

Post-print: A Study on the Guiding Influence of Television News from the Perspective of Media Convergence

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Abstract

Currently, with the continuous convergence and development of various emerging media and traditional media, the new media era has officially begun. In this context, the traditional influence and guiding power of television news reporting have encountered strong impacts and challenges from various emerging media, placing television news media professionals under tremendous pressure. Given this situation, this paper analyzes and explores innovative enhancement and development strategies for television news guiding power from the perspective of media convergence, and proposes several rational recommendations for reference.

Full Text

Preamble

Title: Research on TV News Influence under the Framework of Media Convergence

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Abstract: In the current era, as various emerging media continuously integrate and develop with traditional media, the curtain of the new media age has officially risen. Against this backdrop, the traditional influence and guiding power of TV news reporting have faced strong impact and challenges from emerging media, placing enormous pressure on TV news professionals. In light of this, this paper analyzes and explores innovative strategies for enhancing and developing TV news influence under the framework of media convergence, offering several rational recommendations for reference.

Keywords: media convergence; new media; TV news; influence; news communication; news reporting

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In the new media era, the convergence of various media platforms is accelerating. At present, anyone with a smartphone and internet access can truly become a news interviewer, producer, and disseminator—a “self-media” creator. Under this trend, the traditional “three pillars” of media—radio, television, and newspapers—face tremendous market pressure and challenges, with their audience reach and influence continuously declining, particularly television media. Represented by mobile clients and various emerging platforms, new media is vigorous and 来势汹汹 (surging forward), with its interactivity and timeliness fully satisfying audiences’ diverse needs for news and information. Under this “diversion” effect, traditional TV news reporting must comprehensively innovate and transform, not only maintaining complementarity and integration with emerging media but also learning from new media’ s development advantages and advanced technologies to provide higher-quality TV news programs, enhance its own influence and social impact, and enable TV news to remain invincible in the fierce market competition under media convergence.

1. Analyzing the Current State of the TV News Environment under Media Convergence

Objectively speaking, in the new media era characterized by continuous convergence between traditional and emerging media, the overall transmission speed and promotion scope of TV news have accelerated significantly. This not only enables TV news content to be innovatively developed and promoted across mainstream media exchange platforms and online networks but also allows more audiences to participate in various aspects of news reporting, including clue provision, commentary, and forwarding, thereby creating richer and more diversified communication channels for news guidance work. Consequently, the guidance direction of traditional TV news has gradually advanced with the times, transforming from traditional mechanisms to new media forms. This transformation follows the inevitable law of social media development and represents the general trend for traditional media news reporting in the new media environment. At present, traditional TV news has begun to comprehensively build and construct a new pattern that achieves the integration of “news communication, dissemination, and credibility” in the true sense. On one hand, this

enables complete positioning and reasonable adjustment of TV news work in the new media era to better adapt to developmental needs and effectively upgrade the environment. On the other hand, it allows audiences to pay greater attention to innovative ideological forms of news, truly enabling TV news to occupy the commanding heights and mainstream core position of news dissemination, thereby fully adapting to the new guidance trends under the new media era.

2. Problems and Challenges in TV News Guidance Work under Media Convergence

2.1 Intense Competition from Diverse News Programs Creates Immense Pressure on TV News

A primary characteristic of the new media era is the infinite “inclusiveness” of various media platforms. In this environment, audiences possess a comprehensive virtual “social context” encompassing learning, work, social interaction, entertainment, shopping, and consumption. Undoubtedly, traditional TV news media seeking sustainable and healthy development within this new environment and on new media platforms inevitably face enormous competitive pressure. This pressure originates not only from peers—such as news programs and information reports from radio, newspaper, and magazine media—but also from mainstream portals like Baidu News, Sina News, Tencent News, and Phoenix News, which provide text, video, image, and audio news content. More notably, in the new media era, TV news also faces competition from highly audience-focused platforms such as WeChat, Weibo, Douyin, and Kuaishou. Within this intense competition among diverse news programs and information dissemination, TV news’ s target audience is inevitably weakened, diverted, and compressed, with its influence and attention declining daily, resulting in a corresponding weakening of its guiding power.

