

## Postprint: Reflections on Upholding Fundamentals and Innovating in TV News Anchors' Media Consciousness in the 5G Era

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### Abstract

The rapid development and widespread application of 5G technology have accelerated advancement across various professional sectors in society, with the television news anchor media industry being no exception. Under the continuous promotion and deployment of 5G technology, television news media development has entered a new phase characterized by big data integration, intelligent sensing, and virtual reality, exerting profound influence on the television news anchor profession—replete with opportunities yet fraught with challenges. Whether contemporary television news anchor media possess the consciousness to uphold fundamental principles while pursuing innovation, thereby facilitating rapid adaptation to the new era of high-speed development ushered in by 5G technology, has become a critical issue for the industry to contemplate. This paper primarily analyzes the consciousness of television news anchor media, examines the main characteristics of the media industry from a 5G perspective, and further explores the necessity and practical significance of upholding tradition while fostering innovation in television news anchor media consciousness within the 5G era.

### Full Text

#### Preamble

**Title:** Reflections on Innovating Media Consciousness for TV News Anchors in the 5G Era While Preserving Core Values

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**Abstract:** The rapid development and widespread application of 5G technology have propelled advancement across various professional domains, and the

television news anchoring industry is no exception. Supported by continuous 5G deployment, television news media have entered a new stage characterized by big data integration, intelligent sensing, and virtual reality, profoundly impacting the TV news anchoring profession with both abundant opportunities and significant challenges. Whether contemporary TV news anchors possess the consciousness to innovate while preserving core values, enabling them to swiftly adapt to this new era of rapid development led by 5G technology, has become a critical issue for the industry. This paper examines the media consciousness of TV news anchors as its central theme, analyzing the main characteristics of the media industry from a 5G perspective and further exploring the necessity and practical significance of innovating TV news anchor media consciousness while upholding fundamental principles.

**Keywords:** 5G technology; TV news anchor; media consciousness; innovation while preserving core values; AI anchor; ACG culture

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The advent of the 5G era heralds the official opening of the seventh information revolution—a new intelligent era characterized by big data integration, intelligent sensing, and virtual reality that will enter people' s lives, while the entire development pattern of the media industry undergoes disruptive changes, with information resources becoming massive and market competition among media industries intensifying. In this context, emotional communication and scenario-based communication will occupy important positions in future communication fields. Compared with traditional mainstream media such as television news and radio, the arrival of the 5G era will further expand the advantages of emerging media. The reestablishment of new media order and the integrated development of various media functions will compel TV news anchor media consciousness to innovate while preserving core values, as this is the only path to achieve media convergence. Therefore, this paper analyzes the main characteristics of the media industry from a 5G perspective and further examines the necessity and practical significance of innovating TV news anchor media consciousness while upholding fundamental principles.

# 1. Overview of Main Characteristics of Media Industry in the 5G Era

## 1.1 Vibrant Media Industry

The advent of the 5G era has, on the one hand, profoundly impacted the structure and operational mechanisms of traditional media, and on the other hand, infused the media industry with vitality. This is because 5G technology enables universal participation in broadcasting, effectively increasing the dynamism and market competitiveness of the media industry. Furthermore, the media industry serves not only as a transmitter of social information but also as an important representative sector in international comprehensive national power competition. Maintaining vitality is essential for enhancing China's comprehensive national strength and providing a sound information environment. Prior to 5G deployment, high technical barriers in the media industry limited broadcasting work to professionals, preventing the industry from replenishing its talent pool and causing it to lose vitality due to human resource shortages.[1] However, under the 5G framework, reduced technical barriers allow universal participation in media work, ultimately transforming it into a vibrant people's industry.[2]

## 1.2 Urgent Need for Transformation of Media Consciousness

The rapid development and popularization of 5G technology have fundamentally transformed how people access information, shifting media from mass media dominance to social communication applications as the leading force. This has gradually formed a communication system that uses interpersonal relationships as channels and social application platforms as important carriers. Evidently, the information dissemination system has undergone certain changes in the 5G era.[3] In this context, traditional media practitioners must abandon conventional information concepts, reform media consciousness, establish Internet thinking, and gradually strengthen people-oriented news interaction awareness, audience participation awareness, and innovation consciousness. Only in this way can media professionals adapt to the series of adjustments brought about by innovative development in the 5G era, effectively meeting audience information needs and capturing their attention. For instance, People's Daily has established a presence on popular youth-oriented social platforms such as TikTok and Kuaishou, primarily through short video news, making it one of the most beloved media accounts among young people. Concurrently, to cater to young people's interests, People's Daily has launched an AI creation platform and AI virtual anchors, which have received widespread recognition and welcome from youth. This demonstrates that in the 5G era, only through consciousness reform coupled with technological advancement can the media industry progress correctly along the path of innovation.

