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## Postprint: Innovative Thinking and Analysis of News Interview Work in the Micro-Video Era

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### Abstract

Against the backdrop of the current new micro-video era, both news interview methodologies and content will undergo corresponding transformation and change. In recent years, numerous news journalists have continuously experimented with innovative forms in news interviewing, leveraging micro-video platforms to integrate raw interview materials and data while establishing close interactive communication with news media audiences through these platforms. On this foundation, the comprehensive innovation of news interview models must presently give full consideration to the profound impacts engendered by the micro-video era, transform journalists' conceptual frameworks and philosophies regarding micro-video interviews, and enhance the vividness and appeal of micro-video news content.

### Full Text

## Innovative Thinking and Analysis of News Interview Work in the Micro-Video Era

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**Abstract:** In the current era of micro-video media, both news interview methods and content are undergoing corresponding transformation and change. In recent years, many journalists have continuously experimented with novel forms in news interviews, relying on micro-video platforms to integrate original interview materials and achieving close interactive communication with news audiences through these platforms. On this basis, comprehensively innovating news interview models must fully consider the deep-level impacts of the micro-video era, transform journalists' thinking and concepts regarding micro-video interviews, and enhance the vividness and appeal of micro-video news content.

**Keywords:** micro-video interview; interview mode; Douyin; live commerce; information collection; short video

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The micro-video era has arrived in full force, and the continuous innovation and transformation of media platforms will bring significant challenges to the journalism profession. Traditional news interview work models did not include micro-video production, being limited to simple news content interviews. However, compared with this, news media built upon micro-video platforms and media support will demonstrate entirely new operational characteristics, with real-time communication between media audiences and news publishers becoming much closer. Due to the various levels of impact and disruption from micro-video media, news interview work urgently needs to achieve adjustment and transformation.

## 1. The Necessity of Comprehensive Innovation in News Interview Work in the Micro-Video Era

The fundamental meaning of micro-video technology is the publication of brief video content through virtual network platforms, currently primarily involving Kuaishou, Douyin, and other types of online micro-videos [1]. Compared with other online video production and publishing methods, micro-video approaches possess greater technical advantages, simpler video publishing pathways, a broader range of video publishers, and more diverse micro-video material content. In most cases, network terminal entities that produce and upload micro-videos typically select their own real-life scenes and fragments as basic material for upload. This demonstrates that micro-video platforms have objectively achieved the effect of comprehensively enriching online news production and news material publishing experiences, thereby creating more convenient content publishing channels for video publishers [2].

The micro-video era essentially means that news interview journalists must be adept at transforming their daily work thinking and understanding, implementing new media resource integration and collection measures to present vivid and rich news interview content, stimulating strong interest among new media audiences in news content, and thereby achieving optimal news interview and content editing effects. If journalists continue to use outdated news gathering and writing models, it will result in the waste of valuable time resources during

the interview process and will also be detrimental to generating strong emotional appeal among news media audiences for interview content.

## 2. Main Difficulties Currently Facing News Interview Work

The first challenge lies in the lagging and singular technical means for implementing news interviews. If the journalism profession aims to achieve comprehensive innovation in news interview methods, it must fully rely on the network information platform of micro-video. This is because micro-video platforms possess the unique advantage of real-time news content publishing. Currently, some journalists lack new work thinking for micro-videos, leading to their inability to maximize the use of micro-video tools and media, which severely affects the work efficiency of various news interview stages. Moreover, some journalists will face more severe and complex news interview environments. If journalists do not possess strong network legal awareness, it may lead to the dissemination of false micro-video news, undermining the good environmental order of news interviews and information dissemination [4].

The second difficulty is the singular news interview thinking patterns among many journalists. Singular and outdated news interview thinking fundamentally hinders journalists from achieving comprehensive innovation in news interview work models. At present, certain journalists have failed to fully transform interview content and thinking, resulting in news interview models that fail to gain popularity among broader audiences. Additionally, some journalists are limited to relatively narrow and singular news interview modes, leading to low novelty in news interviews and content publishing, with insufficient interaction and exchange between news audiences and journalists during the interview process.

