

Exploring Innovative Interview Models for Journalists in the Media Convergence Era (Postprint)

Authors: Li Huishu

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

Abstract

In the 21st-century era of information technology, the rapid development of network media not only facilitates our daily lives but also exerts a profound influence on the public. Traditional communication paradigms have become inadequate to meet the demands of the times and the populace, prompting significant transformations in communication modalities. With the advancement of the technological innovation era, a novel term in communication media has emerged: “converged media.” Converged media refers to the integration and processing of information by leveraging both the commonalities and distinctions among various communication channels to achieve resource sharing. Within this converged media landscape, journalists’ interviewing models face new requirements, necessitating adaptation to the exigencies of the converged media era. This paper examines the challenges confronting journalists during interviews and investigates innovative interviewing models within the converged media context.

Full Text

Media Industry Practices: Research on Innovative Interview Models for Journalists in the Converged Media Era

Abstract: In the 21st-century era of technological information, the rapid development of online media has not only facilitated our daily lives but also profoundly influenced society. Traditional communication methods can no longer meet the demands of the times or the public, prompting significant transformations in information dissemination. With the advent of the technological innovation era, a new term for communication media has emerged: “converged media.” This concept refers to the integration and processing of information by leveraging both the commonalities and differences of various communication channels to achieve resource sharing. In this converged media environment, journalist interview models face new demands and must adapt to the needs of the

era. This paper examines the challenges confronting journalists in the converged media age and explores innovative interview models.

Keywords: converged media era; journalist interviews; innovative models; exploration

CLC Number: G222.1

Document Code: A

Article ID: 1671-0134(2019)08-076-02

DOI: 10.19483/j.cnki.11-4653/n.2019.08.024

Author: Li Huishu

With the rapid development of network technology, the “converged media” era has emerged, reflecting China’s economic prosperity and technological strength. Converged media primarily combines the advantages of new and traditional media, expanding communication methods to achieve resource sharing, common access, and mutual benefits. This environment presents significant challenges to journalist interviews in China, demanding new approaches to traditional interview models. To meet these challenges, fresh perspectives must be integrated to align with the converged media era and create innovative interview models. Interview content must incorporate the requirements of this new era, enabling journalists to disseminate quality content through innovative models that better reach audiences.

1. Challenges Facing Journalists in the Converged Media Era

In recent years, China’s network information technology has developed rapidly, ushering in the information media age. People no longer rely solely on traditional media but have shifted toward new network technologies and media forms such as mobile phones, tablets, and smart robots, which have quickly integrated into daily life and work. These new media carriers enable fast, anytime-anywhere dissemination and access to desired information, satisfying the needs of fast-paced modern life and reflecting market and temporal demands. In this converged media context, information acquisition has become more convenient and efficient, with audiences accessing news through various interviews. This environment presents undeniable challenges to journalist interview models, testing not only journalists’ comprehensive abilities but also demanding new interview approaches. Interviews must diversify in form, incorporate converged media vocabulary, and break away from outdated patterns. Journalists must innovate new models to unlock potential within the converged media landscape.

1.1. Conservative Approaches and Narrow Interview Perspectives

Traditional journalists typically approach interviews by presenting news content while ensuring clear audio and visuals. This approach not only hinders the development of professional skills but also leaves many journalists lacking judgment regarding news content. However, the new converged media environment

places greater emphasis on interview capabilities, requiring journalists to possess strong logical thinking skills, effectively utilize environmental and visual materials, select optimal interview content, and develop innovative interview perspectives.

1.2. Restricted Interview Philosophies

The converged media era demands that journalists develop distinctive styles during interviews. However, most television programs operate under established production models and systems that constrain journalists' creative and adaptive capabilities. Therefore, interview program production models should reduce rigid frameworks, granting journalists greater freedom and opportunities for innovation.

1.3. Technical Capacity Challenges

In the converged media era, rapid technological development has continuously raised the bar for journalists. The swift evolution of new media has forced traditional media to undergo digital transformation. In this digital age, journalists must not only conduct interviews but also understand and master relevant technologies, particularly how to use the internet to enrich interview content and editing processes. While these demands present certain difficulties, proper utilization can become an asset for innovative interview models.

2. Strategies for Interview Innovation

2.1. Enhancing Understanding of Converged Media

Keeping pace with network technology and correctly understanding converged media is crucial for journalists. They must clearly comprehend what converged media entails, recognize its advantages, and learn how to fully leverage these benefits to attract audiences and resonate with viewers' lives, thereby expanding influence and reach. Beyond improving their understanding of converged media, journalists must stay current with the times, continuously strengthen their professional knowledge, and enhance their comprehensive capabilities. This includes not only conducting interviews and writing articles but also utilizing internet media software and products to enrich interview content and produce more professional, influential, and engaging material.