### 1.3 Blurring of Media Boundaries

With the popularization of 5G, traditional television media systems will be reduced to content production units, while transmission and reception systems gradually merge completely with new media.[4] Therefore, it is believed that in future development, driven by new technologies such as the Internet of Things and cloud technology, the media industry will gradually enter an era of ubiquitous media. The media industry, which previously had clear boundaries with non-media industries, will be profoundly affected, and these boundaries will gradually disappear. Based on the current media landscape, the popularization of social communication platforms and the rapid development of self-media have continuously lowered entry barriers to the media industry, enabling universal participation in broadcasting.[5] Additionally, the increasing number of channels for obtaining information and the growing autonomy in information acquisition have given people more choices when consuming media content.[6] Consequently, media boundaries are becoming increasingly blurred.

## 2. Necessity of Innovating TV News Anchor Media Consciousness in the 5G Era

### 2.1 Transition from TV Thinking to Internet Thinking

In the 5G era, Internet penetration will further increase, and correspondingly, so will the number of netizens. This demonstrates that Internet development contains enormous potential. Therefore, traditional media should seize the opportunities presented by the Internet, accelerate integration with emerging media, and transition from TV thinking to user-centric, experience-oriented Internet thinking to meet audience demands for diversification and personalization, thereby breaking the shackles of traditional TV media thinking.[7] This transition in thinking is mainly manifested in two aspects: modes of expression and communication methods/pathways. First, regarding modes of expression, *Xinwen Lianbo* (News Broadcast), as the most important TV news program in the official public opinion arena, has launched the short video column *Anchors Talk About the News* to effectively capture young people's attention. After comprehensively understanding how contemporary youth access information, the program uses popular Internet language favored by young people to convey major national affairs through storytelling, while enabling comment services to facilitate interaction between audiences and official media, allowing official media to accurately and timely grasp users' real needs and improving the effectiveness and relevance of information dissemination. Second, regarding communication methods and pathways, small mobile screens have replaced traditional large TV screens, and social platforms have replaced professional media. This illustrates that in the 5G era, traditional TV media must establish Internet thinking based on an understanding of convergence media development patterns, recognizing that emphasizing integrated development is the correct path for long-term growth.

## 2.2 Transition from Omnimedia Anchor to AI Anchor

Before the emergence of AI anchors, traditional media anchors often juggled multiple roles, including on-air broadcasting, hosting, interviewing, and backstage planning. Consequently, omnimedia anchors typically became versatile generalists in media work and gradually evolved into important drivers for expanding traditional media influence and increasing user stickiness. Following the official launch of 5G technology research and development, AI anchor research also commenced. As early as 2018, Xinhua News Agency and Sogou jointly launched the world's first AI synthetic anchor, which primarily uses multiple cutting-edge technologies such as facial keypoint detection and lip-reading recognition to generate AI models indistinguishable from real humans. After its launch, it was quickly deployed on a large scale in news reporting, optimizing news content production processes, significantly improving resource utilization efficiency, and effectively enhancing the economic benefits of the media industry.[8] Currently, although AI intelligent anchors can replace humans in broadcasting work, deep interaction and impromptu news commentary still require human involvement, which determines that omnimedia anchors and AI intelligent anchors will coexist for a considerable period in the development of the media industry.[9]