The third challenge is the lack of innovation in the news interview process and post-production of news micro-videos. Micro-video platforms built on digital means are rapidly achieving promotion and popularization; however, when it comes to the important professional practice field of news interviews, many interview staff are not skilled at using the quick methods of micro-video to produce news short videos and cannot achieve real-time communication effects with news interview subjects. This shows that journalists must comprehensively transform and adjust their understanding, continuously enriching and innovating news micro-video production and processing technical means [5].

Through the above analysis, we can determine that news interview work has entered a crucial stage of comprehensive transformation. To increase the appeal and vitality of news interview content, journalists in the current stage must be adept at using micro-video to gather and write news content, first deeply recognizing the significant impact micro-video brings to their professional methods, and continuously adjusting and innovating their own professional perspectives.

### 3. Innovative Improvement Ideas for News Interview Work in the Micro-Video Era

The basic purpose of news interview work should be to ensure the authenticity of news content and information, fully safeguarding the right of news audiences to know real news content. As an important network transmission medium and tool born in the open and risky virtual network environment, micro-video increases information security risks in various stages of news interviews, affecting the realization of news audiences' most basic right to know. At the same time, the micro-video era objectively allows for real-time and tracking news reporting methods, thus placing higher-level new requirements on journalists' information technology literacy and news interview practice literacy.

Specifically, in responding to the risks and challenges brought by the micro-video era, innovative ideas for news interview work implementation are mainly reflected in the following measures:

#### 3.1 Journalists Should Be Skilled at Using Micro-Video News Interview Implementation Methods

Journalists in the current period need to fully master the basic theoretical technology of micro-video and continuously improve their own information technology professional literacy. Specifically, for on-site interviews of various types of news information and material content, journalists should boldly attempt to conduct micro-video interviews and integrate existing micro-video resources. Moreover, journalists should boldly attempt to transform rigid and monotonous news interview implementation steps and methods, producing news interview content into new micro-video work forms to enhance interactivity with micro-video platform audience groups.

For example, during on-site interviews of agricultural planting technicians, journalists can choose to use the Douyin live streaming platform to conduct news gathering and writing processes, live-streaming the transformation of crop planting effectiveness after agricultural households introduce mechanized planting methods. By sending the above news content to the Douyin platform, journalists can ensure that a broader range of Douyin platform audiences comprehensively obtain news information content, allowing news audiences to deeply appreciate the good technical benefits of agricultural mechanization means in promoting comprehensive income increase for agricultural households, thereby stimulating recognition among news media audiences [3].

#### 3.2 Focus on Selecting News Interview Material Content with Daily Life Atmosphere

The new network information background of micro-video will bring comprehensive technological transformation to the news industry field, while also meaning that news interview personnel must precisely implement daily work processes

under the micro-video model, focusing on collecting daily life news interview content favored by micro-video platform audiences. Only when journalists rely on micro-video means to deliver news interview content with a life-oriented atmosphere can they achieve broader news interview attraction effects, helping news interview content quickly generate emotional resonance and influence among news audience groups.

To achieve the above news interview goals, journalists in the current period must fundamentally achieve comprehensive improvement of their professional qualities, continuously enriching and expanding the connotation of their information technology literacy. For example, based on on-site interviews of sanitation workers' daily labor scenes, journalists should integrate existing news materials into Kuaishou platform news publishing works, using the Kuaishou platform to complete the comprehensive uploading operation process of news information content. Kuaishou and Douyin platforms have very strong appeal to micro-video' s online audience groups; therefore, if journalists can transform interview results into new content and forms of short video news, they can ensure faster and broader news dissemination effects for news video content, effectively enhancing the real-time nature of news dissemination. At the same time, Kuaishou live streaming micro-video platforms with audience interaction nature can also achieve close communication between audiences and journalists, helping to enhance audiences' understanding of news interview scenes and creating new news video material content that is close to people' s real lives.

### **3.3 Rely on Micro-Video Platforms to Assist in Achieving News Interview Goals**

News interview work is not conducted blindly but aims to reflect specific news interview goals. Under these circumstances, journalists should make reasonable choices among various forms of Douyin platforms, Kuaishou platforms, and other information interaction platforms, relying on the above network transmission platforms to present specific news interview goals and assist in achieving news interview objectives. In the current situation, diverse micro-video platforms all have relatively fast news content dissemination advantages, and journalists need to enhance their own discernment ability, being skilled at using micro-video auxiliary means to achieve news interview ultimate goals and win support from broader audiences and fields.

