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## An Exploration into the Convergence of Television News and New Media (Postprint)

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### Abstract

The rapid rise and increasing proliferation of new media have profoundly transformed people's lifestyles and habits. The development of new media has also presented both new opportunities and challenges for television news. In this new media environment, television news should actively pursue effective development strategies and adjust its developmental trajectory, enabling it to seize opportunities and confront challenges in this new era. This will facilitate the seamless integration of television news with new media and promote the sustainable, healthy development of television news.

### Full Text

### Preamble

**Journal:** ChinaXiv Cooperative Journal -Media Convergence: Theoretical Research

**Title:** Exploring the Integration of Television News and New Media

**Abstract:** The rapid rise and growing popularity of new media have fundamentally transformed people's lifestyles and habits. This development presents both new opportunities and challenges for television news. In the new media environment, television news must actively seek effective development strategies and adjust its trajectory to seize opportunities and meet challenges, thereby promoting the seamless integration of television news with new media and driving sustainable, healthy development of television news.

**Keywords:** new media; television news; challenges; integration

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The swift development of new media has ushered modern society into the new media era, profoundly altering how people access news and information. Through multimedia platforms, individuals can now obtain rich news content more conveniently and rapidly, which has created certain challenges and dilemmas for television news development in this new period. As an effective channel for information dissemination, television news holds a pivotal position in broadcast communication and plays an irreplaceable role. In this new era and under these new circumstances, television news must keep pace with social and temporal developments and organically integrate with new media to gain stronger momentum for growth.

## **1. Characteristics of New Media**

### **1.1 Rapid Dissemination Speed**

Currently, new media—supported by advanced network and digital technologies—has achieved robust development, breaking through the temporal and spatial constraints of traditional media such as television and newspapers. This transformation has revolutionized news dissemination patterns and enabled rapid information propagation, representing a distinctive advantage of new media over conventional channels.

### **1.2 Interactivity**

New media, relying heavily on the internet, facilitates effective information reception and transmission through email, forums, blogs, and other platforms. It not only creates expedient channels for obtaining information but also provides efficient pathways for feedback, enabling audiences to exchange and disseminate information based on robust interaction and communication. The emergence and evolution of new media have shifted audiences from passive information reception to active acquisition of needed resources, which they can then rapidly disseminate through these platforms while engaging in meaningful interaction.

### **1.3 Universal Audience Reach**

With the rapid development of the internet and the growing popularity of smartphone applications, new media has attracted increasing attention and favor, achieving vigorous growth. This expansion has given rise to numerous new media platforms such as WeChat and Weibo, through which everyone can access desired information resources. Consequently, new media has amassed a vast user base, reaching a point where its audience is virtually ubiquitous. This universal reach represents a significant advantage of new media.

## 2. Impact of New Media on Television News

### 2.1 Media Channels

Today, the widespread use of smartphones and computers allows people to freely and actively obtain needed information with network support. While mobile devices and computers serve as effective carriers for information access in the new media era, traditional television news media relies on television as its primary vehicle. As the internet rapidly develops and new media platforms continuously emerge, public dependence on television has gradually decreased, with smartphones and computers becoming the main media for information acquisition and reception. The advent of the new media era has diversified the communication channels for traditional television news media, transforming the previously singular pathway of television-based news dissemination. In this environment, audiences can receive external information through both television and new media platforms, with the latter offering greater speed and convenience.

### 2.2 Dissemination Scope

Television news dissemination involves a series of processes—including interviewing, writing, editing, and broadcasting—resulting in relatively slow information propagation. In contrast, the new media environment enables everyone to act as a journalist or media outlet, rapidly disseminating occurrences through new media platforms, which others can then further propagate on an even larger scale. Under this paradigm, provided that content maintains authenticity and positive values, everyone can serve as a recorder, producer, and disseminator of news, actively participating in these processes through new media. Traditional television news media relied on television as its dissemination vehicle, supplemented by word-of-mouth to expand reach. However, the new media environment has diversified television news media's channels, allowing audiences to obtain information through both television and new media platforms while enabling forwarding and sharing that accelerates dissemination and expands scope. New media information dissemination possesses unique advantages of openness and sharing, potentially achieving ubiquitous reach. Thus, new media development has significantly expanded the information dissemination scope of traditional television news media.

### 2.3 Dissemination Methods

Traditional television news media must undergo procedures such as interviewing and editing before publication and broadcasting, with content subject to relevant review processes. Additionally, news broadcasts face limitations in format and scheduling, forcing audiences into passive reception. In the new media environment, news content is richer, topics more diverse, and language more varied. Internet-based new media has fundamentally transformed traditional television news media methods, diversifying both information channels and dissemination modes, enabling audiences to independently search for and select

desired news content. Consequently, new media development has accelerated the diversification trend in television news media dissemination methods.

### 3. Challenges and Countermeasures for Television News

#### 3.1 Challenges

**3.1.1 Lack of Personalized Services** Television news targets the general public with a broad audience base, often emphasizing mass needs while neglecting individual requirements, resulting in insufficient personalized services. With new media development, audiences enjoy increasingly diversified information channels and richer news content, greatly satisfying their autonomous selection rights. Through new media, audiences gain more personalized services, leading growing numbers of young viewers to prefer new media platforms for news consumption and causing television news audiences to decline.

