

On the Innovative Development of Television News Programs (Postprint)

Authors: Shi Lindan

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Abstract

Under the new circumstances, China's socio-economic development level has been significantly enhanced, and the application of high and new technologies has transformed development models across various social industries. With the widespread adoption of information technology, its formidable capabilities in information integration and dissemination have exerted tremendous impact on the traditional media industry. Against this backdrop, the transformation of development models is imperative; within the contemporary media industry, future development must prioritize addressing the application of high and new technologies. Under the current media landscape, news programs must pursue self-development and breakthroughs while innovating operational modalities to foster long-term development.

Full Text

Abstract and Keywords

Abstract

In the new context, China's socioeconomic development has reached a significantly elevated level, and the application of high-tech technologies has transformed development models across social industries. The widespread adoption of information technology, with its powerful capabilities for information integration and dissemination, has delivered a tremendous impact to traditional media industries. Against this backdrop, transforming development models has become imperative. Within the current media landscape, future development must focus on the application of high-tech technologies. Television news programs must seek their own development and breakthroughs while innovating operational forms to ensure long-term growth.

Keywords: Television news programs; Innovation; Development

Introduction

News programs constitute a vital component of China's media and communications industry and serve as an essential channel for citizens to access information. Since entering the new era, China's technological development has advanced rapidly, and the widespread application of modern information technology has profoundly impacted traditional television news programs. Influenced by the formidable information integration and dissemination capabilities of modern information technology, traditional television news operation models can no longer adapt to contemporary developmental needs. Consequently, seeking innovative development for news programs has become essential.

1.1 Impact on News Programs Under the New Development Situation

With the deepening of the information technology revolution, modern information technology has exerted a profoundly important influence on our lives. As internet technology has become popularized and applied, the information age has arrived. Against this backdrop, information spreads more rapidly and efficiently. Leveraging internet technology, an increasing number of new media platforms have emerged and developed. In the new media era, people living and working in a fast-paced environment can only selectively watch programs they understand when faced with complex online information sources. The convenience and interactivity of new media have gradually made people favor this new model, while traditional television news lacks convenience and close connection with people's lives. Consequently, traditional television news programs face enormous challenges, with some programs even having exited the historical stage. Evidently, only by cultivating a loyal fan base can news programs enhance their influence and attention capacity.

The purpose of news programs is to enable viewers to understand the complete picture of events through descriptions and the collection of audio and video from the scene. If video content is rearranged and recombined utilizing the advantages of internet technology, new media dissemination becomes more flexible and diverse, and news program presentation becomes more diversified, making it easier to convey event details to audiences. The role of new media is not merely to give news programs a new look; more importantly, it has unprecedentedly impacted overall news production. Through network platforms and related apps, online news spreads faster and presents more diverse forms, thereby attracting greater audience attention. Furthermore, compared with traditional media, new media platforms are more open and diverse, enabling communication between audiences and news programs and creating a better atmosphere—something that traditional one-way television news programs cannot match. Under such background and competitive pressure, television news programs must innovate their development forms and transform their development models by integrating traditional television media with modern information technology to promote sustainable development.

1.2 Challenges in News Dissemination

From the perspective of business models, television news media, due to their long-standing development, have gradually formed fixed patterns. These operation models have become industry norms but also resemble giant entities unable to keep pace with information age transformations. This manifests as single business models, insufficient innovation and creativity, and shrinking audiences. More importantly, these models entail excessively high operational costs and long production cycles. News cannot achieve the rapid reporting and instantaneous dissemination that new media offers when journalists discover hot topics, resulting in a lack of timeliness.

Regarding advertising distribution, the primary funding for this operation model relies on commercial advertising, which generates considerable revenue. This advertising effectiveness depends on attracting sufficient audiences and increasing purchase volumes. In the past, advertising distribution was singular, only possible through television broadcasts. Today's situation has changed dramatically. With the rapid development of internet technology, advertising distribution models have diversified, allowing advertisers to select suitable platforms for their ads based on data such as age composition and gender ratios of new media followers.

Consequently, television media finds itself in a difficult dilemma: shrinking fan audiences lead to reduced advertising market share and decreased revenue. Continuing down this path, reduced income further restricts television program development, and news programs are no exception. In news dissemination, unable to compete with new media, traditional radio and television media must continuously innovate and develop.

2.1 Narrow Audience Reach

Regarding the current status of television news programs, narrow audience reach represents a widespread problem in their development process. With the development and advancement of modern information technology, the internet has become an important channel for people to obtain information. The convenience of new media technology can maximally break through temporal and spatial constraints, satisfying audience demands for information access. Compared with new media, television news programs are more fixed in terms of time and location, and their audience primarily consists of middle-aged and elderly groups with weaker internet application capabilities. However, as new media platforms such as WeChat and Weibo have become popularized, middle-aged and elderly groups have also entered the information age, representing another important reason for the massive loss of television news program viewers.

