

Exploring the Development and Breakthrough of People's Livelihood News in Television Media (Postprint)

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Abstract

The rapid development of the social economy has exerted a certain facilitating effect on the television industry. Concurrently, as the pace of life accelerates continuously, new demands have been placed upon the content of people's livelihood news broadcasting. It is imperative to ensure that content aligns with the current living conditions and living space of the general populace, thereby capturing audience attention and enhancing satisfaction. However, the quality of people's livelihood news from Hainan television media remains suboptimal, with numerous problems persisting in actual news broadcasting. Consequently, this paper proposes several countermeasures targeting these issues, aiming to foster the healthy and sustainable development of China's television media industry.

Full Text

Preamble

Exploring the Development and Breakthrough of People's Livelihood News in Television Media

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Abstract: The rapid development of the social economy has significantly promoted the television industry, while accelerating lifestyles have created new demands for livelihood news content. To attract audiences and improve satisfaction, broadcast content must align with people's current living conditions and spatial contexts. However, the quality of livelihood news in Hainan's television media remains low, with numerous persistent problems in actual news broadcasting. This paper analyzes these issues and proposes countermeasures to promote the healthy and sustainable development of China's television media industry.

Keywords: television media; livelihood news; television industry; news broadcasting; development and breakthrough

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1.1 Vulgarization Phenomenon

Television media constitutes an important component of social and economic development, yet Hainan' s television industry faces numerous challenges in livelihood news development, with vulgarization being particularly prominent. Livelihood news should objectively reflect people' s quality of life, but market-driven development has created a predicament. Content increasingly gravitates toward crime reports, celebrity gossip, and family disputes, catering to audience preferences for sensational stories. This entertainment-oriented approach, with some stations even shifting their content orientation, has exacerbated vulgarization and negatively impacted the future development of Hainan' s livelihood news.

1.3 Flashy Reporting Formats

Current livelihood news broadcasting formats are excessively flashy and fail to align with actual living conditions. As lifestyles evolve, broadcasting staff increasingly employ exaggerated entertainment techniques without genuinely engaging with grassroots communities to understand their needs, resulting in diminished news quality. Additionally, problematic language appears on screen, with vulgar lines emerging in this pan-entertainment format that undermines media' s public image and credibility. Excessive focus on theft, robbery, and similar topics, coupled with a lack of basic humanistic care, further erodes the value of livelihood news.

1.4 Excessive Negative Reporting

Beyond the aforementioned quality issues, excessive negative reporting represents another significant problem. While livelihood news should respect the public' s right to know, overemphasis on negative content affects social development and reduces people' s capacity to appreciate a better life. As television stations expand, internal problems intensify; unresolved, these constrain future development. Research shows that excessive negative reporting can trigger unnecessary incidents. For example, when minor family conflicts are amplified

by media exaggeration, problems often intensify rather than resolve, fostering social resistance among audiences. These issues demand urgent solutions.

1.5 Severe Column Homogenization

Column homogenization presents another challenge for Hainan's television media. Although numerous livelihood news columns exist across platforms, similar content fails to improve program quality or highlight distinctive features. In today's rapidly evolving market economy, this phenomenon wastes resources, triggers vicious competition, and causes audience aesthetic fatigue. The proliferation of livelihood news columns squanders resources and affects industry profitability. With the changing market system and expanding television industry scope, effective resource utilization is essential for economic and social returns. However, increasing columns have led to malignant competition and audience fatigue, urgently requiring countermeasures to inject vitality into Hainan's television industry.

2.1 Broadening Topic Selection Scope

To promote robust development of Hainan's television industry, we must break previous constraints by broadening livelihood news topic selection. Content should address actual public needs and current socioeconomic conditions, enhancing quality, timeliness, and audience interaction. Adopting approachable perspectives can guide public attention to social issues, improving service quality and efficiency while genuinely solving problems. Staff must recognize the importance of expanding topics rather than focusing solely on urban populations while neglecting rural voices—the weakest group in media discourse. Currently, narrow topic selection, vulgarization, and other issues hinder quality improvement and industry development. Therefore, broadening scope can comprehensively enhance timeliness and interaction, narrowing the distance between television and audiences while helping them grasp current affairs.

