolves alongside societal development as a vital component of progress. The new era demands that journalistic works not only record news facts across different periods and scenarios but also narrate the stories encountered during news gathering using authentic cultural symbols to accurately restore the full picture of events to the public. As journalists, creative thinking must be balanced with full reflection of national strategic layouts in our works, closely aligning with the main theme of the era to inspire the public through excellent news pieces and contribute to stable social development.

1.2 More Ingenious Creative Strategies

Outstanding news features better embody multiple values, and thorough planning in the early stages facilitates excellent content expression. Different textual frameworks for expressing the same news fact elicit varying public attention and reactions to feature reports, with values interpreted differently due to creative approaches.[1] In the media convergence context, creation strategies must be more ingenious, audience-oriented, and aligned with era themes while deepening news subjects to fully reveal social significance and value. Moreover, feature news creation should not be limited to textual frameworks but should also emphasize writing techniques. Feature writing requires integrating emotional content with storytelling, incorporating both portrayals of grassroots figures from real life and observations on era themes to demonstrate forward-looking perspectives and generate positive social effects.

1.3 Focus on Human Emotions

Deep thematic portrayal relies on support from authentic stories. Given individual differences in interpreting news facts, journalists must understand the diversity in audience comprehension of textual messages. To prevent news features from becoming overly dense and losing persuasiveness, storytelling should be the primary focus, with nuanced emotional portrayal to resonate with audiences and achieve effective communication. News features in the media convergence context should demonstrate novelty and uniqueness while creating in-depth content that can influence the international community. Based on economic globalization, conveying and interpreting socialist core values with Chinese characteris-

tics to the world represents a duty and responsibility for news features in the new era, spreading China's voice, ideas, and culture in an authentic and natural manner.

1.4 Uphold Content Authenticity

For news feature creators, enhancing, embodying, and conveying value in the media convergence context is a formidable task. Quality content ensures news work excellence. To maintain authenticity and objectivity in feature creation, practitioners must employ various methods to restore news facts, enabling audiences to genuinely perceive social significance and value even from simple scenes. By visualizing and concretizing news works, content can be more directly communicated and interpreted, enhancing emotional appeal and achieving effective dissemination. Furthermore, news features in the media convergence context must highlight novelty and uniqueness, deepen content, and elevate influence, credibility, and dissemination power to gain greater public attention and recognition while reconstructing the media competition landscape and ensuring sustainable development of radio and television media.

2.1 News Value

In-depth reporting constitutes the basic form of news features. Compared with other formats such as briefs and dispatches, features possess greater layers and connotation, requiring both deep excavation and expansion of original news elements and full reflection of social life significance and value. News feature themes are often broad and extensive, producing remarkable communication effects. In the media convergence environment with diverse and rapidly changing information dissemination methods, audiences demand not only full revelation of events but also multi-dimensional perspectives for examination, rather than passively receiving one-way information transmission. Successful feature reporting permeates critical thinking and values through typical news facts, adhering to principles of progressing from superficial to profound and seeing the big picture in small details to enhance persuasiveness and attention, thereby creating thoughtful and valuable works. Features must follow news facts, conduct deep excavation, collect more materials, and rationally integrate them from multiple angles, levels, and aspects to enhance stature and maintain effective communication and social impact.

The value of news feature interviews stems from timeliness—the value and effect of a news event within a certain timeframe, or the interval between interview and reporting. Providing the latest information to the public as quickly as possible is the primary media function. As traditional media faces new media impact, print news is gradually replaced by electronic products, requiring interviews to develop toward greater efficiency, speed, and novelty to highlight timeliness. During interviews, key information must be accurately captured, timing seized, and social value ensured.

News features must distinctly embody era spirit, reflect era characteristics, and propel era development. Taking CCTV News Channel' s “24 Hours” feature on “Butterfly Mother” as an example, the protagonist Wang Yu was the first principal of Congjiang County Dazai Primary School under an educational assistance program from Nanming Primary School in Guiyang, who passed away on January 26, 2021. Congjiang County once had Guizhou Province' s highest poverty incidence rate and was the only county ranking in the top 10 for both poverty incidence and population, representing the most challenging battle in poverty alleviation. Educational lag was a primary cause of poverty, making educational assistance essential for breaking intergenerational poverty transmission. Principal Wang Yu understood this deeply, upholding the philosophy of “supporting educational development and enhancing internal motivation” to address deep-rooted problems in Dazai Primary School through “team-based assistance.” Despite worsening illness, she persevered, transforming the school' s ethos and achieving zero dropouts across all grades, earning recognition as a “Poverty Alleviation Pioneer” in Congjiang County and contributing significantly to national poverty alleviation efforts.

