

How Provincial Television Station News Programs Can Effectively Integrate with New Media (Post-Print)

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Abstract

Since entering the new era, the domestic new media sector has achieved relatively significant development, transforming the developmental trajectory of traditional media. Concurrently, a series of challenges have emerged in succession. The widespread adoption of mobile terminal devices, exemplified by smartphones, has afforded the general audience more effortless and convenient access to information, yet has simultaneously fragmented the stable audience base of traditional media. Against this backdrop, for television news programs to establish a firm foothold amidst intense industry competition, they must break free from the shackles of conventional development models and actively pursue innovation and convergence. This paper, from the perspective of provincial television station development and in conjunction with the current state of news programs, explores how television news programs can effectively converge with new media, aiming to chart viable pathways for promoting the steady development of provincial television stations.

Full Text

Preamble

How Provincial TV News Programs Can Effectively Integrate with New Media

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Abstract: Since entering the new era, China's new media sector has achieved remarkable development, fundamentally altering the trajectory of traditional media while simultaneously introducing a series of challenges. The widespread adoption of mobile terminal devices, exemplified by smartphones, has provided audiences with easier and more convenient access to information, yet it has also

fragmented the stable audience base of traditional media. Against this backdrop, television news programs must break free from conventional development models, actively innovate, and strive for integration to maintain a foothold in an increasingly competitive industry. This paper examines provincial television stations' development, analyzes the current state of news programs, and explores effective integration strategies between television news and new media, aiming to identify practical pathways for promoting the steady development of provincial television stations.

Keywords: news programs; provincial television stations; new media; integration strategies; reporting paths

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The rapid advancement of modern technologies represented by computer network technology has laid a solid theoretical and technical foundation for new media promotion. People's channels for obtaining information and understanding news content are no longer confined to traditional media alone; instead, they increasingly prefer using new media platforms to access diverse information anytime and anywhere. In today's fast-paced lifestyle, new media better satisfies audience demands with its multiple advantages of rapid dissemination, strong interactivity, and broad information sources. However, this does not mean that traditional media, particularly television, lacks merit. In the minds of most audiences, news information released by traditional media remains more authentic and reliable than that circulated on new media platforms. In this evolving media landscape, audiences also expect to use dynamic new media to access richer news content and understand diverse perspectives on various news events. Provincial television stations can no longer follow their old development paths; they must pay sufficient attention to new media growth and learn to leverage its advantages to enrich their own forms and enhance their influence. The following discussion combines the common development patterns of current provincial television news programs to explore pathways for integrating provincial TV news with new media, aiming to provide reference suggestions for promoting better development of provincial television stations and advancing the steady progress of the news communication field.

1. Analysis of Current Development of Provincial TV News Programs

In recent years, domestic computer network technology has achieved breakthrough development, and its enriched functions have inadvertently opened new doors for development in other sectors. Compared with county-level and mu-

nicipal television stations, provincial TV stations command richer resources, possess more complete hardware facilities, and maintain leading teams of editorial staff. Consequently, despite facing new media impacts, they still hold numerous development opportunities. The primary concern for provincial television stations lies in the shrinking audience for television programs, particularly news shows. Rather than spending large blocks of time watching news programs and passively receiving all information—both desired and undesired—audiences increasingly prefer using fragmented time to browse filterable news content on online platforms that meets their specific needs. News programs on internet and mobile platforms feature more diverse formats that break from traditional editing patterns, offering not only stronger timeliness but also greater appeal. Audiences can express their views on news events, interact with others anytime and anywhere, and share interesting news with those around them. A small news event, propelled by new media, spreads like a stone cracking thin ice, with fissures continuously expanding to cover increasingly larger areas. In contrast, provincial TV news programs generally continue along conventional paths: a formally dressed anchor sits upright or stands straight before the camera, reporting news events with a serious and earnest demeanor, unable to incorporate personal emotions or combine content with other engaging elements. Audiences can only passively receive information during news programs. This monotonous and dull reporting format has gradually diverged from modern lifestyles. The promotion of social platforms such as Weibo and WeChat has provided people with easier information access channels, allowing them to filter news with a simple finger movement and select content with a screen tap, dramatically improving news dissemination efficiency. Audiences can now obtain news content from more comprehensive perspectives, posing a severe challenge to traditional media represented by provincial television stations [1].

As the development situation and social context continuously evolve, audiences hope to obtain more entertaining information that is closer to daily life and can help them relax and relieve stress, rather than the political, economic, and social news that provincial TV news programs favor. Unlike provincial television stations that must consider their development positioning and societal recognition of their brand effect when selecting news content and reporting directions, new media operates with greater flexibility and fewer constraints, better catering to audience preferences. From the perspective of information transmission efficiency, new media dissemination is significantly faster. Many self-media personnel using new media platforms can record news footage, edit news manuscripts, and publish information with just a mobile phone, whereas television stations must undergo relatively complex production processes and present news only during scheduled broadcast times. Previously, television news was regarded as an efficient and content-rich program, but now new media has replaced traditional media as the primary platform for first-hand news releases. Many news events broadcast on television have already become “old news” on new media platforms. Under such circumstances, provincial TV news programs must fully understand the respective development situations of old and new media, absorb

their essence, discard their dregs, leverage new media advantages, and actively integrate with new media to compensate for their own shortcomings. This integration will also provide greater momentum for overall media sector development, enabling provincial television stations to better fulfill their important responsibilities of serving the nation, the province, and the people [2].

