

## Postprint: Television News Production in the Context of Media Convergence

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### Abstract

With the advancement and widespread proliferation of Internet information technology, domestic television news production has faced significant disruption. New media is characterized by strong timeliness and extensive data acquisition scope—capabilities unattainable by traditional television news media. In the convergence media era, television news production has achieved new breakthroughs, with broader coverage rendering the production process more comprehensive. Within this environment, expanding the scope of television news production and enhancing innovative thinking represent key developmental priorities for the new era, injecting new impetus into the development of the domestic media industry.

### Full Text

#### Preamble

**Journal:** ChinaXiv Cooperative Journal

**Title:** Exploring TV News Production in the Context of Media Convergence

**Abstract:** With the advancement and popularization of Internet information technology, domestic TV news production has faced significant disruption. New media features strong timeliness and broad data acquisition capabilities that traditional TV news media cannot match. In the era of media convergence, TV news production has achieved new breakthroughs, expanding its scope and making the production process more robust. In this converged media environment, how to broaden the scope of TV news production and enhance innovative thinking has become a key focus of development in the new era, providing new impetus for the growth of China's media industry.

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TV news itself possesses strong authority and impartiality, serving essential functions of public opinion guidance and event reporting. Influenced by these characteristics, the acquisition channels for TV news production content must continuously expand, while production sophistication and team professionalism require constant improvement. With the development of network technology and the arrival of the media convergence era, news communication carriers and channels have multiplied, requiring TV news production to adapt accordingly and promote innovative sharing in news broadcasting. This article conducts in-depth reflection and exploration on TV news production within the media convergence environment.

## 2. Characteristics of News Communication from the Perspective of Media Convergence

At the fourth meeting of the Central Leading Group for Comprehensively Deepening Reform, the “Guiding Opinions on Promoting the Integrated Development of Traditional and Emerging Media” was adopted, providing new policy foundations and development direction for news media. This involves leveraging the momentum of media integration, highlighting the importance of content and technology development, and creating mainstream media with diversified forms, high competitiveness, and scientific methods.

### 2.1 Diversification of Data Carriers

With Internet advancement, the ways for the public to access news have become increasingly diverse. While traditional media such as newspapers and broadcasting were previously used for news dissemination, people can now learn about the latest news through new media platforms like WeChat and Weibo. Data carriers are no longer simple but have become diversified.

### 2.2 Massive Growth of Data Resources

The in-depth development of Internet technology has placed society in an era of data explosion, where many individuals can publish information online. However, inadequate supervision on some platforms leads the public to encounter numerous contents of questionable authenticity. With the increase in data resources, media professionals must strictly vet and organize these resources, verify their accuracy, and utilize their professional expertise to edit and arrange

the content before presenting it to audiences in the most direct and effective manner.

### **3. Challenges Facing TV News Production from the Perspective of Media Convergence**

The advancement of market economy and technology has led to the emergence of various new media forms in people's lives, providing audiences with multiple channels and methods for accessing news. Traditional TV media construction has faced tremendous impact and constraints, with program ratings continuously declining, which greatly affects the development and progress of TV news undertakings.

#### **3.1 New Media's Impact on TV News**

The development of mobile media has enabled faster online communication, more convenient data access, and stronger interactive capabilities, which has constrained TV media's news editing, production, and dissemination to a certain extent, limiting its development in the new era.

#### **3.2 Decline in TV News Broadcasting Standards**

The specific broadcasting standards of TV media are significantly influenced by the pace of the times and whether news events can be delivered to the public promptly. Due to the accelerated pace of modern life and shifts in people's primary news acquisition channels, the news production and broadcasting standards of TV media have continuously declined, imposing substantial constraints on its development and adversely affecting important news production.

#### **3.3 Lack of Novelty in News Materials**

In traditional TV news production, the primary selection has been typical news categories from daily life, resulting in a lack of breadth and novelty in news material selection. This has significantly constrained TV news production, preventing news output from achieving effective popularization and transmission among the public, and gradually leading to TV news being undervalued in society.