2.2 Traditional TV News Guidance Methods are Outdated and Fail to Keep Pace with the Times

Interactivity is undoubtedly another significant feature of news communication and information promotion in the new media era, as well as the most widely adopted information transmission method by emerging media. However, compared with various emerging media such as WeChat, Weibo, and short-video apps, TV news media lack functions like commenting and feedback, resulting in substantially reduced interactivity and maintaining a certain distance from audiences. Simultaneously, most TV news media employ outdated guidance methods in daily news gathering, editing, production, and dissemination. While preserving the objectivity, authenticity, and authority of traditional TV news, these methods are overly rigid, traditional, and monotonous in producing and promoting certain news topics, failing to stimulate audience interest and participation. This leads to a decline in TV news quality and consequently impacts and obstructs its guiding power.

2.3 TV News “Voice” is Weak in an Environment of Massive and Fragmented Information

The new media era has provided audiences with a vast, expansive ocean of information resources and application services. Faced with various media platforms, information content, and program formats, audiences are overwhelmed and can “flow” between platforms, content, programs, and reports at any moment. This new model inevitably leads audiences to gradually demonstrate personalized reading orientations and preferences when selecting news and information, while also enabling them to dialectically view the news information orientation and different perspectives disseminated by major media platforms, including TV news. However, due to the uneven quality of much news and information content, combined with many audiences’ lack of media literacy and discernment ability, they are easily influenced by deviant viewpoints presented in false news and information reports, leading to extreme language and behavior that creates various negative effects. Within this information “ocean,” TV news media face audiences with strong discernment consciousness, obvious autonomous selection trends, and intensified group polarization effects, making them highly prone to the problem of “weak voice.” That is, TV news’ s due “voice” and guiding power are quickly covered and masked by emerging media, or TV news’ s appeals to audiences produce only superficial, “dragonfly skimming the water” effects without generating powerful and repetitive high-quality dissemination. This situation is extremely disadvantageous for TV news media, whose main task is to guide society. In the new media era, how to comprehensively enhance TV media’ s “voice” capability and enable it to regain its dominant position in social guidance has become an important issue that all TV news media workers must seriously consider and carefully explore.

3. Strategies for Innovatively Enhancing TV News Influence under Media Convergence

3.1 Journalists Must Accurately Grasp the “Entry Point” for TV News Reporting

In the new media era, TV news reporting undoubtedly bears greater pressure and social responsibility. Traditional TV news reporting has been a crucial channel for the public to understand current affairs and people’ s livelihood dynamics. Therefore, traditional TV media must possess a rational and scientific work system, and journalists and staff must have high political consciousness and news literacy. They must be able to select and identify the most representative news topics and clues that are closest to people’ s lives and represent social hotspots in their daily work, conducting precise and comprehensive TV news reporting. They should conduct in-depth excavation and interpretation of high-quality news information and topics, enabling audiences to understand the latest news developments through TV news programs. To maintain high standards of TV news influence and guiding power while consistently dissem-

inating positive social energy, TV media journalists must possess sharp news insight and accurate news judgment, enabling them to quickly identify the correct “entry point” for various news reports. This allows them to conduct rich, comprehensive, and in-depth reporting and promotion of various news topics in a targeted manner, producing higher-quality news works that can effectively lead correct social direction, promote mainstream political themes, and uphold positive social values.

3.2 Innovatively Enhancing TV News Influence with “Marketing Thinking”

Broadly speaking, “marketing” originally belongs to a commercial concept, typically referring to the precise “positioning” of target markets and consumers, using various valuable and personalized high-quality products and services, carefully packaged and promoted through advertising and other means to stimulate consumer behavior. It aims to make consumers develop strong dependence and trust in the brand after consumption. Marketing concepts place great emphasis on individual value, market segmentation, target positioning, and product promotion, with careful planning of every link from market segmentation to brand shaping, all centered on “consumers.” In the new media era, media convergence has created a major challenge for traditional TV news work: how to thoroughly transform the traditional self-centered, didactic, and generalized news work philosophy and guidance methods, and truly achieve coordination between online and offline operations to comprehensively innovate more personalized, enriched, and people-friendly news content and works, thereby comprehensively improving the efficiency and quality of integration between TV news and various new media. In today’s increasingly “white-hot” market competition environment, TV news is, to some extent, also a “product” or a “service.” Only when TV news content and reports gain recognition and acceptance from “consumers” (the audience) can they truly lead direction, fully realize their communication value, and form influence. In view of this, TV media journalists should innovatively introduce “marketing thinking” into daily TV news gathering, editing, production, and dissemination. They should conduct surveys and research on audience opinions and feedback regarding their news program types, values, characteristics, and attention levels, combining different audience hobbies, needs, and interests to determine a relatively clear and concrete “audience group.” This enables them to provide personalized, high-quality news content and information in a targeted manner. For instance, during the innovative promotion of news programs, it is essential to “package” the program’s opening, style, and scenes while leveraging current new media platform topic marketing strategies and advanced promotional techniques to gain the attention and recognition of the target “audience group.” This truly demonstrates the unique competitive advantages of TV news programs on new media platforms and subtly maximizes the guiding efficiency of their news reports.