In the media convergence context, the social value of news features better attracts and awakens public attention and consciousness, transforming fixed thinking patterns, guiding correct public opinion, generating positive social effects, and promoting healthy journalism development.[2] Enhancing news value also serves as an effective means to drive traditional media reform and transformation. By continuously improving influence, credibility, and dissemination power to gain public recognition, media can reconstruct the competitive landscape and ensure sustainable development.

2.2 Social Value

In today' s era of rapid internet development, information reception and transmission exhibit fragmented characteristics. Internet technology and new media have expanded news acquisition channels and broadened information reception levels, but also introduced much worthless content. The authenticity of news social value forms the foundation and prerequisite for successful feature reporting—a crucial task and responsibility for journalists. Socially valuable news features offer unique perspectives and incisive insights, highlighting contemporary news development patterns and era trends. Before the internet and new media matured, people generally relied on news features to understand social reality, serving as a medium and vehicle for journalists to transmit social value standards, subtly influencing and guiding public reflection on social life while maintaining correct public opinion guidance, enhancing communication effects, embodying social value, and directing society toward proper development.[2]

In the media convergence context with information overload and diverse channels, richness is no longer pursued; only valuable and thoughtful information maintains sustainability. Truthfully reporting the entire process of news events and revealing profound significance forms the core of socially valuable features.

Through media channels or mobile apps, features convey the full picture to the public, delivering precise and discussable content. The “Wuhan Time” live program (later renamed “People’s Battle Against the Epidemic”) by People’s Daily and People’s Video serves as an example. As the nation’s first COVID-19-themed live webcast, it used topical approaches with 1-3 daily topics for comprehensive epidemic reporting, emphasizing content deepening and detail highlighting. During continuous coverage, scientific knowledge and rumor refutation were disseminated through the live program, with refutation content later edited into a dedicated column for easy access.

2.3 Cultural Value

Profound themes require authentic and vivid stories for support. To accurately reflect cultural value, journalists must deeply integrate reporting content with subjects, making cultural value the core to attract audience attention and gain recognition. While news programs are generally concise, direct, and fast-paced, feature news requires greater depth through comprehensive analysis and excavation. In today’s media convergence environment with rapid and diverse dissemination, journalists should differentiate feature reporting from other formats to fully embody cultural value. Emphasizing news facts and presenting them in detail forms the prerequisite for feature creation and development. Integrating cultural value concepts enhances feature value and depth, sparking public discussion and attention—hallmarks of successful creation that ensure broadcast continuity.

Traditional media reporting emphasizes vivid reflection of event development results and impacts, revealing profound themes to attract and influence audiences while serving educational functions. In future development, multiple values must be continuously leveraged, always focusing on truths behind facts, restoring full pictures, and correctly interpreting events for audiences. Considering internet development’s impact on media dissemination, media convergence breaks barriers between different media, transforms traditional media limitations, constructs new dissemination networks, expands coverage, alleviates development challenges, actively utilizes internet and new media technologies, enhances influence, and drives industry development.

People constitute the core of era development, and social economy continuously evolves based on human needs. Human living conditions and deep spiritual pursuits manifest through social progress. The cultural value of news features should focus on human spiritual pursuits and life value, establishing a “people-oriented” creation philosophy that satisfies audience psychological needs while highlighting era development value. The award-winning feature “Face to Face in Words: 23 Years” exemplifies this. This touching piece chronicles an ordinary couple’s “family diary” over 23 years, reflecting their emotions through separation and longing. The unique emotional communication method, unadorned family beauty, humanity beauty, and warmth of laborers bring readers profound emotion. The success stems from journalists’ commitment to grassroots

investigation, documenting every message and story behind them over 23 years. Recommended as a key “Spring Festival Grassroots” topic, over 100 mainstream and online media outlets, plus more than 20 satellite TV channels, radio stations, and local TV stations reported it prominently, making the story widely known. This demonstrates that valuable and influential reporting in the media convergence era still requires depth and essence. Using ordinary events closely integrated with social reality not only fulfills individual value but also embodies contemporary cultural value, guiding public attention to real life and providing spiritual leadership and correct value construction.

2.4 Future Development Based on Multiple Values

To highlight news value, social value, and cultural value in contemporary reporting, journalists must continuously excavate news connotations, elevate stature, reveal normalcy in real life, disseminate mainstream social values, promote new culture, and ensure better, more valuable communication and guidance in the media convergence context. Oriented by new era audience needs, innovative creation approaches, deepened content, and enhanced work value are essential.

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(Editor: Zhang Xiaojing)

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

Source: ChinaXiv – Machine translation. Verify with original.