2.2. Redefining the Journalist' s Role

In traditional perceptions, journalists were news disseminators and creators of news information. However, in today' s rapidly developing information technology era, everyone on the internet can potentially become an information disseminator—what might be called a “citizen journalist.” This shift has not only impacted the traditional media industry but also transformed the role of

professional journalists. Journalists are no longer the sole information disseminators and must reposition themselves, transform their perspectives, and develop accurate self-awareness. In the converged media era, journalists must grasp new technologies and media concepts, transitioning from their traditional role as disseminators to becoming service providers who are closer to and serve their audiences better. By innovating interview models and philosophies, they can report information that is more accessible and understandable to the public. Therefore, journalists must redefine their professional roles to produce better work in the converged media era.

2.3. Adjusting Interview Models

In the converged media context, journalists must abandon traditional interview models and adopt approaches suited to the media convergence era. Traditional models often require significant time and financial investment, with the risk of poor results rendering interviews unusable. In the information age, journalists can quickly obtain desired content online and capture information promptly. When verifying information reliability, journalists can interview sources to understand the truth, using professional judgment and keen occupational insight to analyze and reveal facts. This approach not only improves information validity but also enhances interview efficiency, reducing work time and increasing productivity.

2.4. Developing Well-Rounded Journalists

The network era has brought convenience to various industries while also forcing many to adapt and break existing patterns or mechanisms. In today's fast-paced information age, public expectations for journalists have continuously risen. Journalists are required not only to excel in their professional domains but also to adapt to new converged media demands, master new technical skills, and transform into media professionals with comprehensive qualities. They must possess not only information dissemination expertise but also familiarity with media editing and the ability to provide multi-format interview works with innovative editing techniques and capabilities—essential requirements for the converged media era.

2.5. Adjusting and Innovating Work Philosophies

In the network era, people no longer passively watch television interviews but increasingly use mobile phones to share their thoughts and opinions with journalists, expressing their needs and suggestions. In this context, journalists must transform their work philosophy, moving beyond the role of mere disseminators to engage with their audiences and respond to public needs. As material living standards improve, people increasingly require satisfaction of spiritual and psychological needs. Viewers now selectively watch interview content, caring more about whether information relates to their actual lives. Therefore, journalists

must comprehensively understand audience psychology and target needs, planning interviews with clear focus and purpose. The converged media era has transformed audiences from passive viewers into active participants and users, enabling them to enjoy the fruits of technological progress.

2.6. Rapid Information Release to Enhance Timeliness

In this fast-developing era, journalists must enhance their professional skills while ensuring information timeliness. When encountering compelling stories or breaking events, they can immediately use mobile phones or tablets to document situations, conduct interviews, and report instantly. This approach not only enables rapid information dissemination but also improves content timeliness, avoiding delays caused by lack of professional equipment.

2.7. Advancing Technical Aspects of Innovative Interviewing

Traditional media has lacked innovation and development in technical aspects. To thrive in the information technology-driven converged media era, media organizations must enhance interview-related technologies, address existing technical shortcomings, and fully leverage internet advantages to transform layout patterns and methods in the interview process. Enabling audiences to understand information through visual presentations can increase readership and expand viewership while transforming traditional media dissemination methods to make content acquisition more diverse, innovative, and engaging. Advancing innovative interview technologies is a necessary reform in the converged media era and an unavoidable challenge for journalists.

Conclusion

Driven by rapid information and network technology development, the converged media era has emerged alongside continuous improvements in living standards and economic and technological progress. This new landscape has placed new demands on journalist interviews. To establish a foothold and continue developing in the converged media tide, journalists must innovate their interview models, integrate converged media content, enhance their professional capabilities, and maintain continuous innovation and learning to keep pace with the times.

References

- [1] Zuo Jia. Analysis of News Interview Techniques in the Converged Media Environment[J]. News Outpost, 2017(3): 83-85.
- [2] Wang Wei. On the Innovation of News Interview Methods in the New Era[J]. West China Broadcasting TV, 2016(16): 190.
- [3] Liang Chunzhu, Yang Zhupeng. Reflections on Teaching Practice of Journalism and Communication Majors in the Converged Media Era[J]. Home Drama,

2015(9): 227.

[4] Zhang Peng. Research on News Interview and Post-Editing Innovation in the New Media Context[J]. Journal of News Research, 2017(1): 219.

[5] Chen Huiling. Radio News Innovation in the Context of Media Convergence[J]. China Cable TV, 2016(4): 529-531.

[7] Liu Ruyun. Research on Innovative Television Reporter Interview Models in the Media Convergence Era[J]. Research on Transmission Competence, 2018, 2(15): 130.

(Author' s Affiliation: CPC Yanbian Prefectural Committee Branch Life Magazine)

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

Source: ChinaXiv –Machine translation. Verify with original.