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Innovation Pathways for News Broadcasting in the Context of Media Convergence [Postprint]

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Date: 2023-10-08T00:00:00+00:00

Abstract

Against the backdrop of media convergence, the development of traditional media faces numerous difficulties, and it is precisely the emergence of numerous new media forms that has given rise to the era of media convergence. For the field of journalism, media convergence has brought more diversified communication channels, such as Weibo, WeChat, and various online platforms. However, in the era of media convergence, people have also placed higher demands on news, and therefore, the production and broadcasting of news programs should undergo corresponding changes to meet these demands. Particularly for broadcasters, how to better fulfill their professional responsibilities in the era of media convergence is of great importance.

Full Text

Preamble

Innovative Paths for News Broadcasting in the Context of Media Convergence Communication

Abstract: In the era of media convergence, traditional media faces numerous developmental challenges, a phenomenon driven precisely by the emergence of diverse new media forms. For the news industry, media convergence has introduced more diversified communication channels, including Weibo, WeChat, and various online platforms. However, this convergence era has also elevated audience expectations for news, necessitating corresponding transformations in news program production and broadcasting practices. For broadcasters in particular, adapting their work to thrive in this converged media landscape represents a critical imperative.

Keywords: News Broadcasting; Media Convergence; Innovative Paths

CLC Number: G212

Document Code: A

Article ID: 1671-0134(2019)09-107-03
DOI: 10.19483/j.cnki.11-4653/n.2019.09.031

1. Difficulties Faced by News Broadcasting in the Media Convergence Era

In the media convergence era, audiences have gained unprecedented access to information exploration and acquisition, liberated from temporal and spatial constraints. Whereas people once relied exclusively on television news programs for information, they now obtain news through multiple platforms—including WeChat, Weibo, and major online networks—enjoying greater choice and richer presentation formats. Consequently, audiences increasingly select news sources according to their individual needs. However, this continuous fragmentation of the news audience has resulted in declining viewership for television media. Re-attracting audience interest has become a pressing concern for news broadcasters.

In this converged landscape, news broadcasters appear not only on television but also across various new media platforms such as Weibo and WeChat. Yet the inherent seriousness of television news imposes significant constraints on broadcasters' working models and personal styles, gradually diminishing their appeal. Specifically, news broadcasting faces three primary challenges in the convergence era. First, audiences now have more choices. The greatest difficulty for broadcasters today is audience fragmentation—the monopoly of television news has been broken as people access news through multiple channels, reducing their attention to traditional TV news. Second, news anchors lack distinctive personalities. Television news has long adhered to a uniform presentation style that appears conservative and outdated, with broadcasters employing rigid, stiff language devoid of engaging characteristics. Meanwhile, online platforms offer diverse and innovative news formats that attract greater audience attention, making personality-deficient television news vulnerable to losing its viewership. Third, media discourse power has shifted. Traditional television news media once maintained strong alignment with audiences, and through prolonged influence, television news broadcasters wielded considerable discursive authority—what might be termed credibility. In the convergence era, this authority has changed; audiences prefer participating in online news, interacting with it, expressing their views, and even becoming news disseminators themselves. The contemporary preference for fragmented, short-form news, which now exerts substantial influence, has consequently diminished the impact of traditional news broadcasters.

2. The Necessity of Innovation for News Broadcasting in the Media Convergence Context

For television news media to achieve sustainable development in the convergence era, timely transformation and innovation of its forms are essential. Innovation encompasses not only content and dissemination methods but also the personal evolution of news broadcasters themselves. In the current communication landscape, some programs feature content that meets audience needs, yet broadcasters' lack of innovation during delivery drives viewers directly to alternative online news platforms. This underscores the critical necessity for broadcaster innovation.

Creating genuinely popular news programs requires collaborative innovation from producers, broadcasters, and all stakeholders. Particularly given the rapid development of self-media, audience demands and information reception patterns have undergone significant changes—only sufficiently innovative news programming can attract attention. Therefore, broadcasters must actively innovate to align news delivery processes with audience needs. Continuous innovation in public opinion guidance provides momentum for media development. Against the backdrop of social evolution and changing public attitudes, all media forms must proactively satisfy audience demands to secure developmental opportunities.

As television news media bears the responsibility of maintaining a positive atmosphere and establishing correct value orientation, innovation must respond to contemporary changes. Broadcasters should pioneer this innovation—not merely as an institutional requirement of television news media, but as an important demand from the broad public. In the convergence era, emerging online media appears more civilian-oriented and provides interactive platforms. Television news broadcasters must therefore preserve their rigorous professional characteristics while enhancing openness and interactivity, enabling audiences to remain immersed in authentic news environments.

3. Innovation Strategies for News Broadcasting

3.1 Enhancing Ritualistic Quality

Regardless of changes in communication mediums, attracting audience attention remains the primary objective. Form follows content, and the language employed in broadcasting can vary considerably—only through appropriate linguistic application can optimal effects be achieved. CCTV News exemplifies dignified, standardized broadcasting style that has profoundly influenced audiences, with many viewers even developing a daily ritual of watching it. This ritualistic quality intimately relates to the formal, dignified language employed. Such standardized, solemn broadcasting instills greater security in audiences, particularly evident in airport, railway station, and subway announcements. Despite unchanging form and content, this broadcasting style represents an

accepted and trusted mode that, in specific contexts, functions as a form of order, effectively maintaining regional stability. Therefore, innovation in news broadcasting within converged media contexts should preserve this heritage—maintaining original standards of rigor, dignity, and formality while implementing reasonable innovations and adaptations.