For example, when interviewing and editing e-commerce assistance for agriculture, journalists can choose various types of network live streaming platforms to disseminate micro-video information, fully demonstrating good implementation effectiveness of e-commerce assistance for agriculture. The current live commerce model is rapidly being promoted and popularized, and corresponding live commerce platforms are also quickly showing diversification, mainly including Kuaishou and others. Compared with traditional agricultural product display channels, the virtual platform channel of live commerce facilitates live streamers to contact a larger range of potential product consumers in real time and

has the advantage of intuitively displaying agricultural products' appearance, taste, and other characteristics. The basic characteristic of live commerce is that live streamers rely on network live streaming platforms' real-time interaction methods to display products, guide consumers to purchase, and answer audience questions in all links.

Micro-video can not only display rich and vivid news interview scenes but also play a role in assisting the achievement of news interview goals. As an important e-commerce technology assistance model for agriculture, live commerce is mainly based on the basic theoretical premises of interactive ritual chains, flow experience, and SOR models. Relevant departments need to provide comprehensive support and promotion for the virtual e-commerce assistance for agriculture platform of live commerce. On the basis of current virtual e-commerce live streaming as an important support measure for news interviews, many network news anchors have already taken agricultural products as important targets and objects of live commerce, harvesting good marketing benefits for live agricultural products. Live commerce models must rely on information technology means to build live interaction platforms, using network live virtual channels to communicate with platform audiences, allowing audiences to personally watch product live demonstrations to experience certain product characteristics, stimulating audiences' desire to purchase the above live products, and demonstrating the good value and role of news micro-video in promoting production efficiency improvement in various fields [8].

### 3.4 Choose Novel and Unique News Interview Perspectives

Only by establishing the news interview process on the basis of unique interview perspectives can journalists present brand-new news interview effects for news audience groups, giving new presentations to ordinary news interview content. When journalists integrate and utilize micro-video means, they should continuously achieve transformation and adjustment of news gathering and writing angles, shaping a new professional image through flexible news gathering and writing perspective transformation methods. Journalists themselves need to possess sharp news interview thinking to effectively respond to the challenges of information technology in the journalism profession.

Faced with the challenges of professional innovation brought by micro-video means, journalists must possess novel and unique news gathering and writing perspectives, being skilled at finding unique gathering and writing angles among universal news interview objects. Currently, many journalists rely on Douyin platforms and WeChat platforms to deliver real-time television news and broadcast news content. The above micro-video platforms have good implementation effects in connecting media audiences from different regions, which can fully ensure that news interview content is recognized by a larger range of media audiences. As journalists in the current stage, they must closely integrate with media audience needs, comprehensively and carefully analyze feedback data provided by new media audiences, and thereby achieve the goal of optimizing and

transforming news interview directions.

Journalists should also conduct comprehensive resource integration and utilization of diverse news gathering and writing resources to save cost investment in news gathering and writing processes and news editing stages. Journalists should flexibly choose diverse news gathering and writing forms, closely integrating with the daily work and life states of grassroots people in various fields to formulate news interview perspectives. For example, Douyin platforms can generate relatively strong appeal among young news audience groups, objectively helping news interview content gain popularity among larger audience groups. News interview journalists must correctly understand and judge the current development trends of micro-video platforms, being skilled at using more novel perspectives to enrich news interview content, comprehensively expanding existing news interview angles. They should be adept at real-time capture of vivid scenes from grassroots people's daily lives, flexibly adjusting their own news interview angles, creating news interview models and content with stronger richness, and enhancing audiences' affection and goodwill toward micro-video news content.

Through analysis, it is evident that under the current information technology background, original news interview thinking, interview platform support technical means, and audience interaction methods will all undergo specific changes. As journalists who need to quickly adapt to using micro-video to gather and write news content, they must first deeply understand the significant impact micro-video brings to their professional methods, continuously adjusting and innovating their own professional perspectives in journalism. Meanwhile, news interview journalists should be skilled at integrating and utilizing micro-video platforms to the maximum extent, relying on micro-video platforms to deliver news material content close to people's life scenes, and enhancing real-time interaction.

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

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