2.2 Lack of Specialized Talent

For traditional television news programs, talent constitutes a crucial factor for improving program quality. However, as internet technology has become popu-

larized, the influence of television news programs has gradually weakened, leading to problems in funding operations. This has seriously hindered the recruitment of innovative talent by television news programs. Modern television news programs impose high requirements on talent; personnel must not only possess professional capabilities in news editing and production but also maintain a long-term vision by closely integrating market demands and news development trends. In the current production and development process of television programs, there exists a relatively serious problem of outdated thinking. Many television program production concepts lag behind, and forms exhibit certain problems, manifesting as unclear objectives during production, relatively chaotic editing processes, overall lack of innovative models, and sometimes overly formalistic, rigid, and monotonous copywriting that cannot satisfy contemporary audience demands for novelty and timeliness in television programs.

2.3 Insufficient Innovation Consciousness in Program Production

For television news programs, innovating development forms is essential to escape their current predicament. However, in the production process of most current television news programs, there exists a serious problem of insufficient innovation consciousness, primarily manifested in singular forms and outdated content.

Under the progress of the times, compared with internet news programs in terms of novelty, television news programs appear relatively dull and outdated, struggling to attract audience attention. More people choose to obtain news online. In fierce market competition, although current television programs have made certain changes to better adapt to audience demands, the reform efforts remain insufficient, resulting in a gap between current television program content and audience expectations. For instance, audiences have the desire to express their opinions, yet they cannot publish their comments and insights on television programs, leading them to prefer going online to satisfy their needs.

3.1 Strengthening Media Convergence

Under the new development situation, media convergence has become an important trend in the media industry's development. To gain lasting vitality, television news programs must also follow this trend. Based on the current development status of television news programs, the first step is to integrate with new media systems by establishing official accounts on commonly used social software. These methods strengthen communication and interaction between television news programs and audiences, not only enhancing audience experience but also enriching television news program content. Additionally, while new media technology development has brought challenges to television news programs, it has also created opportunities. Television news programs can utilize new media technology to inject new vitality into their development. For example, currently representative technologies such as virtual reality, synchronized sound editing, and multi-touch can all facilitate television news program development. Ap-

plying these technologies in television program production processes can enrich audience experience and promote new development in television news programs.

During the media convergence process, it must be noted that audience experience constitutes the primary motivation for all work. To retain audiences, television stations must conduct sufficient market research, accurately position content that audiences love, understand what kinds of news programs people in the new era prefer, and ensure the production of television programs with longevity under new concept guidance. Television news programs can combine big data systems to statistically analyze audience-preferred television news program formats, using audience opinions as the criterion to develop diversified news interaction models and change the drawbacks of traditional television news media in program production. To achieve innovative development of news content in the new media era, people often select news in specific fields based on their interests: science, automobiles, technology and digital products, entertainment, academic research, current affairs, games, finance. Within such a broad scope, it is difficult to cover all types, and it is completely impossible for television news editing teams to do everything well and with refinement. Therefore, it is essential to deeply analyze audience news preferences and favored content. Nowadays, television news editors must not only pay close attention to their innovation capabilities but also anticipate people's preferences. News content must be sufficiently attractive to ensure television news program ratings. Moreover, television news program titles should be creative to arouse audience curiosity and interest. News content selection should align with audience life experiences, starting from life-like scenarios and deeply exploring stories behind the news.

3.2 Promoting Guarantee Innovation for Television News Programs

Guarantee innovation represents an important innovative development model in the current reform process of television news programs. It primarily addresses foundational support work for television news programs from multiple perspectives, including staff mindset, capital investment, and related personnel training.

Regarding staff mindset, current television news program production suffers from relatively serious outdated thinking. To change this situation, the first step is to transform staff's backward mindset. China's television program production often faces significant restrictions, requiring compliance with numerous regulations during production. Under multiple constraints, most program production modes become similar and cannot satisfy audience needs for news programs. Against the backdrop of transforming development models, television program production must first break free from staff's backward mindset, achieving ideological advancement in line with the times. While complying with relevant national regulations, staff must transform their outdated ideological state, grasp the pulse of the times, innovate development concepts, and learn to accept new things to improve television program quality.

