Exploratory Design of a News Reporting Command Center Based on Converged Media: Postprint

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

Abstract

With the development of 4G and 5G network technologies and the increasing maturity of Internet technology, people have gradually adopted mobile and computer terminals for news consumption. The convergence of new media and traditional media amidst competition can more effectively propel the advancement of news reporting. This paper primarily investigates the design scheme of the media convergence reporting command center, as well as its application and management control. By introducing the concept of media convergence for media data analysis, it comprehensively utilizes all-media to present accurate news reporting to the public.

Full Text

Preamble

Journal: ChinaXiv Cooperative Journal—Media Convergence · Theoretical Research

Title: Design Exploration of News Reporting Command Center Based on Converged Media

Abstract: With the development of 4G and 5G network technologies and the increasing maturity of internet technology, people have gradually shifted to mobile and computer terminals for news consumption. Effective advancement of news reporting requires the integration of emerging and traditional media through competition. This paper primarily investigates the design scheme of a converged media reporting command center and its application and management. By introducing the concept of media convergence for data analysis, the study explores comprehensive utilization of all-media platforms to present accurate news to the public.

Keywords: media convergence; news reporting; command center; design exploration

CLC Number: TP311.5
Document Code: A
Article ID: 1671-0134(2019)09-043-02
DOI: 10.19483/j.cnki.11-4653/n.2019.09.009

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Human society has entered an era of information explosion and rapid news consumption. Particularly with the development of 4G and 5G network technologies, it has become necessary to rationally utilize media convergence for unified management and systematic command of news production workflows, along with effective process supervision. Therefore, exploring the design, application, and management of a converged media reporting command center is essential.

1. Significance of Building a Converged Media Reporting Command Center

Modern communication media technology can better serve news dissemination. Overall, this service concept represents further expansion and excavation of areas already covered by traditional media, with emphasis on optimizing and enhancing service performance. Command personnel utilize the large-screen design of the converged media reporting command center to continuously supervise various processes including media planning, interviewing, editing, and information transmission, thereby realizing the concept of serving news. This requires rational allocation of news production staff to maximize resource utilization and improve operational capabilities.

The construction of a converged reporting command center can enhance work efficiency and simplify workflows, effectively reducing the workload of editorial staff. Through a visual editing system, the time required to produce and edit a piece of converged media content can be shortened to less than 20 seconds. Utilizing media resources for news collection can provide end users with a distinctive experience, while the use of mobile terminals and large screens makes news more timely.

2.1 Design Requirements for Media Convergence

Emerging media should leverage internet technology based on traditional news information production operations, using all aspects of conventional news production workflows as foundation points. Combined with the advantages of converged media, business expansion should be implemented, with appropriate news collection and production processes formulated for different news gathering scenarios, while carefully considering audience comments and feedback.

2.2 Composition and Design of the Converged Reporting Command Center

The converged news command system comprises multi-channel aggregation sources, topic planning and dispatch, and release feedback mechanisms. Multi-channel aggregation sources include manual collection, online public opinion monitoring, hot news tracking, emergency incident response, video surveillance, video clue aggregation, and weather forecast content aggregation. Topic planning and dispatch encompasses topic management, interview resource allocation, equipment management, and vehicle management. Release feedback includes ratings analysis, Weibo interaction, WeChat interaction, and multi-channel feedback information. These components—content aggregation, converged production, and multi-channel release—collectively form the content repository.

2.3 Presentation Methods for the News Large Screen

The presentation methods include three primary modes. First, graphic mode requires image insertion during design and transmission, enabling users to understand news more intuitively while enriching large-screen content. Icons and tables should be added with careful attention from designers to ensure themes align with news content, allowing both users and news production personnel to better comprehend reporting information. The static presentation effect corresponds with static images. While large screens can be segmented into smaller panels, there are seams between them, requiring designers to establish close connections between panels to improve cohesion and create tighter integration of content and style across screens, thereby presenting information intuitively.

Second, audio/video and live broadcast mode enables dynamic effects on large screens. Combining different news backgrounds and design themes, dynamic effects enhance news presentation 表现力. These effects primarily include time adjustments, zooming, fly-in/fly-out animations, flickering, and countdown timers, creating a modern and technological feel that delivers greater visual impact. Incorporating flashing modes that distinguish dynamic elements from static ones can stimulate audiences and convey a sense of futurism, emphasizing news content and stimulating visual senses to facilitate information reception.