## 2.3 Transition from “Elite Culture” to “ACG Culture”

Under the premise of rapid Internet development and popularization, various forms of niche cultures have gradually entered the lives of online users, directly breaking the mainstream media's “elite culture” transmission pattern and reestablishing a mass culture pattern for mass media. Supported by rapid network technology development, the emergence of virtual worlds has allowed “ACG culture” to gradually develop into mainstream culture among young demographics. From a certain perspective, the thinking patterns of these young people differ from traditional TV media personnel, and they represent the primary audience for the future media market. This determines that their content consumption preferences must be taken seriously to sustain the continuous development of media innovation. For media professionals, the transition from “elite culture” to “ACG culture” does not signify the decline of the media industry but rather represents a critical juncture on the development path of the media industry in the 5G era. The important choice facing traditional media industry development is whether to pursue integrated development or isolation. Generally speaking, a media organization that truly gains audience recognition is not one that dominates communication initiative through one-way transmission, but rather one that interacts with audiences, engages in two-way communication, and accepts feedback. In the 5G era, only through continuous innovation and building its own cultural brand can media achieve long-term development.

### 3. Analysis of Innovation in TV News Anchor Media Consciousness in the 5G Era

#### 3.1 Strengthening Identity Consciousness

The rapid development of omnimedia has brought disruptive changes to media structure and communication methods. Omnimedia refers to an environment where, in the new media landscape, everyone can become a publisher, disseminator, and receiver of news information, and everyone has the right to make impromptu comments on news, which significantly increases the difficulty of public opinion work for journalists. Consequently, in this new media environment, the importance of TV news anchor identity consciousness has become increasingly prominent, requiring media personnel to establish and consolidate correct socialist news values, consciously abide by journalistic ethics, continuously strengthen social responsibility awareness, and serve as disseminators of the Party and state's policies and guidelines. This represents both the important mission entrusted to TV news anchors by the omnimedia era from a 5G perspective and their identity value and social responsibility.[11] Therefore, TV news anchors in the 5G era must continuously strengthen their identity consciousness, steadfastly maintain their professional identity, fulfill their role as disseminators of national policies and guidelines, and promote social progress and development.

#### 3.2 Concept of “Everything as Media”

Against the backdrop of 5G technology development and popularization, the original media structure has been disrupted, communication methods have undergone revolutionary changes, and various intelligent objects have integrated and developed with new technologies. China's media industry has gradually evolved from a human-dominated media form into an intelligent media era of “everything as media.” Correspondingly, TV news concepts and professional categories have also changed under the 5G perspective, specifically including the integration of news-based and audience-based perspectives, new concepts of public journalism, etc.[12] In this context, TV news anchors have begun to engage with the Internet and mobile clients, not simply to expand communication platforms, but to enter the virtual world through Internet and mobile client interfaces for real-time interaction with news audiences unrestricted by time or space. In the processes of news release and dissemination, TV news anchors should assume the responsibility of public opinion guidance based on neutral reporting, actively intervening in the negotiation and resolution of social issues in specific news activities. Through effective news broadcasting, anchors should enhance the public's ability to access news information while helping them find effective solutions when facing social problems, guiding the public on how to correctly understand social issues rather than merely observing them.

### 3.3 Correctly Grasping Mainstream Orientation in Virtual Space

In the 5G era, everyone's existence will be anchored through digital nodes, and the data generated by individuals can locate their specific positions in the network's virtual space. The rapidly changing technical characteristics of 5G have reestablished the relationship between people and media, while the instantaneous holographic features of communication technology have broken the temporal and spatial limitations between reality and representation. When connecting virtual and real spaces in news communication, the primary task for TV news media professionals is to open up communication channels between these spaces, using the virtual space to disseminate news information from the real space. In this process, because virtual space possesses virtuality, public opinion guidance becomes crucial when disseminating news information within it. Only by correctly grasping the mainstream orientation in virtual space can the communication function of virtual space be effectively realized when connecting the communication channels between virtual and real spaces, thereby expanding the proportion and influence of mainstream cultural ideologies such as socialist core values. Only in this way can television media maintain high credibility and influence in the 5G era, meet the demands of the times, and provide better services for society and the public.

In summary, under the 5G era backdrop, the important foundation for achieving sustainable development in TV news media lies in realizing three transitions: from TV thinking to Internet thinking, from omnimedia anchor to AI intelligent anchor, and from "elite culture" to "ACG culture." Therefore, it is essential for TV news anchor media consciousness to innovate while preserving core values. Only through such innovation can TV news media occupy an advantageous position in an era of shared resources and similar platforms, achieve victory in competition, and realize sustainable development.

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

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