2.1 Expanding Diversified News Reporting Paths

Against the backdrop of new media's rapid development, while new media has seized numerous development opportunities, it has also created a superior media environment for the optimization and upgrading of provincial TV news programs [3]. New media offers strong information dissemination timeliness, and for news, timeliness represents its primary vitality. People can flexibly obtain news information unrestricted by time or space, representing a main reason why audiences actively participate in new media platform promotion and application. Provincial TV news programs can absorb this timeliness advantage during integration to enhance their own news program timeliness. Examining previous provincial TV news program production and broadcasting formats, common methods included relaying news scene footage or conducting live connections between studio hosts and on-site reporters. Although this approach provided some visual sense and helped audiences understand specific on-site situations, it also inadvertently created barriers with audiences. Provincial TV news programs demonstrate outstanding professionalism and relatively abundant news resources, making them models for municipal and county-level stations to emulate. However, the essence of news reporting is to deliver valuable news information to audiences. Without emphasizing strengthened communication and exchange with viewers, the overall presentation effect of news programs will decline.

To effectively address such issues, provincial TV news programs can collaborate with other live streaming software or develop exclusive live platforms tailored to their development needs and media positioning during new media integration. These platforms should open multiple functions such as bullet comments, reviews, likes, and forwarding, allowing audiences to participate in news topic discussions while watching programs, exchange views on news events with other audiences, thereby narrowing the distance with audiences and improving news information dissemination efficiency. Additionally, provincial television stations can create dedicated news event submission channels, encouraging the public to submit news information they have learned or share topics of interest with traditional media, giving more people opportunities to participate and enriching news program content. Furthermore, when broadcasting news programs, provincial TV stations can appropriately incorporate audience interaction segments, having staff or anchors select representative, positive, and meaningful audience comments from live streaming software to share with viewers, achieving collective wisdom. This reporting format not only stimulates audience attention to news events but also plays a correct guiding role in public opinion, guiding

people to view news events from positive perspectives and demonstrating the guiding function of provincial television stations.

2.2 Seeking Rich Information Dissemination Channels

In actively promoting the integrated development of provincial television stations and new media, we must firmly grasp new media development trends and understand inherent media sector laws to build a stable bridge between old and new media and promote synchronized progress [4]. Compared with new media, traditional media represented by provincial television stations possesses multiple advantages in news program creation and information dissemination, including stronger authority, richer information resources, and more prominent program production standardization. Provincial television stations should emphasize preserving existing advantages during integration, demonstrating their social credibility and influence as provincial television media, and treating these qualities as keys to unlocking new media fields. Provincial television stations can build news information dissemination platforms better suited to their development needs, providing audiences with diversified channels to understand news information. They can construct exclusive online television platforms that simultaneously broadcast news programs while they air on television, allowing audiences to replay content according to their schedules, selecting which segments to replay and how many times. Taking CCTV's "CCTV Video" platform as an example, its slogan is "CCTV in Your Palm, Infinite Vision." The platform provides dedicated live program viewing channels, enabling audiences to conveniently watch CCTV's comprehensive, financial, movie, and news channels among others, obtaining the same program information as television platforms but in a more convenient format. The platform's categorized columns also divide program content into different categories for easier audience selection. Additionally, CCTV Video sets up separate categories for news topics that attract widespread audience attention at different stages or are closely related to people's daily lives, enabling audiences to understand news events from systematic and comprehensive perspectives. For instance, during the 2021 Spring Festival, CCTV Video created a dedicated "Spring Festival Season" category containing content ranging from the Spring Festival Gala and popular TV dramas to pandemic prevention suggestions for the holiday, winter vacation course recommendations, and news topics related to Spring Festival travel and staying put for the holiday. Moreover, provincial television stations can actively integrate with social platforms by creating dedicated WeChat public accounts and Weibo accounts, pushing news information to audiences in concise, summarized language. Information dissemination formats need no longer be limited to traditional audio, text, and video; they can also include dynamic H5 pages that provide audiences with richer news acquisition experiences. Audiences can also interact on provincial television stations' official Weibo accounts, using private messages and topic-based functions to provide richer news resources for provincial stations, giving more people opportunities to obtain relevant news information and jointly participate in interactive segments. Particularly note-

worthy is that whether through WeChat public accounts or Weibo accounts, audiences can transmit their suggestions for station development to provincial television stations, facilitating subsequent optimization and adjustment in news program creation to better satisfy audience information acquisition needs [5].

2.3 Creating Modern News Program Formats

Promoting integration between provincial television stations and new media aims not only to create higher-quality provincial TV news programs but also to advance innovation and development in the provincial radio and television sector [6]. The integration of provincial TV news programs with new media should not be merely formal or superficial but should achieve truly effective integration. Therefore, on the foundation of having richer reporting approaches and more diversified information release channels, provincial television stations should also improve program formats by incorporating new media characteristics. Provincial television stations can appropriately enhance news program appeal, actively narrow the distance with audiences, attract more attention, consolidate existing TV news audiences, and develop new viewer groups. Specifically, first, provincial TV news programs should undertake value-oriented adjustments...

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

Source: ChinaXiv – Machine translation. Verify with original.