Third, the system supports first-review finalization, where editorial staff compile documents using text, tables, images, video, and other news elements for review and revision by first-review personnel. Fourth, converged media reports can be pushed to various terminals—including Android and iOS platforms—to expand news audiences, with user comments enabling effective feedback collection. Fifth, system management allows news production administrators to post announcements and notifications at various stages, manage system menus, review all news processes, and exercise management and control over news production workflows.

2.4 Business Design of the News Center

The business design encompasses five key aspects. First, daily news reporting involves collecting materials to determine themes, gathering news resources through networks, recording with relevant equipment, editing and revising content, submitting to leadership for review and annotation, and releasing to terminals after repeated modifications, with user feedback during publication and reception providing references for subsequent reports.

Second, major news reporting requires focused attention and close tracking of significant events to achieve public opinion guidance effects. This involves pushing messages through network terminals, writing news specials, aggregating content through media, reporting through various terminals, and using user feedback to guide subsequent reporting.

Third, breaking news reporting necessitates comprehensive contingency plans for timely coverage during emergencies, enabling immediate news release through various terminals and public opinion guidance.

Fourth, business process visualization allows the news command center to leverage big data advantages and administrative privileges to edit the system and create relevant workflows. Displaying news reporting content on large screens enables all journalists to view and supervise processes, better presenting business workflows and obtaining timely feedback.

Fifth, clear authority settings require unified authentication and administrator authorization with clearly defined responsibilities for rational task allocation to subordinates. This top-down command model improves resource utilization efficiency, ensures timeliness and comprehensiveness of news dissemination, and enhances operational efficiency through centralized command and task distribution. Administrators supervise all processes including news reporting, media planning, interviewing, editing feedback, and user feedback to improve workflow efficiency.

3.1 Application Effects of the Converged Media Reporting Command Center

The application demonstrates four primary effects. First, centralized control horizontally integrates video, audio, control, conference, and data media systems, enabling full-system interconnection and mutual control with one-click switching through preset configurations, making management effortless and operation simple.

Second, the system achieves what-you-see-is-what-you-get functionality through visualization of video sources, layouts, large-screen displays, and system status.

Third, interactive collaboration supports simultaneous multi-user management of the system, refined collaborative control by region and permission, and cross-

regional, cross-departmental, and cross-network collaboration and sharing, making scheduling orderly and efficient.

Fourth, open compatibility supports cross-platform deployment and use, provides open API interfaces, and ensures compatibility with third-party products or systems, delivering strong adaptability, enhanced user experience, and investment protection.

3.2 News Reporting Clue Management

Clue management involves five dimensions. First, news influence in routine reporting means social impact and 热度 affect final topic selection, requiring data analysis to establish news clue criteria as standards for all systems to follow in news reporting management.

Second, news reporting planning encompasses responsibility selection, remote material transmission, information collection, and topic-based reporting and tracking, with management standards facilitating communication and problem-solving among team members.

Third, internet communication enables instant contact through networks, supporting remote desktop operations and image transmission. Leveraging network resources to gather more materials enriches news presentation formats.

Fourth, news event management operates throughout the entire news reporting process, including topic management, interview management, final information management, and feedback management.

Fifth, news reporting execution involves the command center monitoring and analyzing news event processes, rationally allocating resources, ensuring information transmission, and communicating with subordinates. Utilizing digital and multimedia functions enables unified news dispatching and management.

3.3 Open Management

Open management maintains active and open status of news source workflows, provides novel activity processes, develops news terminals, and ultimately authorizes various systems to support third-party software usage. This activates connections across all media convergence businesses to achieve management and control of converged media and news production operations. For instance, some media platforms primarily manage through centralized scheduling and control of core processing layer subsystems, helping users intelligently apply functional modules in the application layer. Through a unified, simple, and friendly human-machine interface, the system assists administrators in completing centralized management of the command center.

3.4 Remote Monitoring and Permission Management

To achieve media convergence, command personnel must timely grasp the status of all news production processes. System management software must be configured for global management, enabling resource management, interface customization, account management, permission division, and status monitoring. Administrators can perform remote operations and monitoring through the news production center machine room, allowing real-time monitoring of process progress to obtain accurate real-time information and ensure precision in news production workflows.

Conclusion

In summary, the design of the converged media reporting command center has been explored through multiple attempts and continuously improved. It consistently maintains a service-oriented purpose, building upon traditional media advantages while integrating new media resources to enrich news presentation effects. By leveraging feedback from leadership and users along with promotional pushes, the system correctly guides public opinion. Only when journalists contribute their efforts to news reporting, enabling traditional media to achieve converged media effects after incorporating internet resources, and when managers reasonably monitor all news reporting processes with targeted personnel allocation, can resource utilization benefits be maximized to deliver better news results with greater accuracy and real-time performance.

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