Additionally, regarding broadcasting language, many emerging self-media platforms employ rich and varied language in the convergence era, yet much of it lacks standardization, potentially misleading audiences. News broadcasters bear important responsibility for promoting standard Mandarin and must continuously enhance their professional capabilities rather than focusing narrowly on metrics like click rates. They should influence audiences through their strengths to better contribute to national cultural development.

3.2 Style Innovation

While television news must maintain certain seriousness and standardization, broadcasters should innovate reasonably on this foundation. In the convergence era, information flows bidirectionally rather than unidirectionally, making enhanced interaction between audiences and news media an inevitable trend. In today's information age, broadcasters must consider not only information delivery methods but also strive to understand audience perspectives, strengthening interaction and exchange to create a news-sharing model. Consequently, broadcasters should appropriately downplay their previously elevated image, transforming and innovating their broadcasting style according to convergence-era characteristics to align with specific audience needs, thereby developing a popular style that demonstrates both accessibility and acceptability.

3.3 Grasping Rhythmic Sense

In the media convergence era, audiences are more attracted to fragmented news content because of its faster pace. Platforms like Weibo, Douyin, and Toutiao feature highly popular news content, requiring television news broadcasters to reflect on this phenomenon. However, news scripts should not simplistically pursue brevity and speed to cater to audience demands—such an approach would be overly one-dimensional. News broadcasting follows its own principles while requiring audience-oriented thinking. During delivery, broadcasters must effectively grasp content essence to enhance rhythmic sense. For instance, when reporting people's livelihood news, content overload often obscures key points, necessitating user-oriented thinking to accurately identify priorities. Some news scripts are not inherently complex but contain numerous elements; without proper rhythm control, they fail to leave lasting impressions. This resembles media headline strategies that emphasize keywords to gain attention, using title awareness to enhance content dimensionality.

3.4 Conceptual Innovation

Whether quality news content attracts audiences depends largely on broadcasters' personal charisma. Audiences demand broadcasters' vision and knowledge to truly understand news content's deeper meanings. Therefore, broadcasters must innovate their communication concepts, enhancing comprehensive literacy through continuous learning to attract more viewers through personal appeal. Broadcasters should strengthen self-awareness, utilizing their knowledge combined with audience needs during information dissemination rather than merely reading scripts verbatim. Proven experience demonstrates that excellent broadcasters can effectively compensate for content deficiencies through personal charisma and professional capability, thereby attracting greater audience attention.

3.5 Interpretation of News Content

In today's internet age of massive information volume, traditional media's spatial and temporal limitations present areas requiring broadcaster innovation. How to better interpret a previously standard 100-word news script represents an exploratory challenge for broadcasters. Only by better grasping details can they complete effective script interpretation. News value primarily lies in authenticity; for broadcasters, accurate pronunciation represents the most important delivery requirement, serving as the foundation for further excavating deeper meanings—a rare communication approach in the media convergence era.

3.6 Thinking Innovation

In today's network era where everyone can become self-media, television news programs must innovate their thinking to better develop in the convergence age, thereby strengthening diversified information dissemination. Increased dissemination channels in the convergence era not only expand television news reach but also enhance broadcasters' influence. Broadcasters require not only basic comprehensive literacy and professional capability but also the ability to keep pace with convergence development, upgrading their abilities to match contemporary evolution. During news delivery, broadcasters must dare to innovate their thinking, leveraging new media characteristics to maximize information dissemination value through interactive platforms like WeChat and Weibo. Online interaction deepens audience understanding of broadcasters and their dedication to news production, enhancing program stickiness and favorability, enabling television news to gain greater audience support.

3.7 Enhancing Comprehensive Quality

For news broadcasters, knowledge and culture constitute primary competitiveness. Knowledge enables broadcasters to understand content before delivery, thereby facilitating audience comprehension. While clarifying and organizing

delivery content, broadcasters should also demonstrate personal charisma and talent during the broadcasting process.

3.8 Changing Discourse Style

The most intuitive innovation for broadcasters in converged media contexts involves discourse style transformation. This does not mean blindly catering to audience demands but rather giving full attention to audience personalization needs within the current internet media environment. In the convergence era, audience needs primarily manifest as interaction, immediacy, digitization, and hypertextuality—these being important characteristics of the internet age. Television news broadcasters should actively absorb these internet media features for innovation, thinking from the audience perspective and employing preferred discourse and communication modes for news delivery.

3.9 Mastering Communication Technologies

In the media convergence era, television news broadcasters can effectively broaden their horizons through internet application, thereby accessing more information to generate greater daily broadcasting inspiration. Broadcasters should proficiently utilize remote interaction, internet technologies, and multiple media formats to enhance broadcasting appeal in news programs. For example, during news delivery, broadcasters can use network technology for real-time audience interaction and exchange, enabling viewer voices to be heard within programs and making them more grounded and accessible.

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

Source: ChinaXiv – Machine translation. Verify with original.