#### **3.4 Talent Shortage**

In the new era, during the reform and development of television stations, it is essential to prioritize strategies for talent cultivation. Failure to address talent issues will result in a severe shortage of creative elements, making it difficult to achieve desired reform outcomes. Media convergence, leveraging the advantages of Internet information systems, can effectively cultivate new-era composite talents to meet the general trend of television station reform and development, addressing the current situation of low overall quality in program production

processes and practitioners. Most television station employees lack innovative consciousness, making it difficult to meet specific development characteristics and hindering the promotion of stable economic and social development.

## 4. Improvement Strategies for TV News Production from the Perspective of Media Convergence

In the process of modern TV news production, the influence of various new media within the converged media landscape presents significant challenges. The reintegration and enhancement of TV media's news production becomes particularly crucial, as this can not only promote the continuous and sound development of traditional TV news production but also better disseminate and transmit its distinctive features in society.

### 4.1 Integrating Internet Concepts into TV News Program Material Planning

TV news production that follows the traditional sequence of gathering news materials first and then editing and producing them will see news timeliness gradually diminish during the production process, undermining the promotional value of TV news. A key characteristic of media convergence is its fast dissemination, numerous hot topics, and large audiences. By embracing media convergence concepts and trends from the very beginning of TV news program planning, the breadth and watchability of TV news programs can be significantly enhanced. Program planning that highlights media convergence features has become an essential path for TV news program production in the new era. For instance, our station's people's livelihood news programs such as "Xiaodu Zero Distance," "Zero Distance Concern," and "Xiaodu News Broadcast" have successfully applied media convergence planning concepts through revision, achieving satisfactory results in program production, presentation, and ratings.[1] These news TV programs are closely integrated with all media, highlighting media era characteristics in their program missions, emphasizing news reading, and sharing life experiences. In terms of program segment planning, they incorporate world news, Internet resources, mobile phone snapshots, and user-generated content. Regarding the acquisition of people's livelihood news content, participation comes not only from our station's TV news editors, directors, and journalists but also from the integration of resources from Internet platforms such as Tencent and Youku. Through more down-to-earth program planning, TV content materials are no longer narrowly limited; Weibo, WeChat APP, and email are all utilized, creating strong chain reactions for news programs and enabling in-depth news coverage. This brings TV program planners, producers, and the public into closer contact, truly realizing people-oriented TV news planning that meets the diverse and grassroots needs of multimedia audiences.

## 4.2 Integrating Internet Resources into TV News Gathering and Creation

TV news gathering and creation constitute the core of TV news production. Traditional TV news gathering primarily relied on hotlines, broadcasting channels, news publications, and frontline journalists stationed at various news beats. While this ensured news accuracy, it compromised news timeliness and increased TV news editing costs. Following the trend of media convergence, gathering popular articles from Internet news resources can reduce TV news gathering and production costs while enabling repeated interpretation and multi-angle excavation of news materials. In this regard, TV news depth can be significantly enhanced, though it is essential to distinguish news value and authenticity. Authoritative and valuable Internet news resource channels mainly include various professional news websites, high-traffic video websites, and various self-media and social media platforms with high discourse power that can extensively repost and preserve TV news program content for extended periods.

For instance, Anhui Radio and Television's "Daily News Report" has transformed its news gathering and production from a journalist-centered approach to obtaining news resources from online partners and new media channels. Relying on network-station linkage and collaborating with renowned video websites, the program delves deeply into news materials, shortening the distance between the program and the public.[2] For serious news program gathering and production, authoritative news networks serve as material platforms, with channels such as China News Network, Tianshan Net, and Toutiao opened as primary resource collection pathways for flagship news program modules. Entertainment news program gathering and production establishes "Youku Special Sections" based on video websites. Current affairs and people's livelihood news focus on listening to the voices of the public and relevant notable figures, adopting the "social platform" model to conduct in-depth coverage of first-hand news materials from daily life and important issues concerning people's livelihood systems.