Furthermore, capital investment constitutes an important guarantee measure for television program development. To seek new development models, television news programs must first possess sufficient capital investment. Program transformation and development require substantial funding for research and development, planning, production, and other stages. Without capital guarantees, program production becomes empty talk, and all plans and designs remain mere paper talk.

Finally, talent recruitment also represents one of the important guarantees for the innovative development of television news programs. To improve television program quality, it is essential to strengthen the television talent team, actively expand the talent pipeline for television program production teams, and ensure generational transitions between old and new talent. Additionally, to guarantee talent advancement, specialized skills training must be conducted to improve their understanding of television programs. Combined with multiple measures, this enhances staff's sense of mission and responsibility.

Television news programs must establish their own concepts, following the mouthpiece perspective, quality perspective, and market perspective to form a scientific news perspective that accurately guides public opinion, enhances people's cultural taste and noble sentiments, and achieves stable social development. They must establish a news perspective that satisfies regional economic construction, build quality brands based on improving ratings and the competitiveness of news works, pursue maximum program value, form scientific worldviews, outlooks on life, and values, actively resist decaying concepts, comply with professional ethics for news practitioners, and enhance moral cultivation. Local television news programs currently face enormous competition and must continuously innovate their news concepts with the times and technological progress to meet audience demands for news works. They must pursue both the quantity and effectiveness of news works, actively innovate news benefits to satisfy audience needs.

3.3 Innovating Television News Program Mechanisms

The innovation and advancement of television news programs depend on matching advanced mechanisms that ensure production occurs in a favorable environment. First, television news program innovation should aim to cultivate excellent production teams. As the basic unit of television news program innovation, ensuring talent advancement is a prerequisite for all other measures. Production teams must be able to integrate different talents, place them in different groups, fully leverage their functions and roles, and improve team operational efficiency. Second, excellent team culture must be established in television news program production to enhance team cohesion while forming a complete work style that drives innovation in television news program production teams. Finally, program teams must fully recognize how people's attitudes affect work quality. To improve television news program quality, staff work enthusiasm must be enhanced. Therefore, program teams can formulate reasonable reward

and punishment measures to help staff correct their attitudes and guide them to invest in their work with positive emotions.

The application of live streaming technology in the internet era and the development of major live streaming platforms have attracted numerous fans and traffic, with audiences investing their time in this content. Television news can learn from this model to innovate programs. News differs from entertainment programs and TV dramas, which emphasize processing and entertainment. News focuses on whether it can timely disseminate major and minor events happening across the country, allowing audiences to access first-hand news materials immediately. As new information spreads rapidly, people can learn about these matters instantly through self-media. Television news processes require certain time for information collection, sequencing, and post-production. Through real-time broadcasting with on-site commentary from reporters, emphasizing timeliness, television news can save considerable production costs and time while providing stronger on-site experience because of being at the scene, attracting audiences. Live streaming will become a new trend.

The broad masses of people are more enthusiastic about hot social issues closely related to their lives. Once these issues ferment, audiences have strong demand for continuous follow-up news reports. Television news programs, for various reasons, cannot conduct effective continuous reporting. If leveraging new media technology and platforms for dual-platform reporting on television and the internet, constantly monitoring backend attention and hot topic development to conduct continuous reporting, they can satisfy the broad masses' enthusiasm for obtaining information. Simultaneously, they can establish comment sections and interactive message areas to give people a voice to express their insights, thereby attracting and retaining audiences.

3.4 Actively Promoting Positive Social Energy

From a spiritual perspective, the exemplary role of role models is extremely important and plays a significant role in leading positive social trends. Therefore, as television programs in the new era, while seeking innovative development, they must actively promote positive social energy and fully leverage the role of role models in constructing the spiritual dimension of Chinese citizens. For example, the annual "Touching China Top Ten Figures" award held by China Central Television takes outstanding individuals from various fields nationwide as role models for promotion, bringing people touching stories while fully guiding positive public opinion and improving television propaganda effectiveness.

Only with innovative concepts can television news works achieve reform and development. Local stations need breakthroughs in reform and development, overcome outdated concepts, liberate thinking in news production, and further update their ideas.

Conclusion

In today' s context, traditional television news program production methods can no longer satisfy current audience information acquisition needs, and consequently, the influence of television news programs is gradually diminishing. To improve television news program quality and transform the current situation, it is essential to innovate program development forms, combine them with current advanced modern information technology, and promote the development of television news programs toward the new direction of media convergence, enabling television news programs to gain new vitality from new media technology. Overall, the innovative development model for television news programs represents the general trend, and only by following this major trend can television news program teams achieve more lasting vitality.

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(Author' s affiliation: Tonghua Radio and Television Station, Tonghua City, Jilin Province)

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

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