3.3 Carefully Produce High-Quality News Content with Advanced Concepts

The new media era still requires traditional news reporting to uphold the principle of “content is king.” To comprehensively enhance their guiding power and social influence in the new media era, TV news media must devote all their energy to carefully producing high-quality news reporting programs and content with advanced concepts. They should deeply excavate the profound ideas and values embedded in various news reports, further sublimating the news themes to enable TV news reporting to truly reflect social phenomena, resonate with audiences, and connect with people’s hearts. For example, CCTV’s traditional news brands such as *Xinwen Lianbo*, *News 30 Minutes*, *Morning News*, and *Focus Interview* have continuously innovated and developed in recent years. By integrating various new media reporting concepts and communication methods, these programs not only provide audiences with high-quality news content daily, covering national affairs, international news, people’s livelihood information, cultural and sports education, military research, finance, agriculture, and multiple other fields but also consistently ensure the highest content quality standards during news production and broadcasting. They demonstrate the profound thinking of journalists during interviews, showcase news value and correct guidance direction, and promote mainstream social themes. Meanwhile, these high-quality news programs also focus on narrowing the distance with audiences by closely connecting the main content of various news events with the daily lives of people nationwide. Through high-quality news commentary and guidance, they provide audiences with corresponding official Weibo accounts, WeChat public platforms, and various App platform public accounts, enabling audiences to express their views and opinions on various news topics and making news reporting more persuasive, influential, and supportive. Through these case analyses, it is evident that only by continuously improving TV news content quality, producing and disseminating various news items under innovative work concepts, and enhancing interactivity with audiences can TV news ensure more accurate direction and stronger guiding power, making overall social development more harmonious and stable.

3.4 Traditional TV News Media Should Join Hands with New Media Platforms to Create Shared Success

In addition to the three effective strategies mentioned above, traditional TV news media under the framework of media convergence should also actively cooperate with various new media platforms to jointly create a new situation and brilliant achievements in the new media era. Objectively speaking, although emerging media have developed rapidly in the new media era and created significant impact on traditional TV news, TV news is not in a completely adversarial or competitive “opposition” relationship with news reporting and dissemination on various new media platforms. By comparison, online media, short-video app platforms, and WeChat/Weibo public accounts possess high-level, high-quality

new media editing teams and relatively large young audience groups. In contrast, traditional TV media's advantages lie in their massive audience scale, extremely high platform visibility, excellent reputation, and—most importantly—unparalleled guidance capability and authority. Both sides exhibit strong complementary characteristics, which will inevitably become the core driving force for comprehensive cooperation and win-win collaboration between TV news media and various new media news platforms. This requires TV news media to actively initiate cooperation with various new media news platforms in program formats and promotion methods. TV news media can provide excellent news works and program content for various new media platforms and can also fully leverage new media platforms' information resource advantages and technological strengths for comprehensive promotion, publicity, and expansion. This enables TV news guidance work to comprehensively expand and penetrate into various new media fields, collaborating and joining hands with new media to carry out supervision and guidance work. This excellent collaborative approach will inevitably produce extremely important driving significance for purifying the social environment and creating a favorable social atmosphere and media development space in the new era.

Conclusion

In summary, the path to innovative enhancement and development of TV news influence under media convergence is “long and arduous.” Traditional TV media journalists must continuously explore, research, and reflect in their daily work, actively seeking more scientific and rational guidance strategies and methods. They must accurately grasp and control the general direction of society, promote political mainstream themes, uphold positive social energy, and strive to elevate the overall quality and level of TV news reporting in the new media era to a new height.

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

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