2.2 Transforming Broadcasting Methods

Beyond broadening topics, we must transform broadcasting methods, as traditional approaches no longer meet modern industry demands and constrain development, particularly in today's rapidly evolving market economy. Hainan Radio and Television staff should innovate broadcasting methods, as livelihood news requires standing from the people's perspective. Personalized broadcasting and artistic language can improve satisfaction and facilitate smooth implementation. Broadcasting methods should be selected based on actual needs, emphasizing personalization and linguistic artistry. Civilian language styles or narrative storytelling can stimulate audience interest while compensating for previous shortcomings, making livelihood news more humanistic. Integrating media resources—newspaper, television, and internet—into a unified interactive

platform leverages complementary advantages and injects vitality into livelihood news broadcasting.

2.3 Highlighting Differentiation in Positioning

Previous quality issues partly stemmed from positioning problems that failed to highlight news scene and authority, neither meeting audience needs nor promoting development. New eras demand higher standards: positioning must emphasize differentiation to attract audiences, demonstrate authority, and genuinely solve substantive problems. Livelihood news originates from daily life, requiring content to match people's actual living spaces, thereby improving timeliness, interactivity, and narrowing the distance between people and news. Furthermore, staff should deeply explore local culture and communication characteristics to convey them effectively, thereby demonstrating livelihood news' s value and enhancing Hainan' s television industry comprehensive strength.

2.4 Strengthening Inter-Media Cooperation

Rapid market economy development has impacted China' s television media industry. To improve livelihood news quality, Hainan staff should strengthen inter-media cooperation and interaction to leverage respective advantages. Since livelihood news concerns ordinary people' s lives, enhanced collaboration facilitates efficiency improvement. Appropriate dialect usage can inject vitality and create distinctive columns with higher ratings that meet audience needs. As people pursue higher spiritual lives, Hainan television media should build characteristic livelihood news columns based on actual conditions, gathering media personnel for interactive communication to grasp latest information promptly. Media must actively assume social responsibility, genuinely serve the people, and guide correct value judgments through various media, thereby demonstrating livelihood news value and building a harmonious society.

2.5 Developing New Livelihood News Columns

Improving quality requires constructing a livelihood news program system. Influenced by cultural, audience, and economic environments, we must actively develop new columns using existing media and human resources. This broadens depth and quality, earning citizen identification. Recognizing livelihood news' s distinctiveness from other types, we must stand from the people' s perspective to enhance their sense of security. Building a relaxed, humorous, and harmonious work atmosphere while seeking diversified expression forms can win widespread attention and develop cultured, connotative, profound columns, laying a solid foundation for Hainan' s television media future development.

2.6 Building a Wide-Coverage News Informant Network

To promote stable socioeconomic development, Hainan television media staff should break previous constraints by building a wide-coverage news “informant network” and strengthening skills training. Only professional personnel can inject vitality into livelihood news broadcasting. Regular internal training cultivates teams with high reporting and filming capabilities, enabling proper handling of on-site issues and providing timely, accurate news to audiences while establishing emotional connections. Staff should capture fresh experiences in social development and fully utilize the informant network to facilitate livelihood news work, helping the broadcasting industry secure market position and ultimately improve people’ s quality of life.

Conclusion

Currently, Hainan’ s television media livelihood news development still faces numerous problems preventing quality improvement and failing to meet public needs. New era demands require television industry staff to adopt appropriate measures based on actual conditions. Livelihood news must operate from the people’ s perspective to establish emotional connections, enabling rapid and accurate conveyance of public sentiment and opinion.

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