## 4.3 Incorporating Advanced Methods into TV News Production through Media Convergence Technology

The converged media society has brought not only ideological innovation and expansion to TV news production but also tremendous technological influence on the development of TV news production. In recent years, particularly regarding national radio and TV news program promotion, more dazzling effects and more intelligent presentation modes have become common, driven by technological innovations in news production models supported by media convergence technology.[3] Currently, data journalism and intelligent robot news based on AI technology have gradually appeared on TV screens, moving TV news production and promotion away from traditional behind-the-scenes processing toward new forms of news production and promotion characterized by visualization, effectiveness, automation, and informatization.

In terms of TV news presentation space, namely studio construction and planning, the broadcasting format centered on physical studios with virtual studios as supplementary has gradually become a prevailing trend. Based on the integration of virtual and real elements, browsing and retrieving TV news has become more convenient, achievable through gesture operations. The 3D stereoscopic images projected in virtual studios have also provided TV news program hosts with more open creative presentation spaces. For example, the program “Narrating a Community with a Shared Future” relied on technical models such as 3D modeling information statistics, human-computer interaction, and synthesis systems to excavate over 30 sets of big data that could be transformed into program videos.[4] This big data encompasses important news materials from many aspects, enabling panoramic representation of the “Belt and Road Initiative.” Through program information databases, various news materials contained in programs can be extracted and shared, adopting multi-channel release and intensive content compilation models. Utilizing multimedia hierarchical broadcasting, the accuracy, depth, and integrity of program news have been significantly improved, and program promotion quality has become more ideal.

#### **4.4 Disseminating Positive Energy in Public Opinion**

Therefore, media should serve as a bridge connecting the public and the government. Media planners must establish a “people-oriented” concept, actively introducing government service policies while also listening to the voices of the people, helping them express themselves so that many can hear the inner thoughts of ordinary citizens. When broadcasting news content, media should adhere to disseminating positive energy, excavating people and events that are rich in contemporary spirit, represent mainstream society, and enjoy broad recognition. They should use more accessible and popular methods to conduct effective publicity and ideological work, firmly grasp conceptual innovation, fully utilize new technologies, and innovate media communication methods through new applications to transmit positive energy.

#### **4.5 Enhancing News Communication Team Building Capacity**

The thinking of news communication team members must advance with the times, earnestly study and comprehend policies and guidelines, and develop accurate news perspectives. They should confirm the service nature of media, start from fundamental interests, serve the overall situation, follow correct political directions, and strive to provide the best possible news service.

#### **4.6 Adopting Scientific Reporting Methods**

News production must not operate in a state of blind conformity. It is necessary to adopt independent investigation methods to document event details thoroughly; otherwise, untrue reports will mislead the public. Today, various reports significantly impact people’s lives, so editors and producers must update their reporting concepts to enable the public to have accurate understanding of

sudden events. Additionally, reporting methods should become more diversified, and the seriousness of news broadcasting should be comprehensively transformed by incorporating entertaining elements. For people' s livelihood news, for example, actors may be employed to recreate event backgrounds, which is more explicit than oral narration and requires news anchors to be more down-to-earth.

Furthermore, news production must not follow a herd mentality. The accuracy of a news manuscript must be guaranteed, as lacking any essential element prevents it from being a complete news story. Broadcasting forms should become more diversified, with each self-media terminal able to receive messages, enabling simultaneous online and offline reporting that expands TV news coverage. TV news can also achieve three-dimensional reporting, forming good communication with the public and transmitting correct values.

## Conclusion

In summary, TV news media plays an irreplaceable role for the general public. The TV news production process must integrate with current social development, providing resources for new media transmission channels and modes, improving the ability to gather and organize news materials, significantly enhancing the transmission quality and efficiency of TV news media, creating news content that meets the demands of the times, elevating public news awareness, highlighting the significance of TV news production, and ensuring that traditional TV news is presented to the public in a timely manner.

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

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