**3.1.2 Monotonous Content and Weak Interactivity** Television news programs typically maintain fixed broadcast schedules, requiring audiences to watch at specific times and forfeiting opportunities if they miss these windows. Current affairs often dominate television news content, demanding that editorial staff continuously access the latest information to maintain the “newness” that attracts audiences. Meanwhile, conference news constitutes another major component, while people’s livelihood-related content remains relatively scarce. This results in monotonous content delivered through serious, rigid formats that struggle to inspire audience enthusiasm and interest. Television news employs one-way communication, delivering information to audiences who can only passively receive it, severely limiting effective interaction. In the new media environment, platforms offer rich and diverse news content and formats, enabling audiences to freely obtain and feedback information, express viewpoints, and engage in effective interaction. Consequently, television news faces limitations of poor interactivity and rigid content formats that hinder its healthy development.

**3.1.3 Long Production Cycles and Weak Timeliness** In the new media era, online live broadcasting has become a common news dissemination method that effectively enhances timeliness. Although television news occasionally employs real-time live broadcasting for major events, it utilizes this approach far less frequently than new media. Most television news requires collection, editing, and other production processes before broadcast, significantly affecting dissemination speed and creating timeliness challenges in the new media environment.

#### 3.2 Countermeasures

**3.2.1 Establishing New Integration Concepts** While new media’s rapid rise challenges television news development, it simultaneously presents excellent

opportunities. The organic integration of new media and television news represents an inevitable requirement and correct path for healthy television news development in the new period. Only through such integration can sustainable, healthy development be achieved. Therefore, television news workers in this new era must enhance integration awareness, establish new integration concepts, and fully utilize integration to accelerate television news reform.

Television news should leverage new media's advantage of universal audience reach to actively integrate user resources, innovate dissemination methods through new media technologies, expand communication channels, provide personalized services for audiences, and maximize satisfaction of increasingly diverse and individualized needs, thereby promoting steady improvements in television news ratings and driving sustainable, healthy development. The integration of new media and television news aligns with contemporary trends and developmental requirements. In this context, television news networks can be constructed based on new media platforms, enabling audiences to freely select and access various information resources anytime and anywhere without temporal or spatial constraints, thus satisfying diverse and personalized needs.

**3.2.2 Enriching Content and Enhancing Interactivity** Addressing the challenges of monotonous content and weak interactivity, television news must keep pace with social and temporal developments by continuously enriching and innovating content to better meet audience needs. For instance, increasing coverage of people's livelihood and social news—content closely connected to daily life—can make news more relevant to audiences, enhancing attractiveness while stimulating viewing enthusiasm, expanding audiences, and increasing participation. New media's rapid development has created favorable conditions for audience interaction, enabling participation in news event discussions anytime and anywhere, freely expressing viewpoints and exchanging feedback. Therefore, in this new period, television news should fully utilize new media to build platforms that expand interactive space, provide important support for robust interaction, and enable audiences to express opinions freely, thereby enhancing interactivity.

**3.2.3 Pursuing Regular Live Broadcasting** Television news should also emphasize innovation in broadcasting methods. As new media rapidly develops, live broadcasting has gained increasing popularity. This approach involves journalists and editors arriving at event locations in real-time to broadcast the latest developments and truths, enhancing timeliness while fully leveraging public opinion guidance functions. Therefore, television news should pursue normalized live broadcasting to compensate for deficiencies in production cycles, dissemination speed, and timeliness.

**3.2.4 Leveraging Traditional Advantages** Expanding dissemination scope and enhancing influence.

## 4. Integration Strategies

### 4.1 Diversified Program Production

In the new media environment, television news should effectively combine new media platform characteristics for content editing and utilize new media for information dissemination. In program production, producers must consider audiences' current fast-food information consumption habits by streamlining content, transforming longer broadcast news into shorter formats. Additionally, shot composition and editing rhythm should adapt to small-screen dissemination characteristics, making content and format suitable for mobile devices such as smartphones and computers, thereby facilitating rapid dissemination and achieving perfect integration between television news and new media.

### 4.2 Developing New Reception Channels

With new media's rapid development, constructing official websites and mobile APP clients has become an important task for television stations in the new period, enabling rapid news dissemination through these channels and opening new pathways for audience reception. In the new media era, audiences can use mobile devices such as smartphones and tablets to receive and access news information with network support. Through real-time, on-demand, playback, and caching functions on official websites and mobile APPs, audiences can watch television news while breaking through traditional temporal and spatial limitations, selecting viewing methods according to their circumstances. Additionally, one-click sharing functions can be integrated during website and APP development, enabling audiences to forward and share interesting or endorsed news content on Weibo, WeChat Moments, and other internet platforms, creating secondary dissemination and accelerating propagation speed.

### 4.3 Building Efficient Information Platforms

Relative to new media, television news possesses incomparable credibility and influence—traditional advantages that new media struggles to match. Any media's rise and fall is closely related to audience recognition and trust. Whether traditional or emerging, media can only achieve better development by gaining audience recognition and trust. Traditional television media, through long-term development, has clearly surpassed new media in audience recognition and trust. New media's openness creates uneven news quality and difficulty ensuring information authenticity. While audiences can access vast information through new media, some harmful content creates negative impacts. Therefore, television news must emphasize information authenticity to enhance publication authority and credibility. Additionally, television news should not overly pursue timeliness or blindly emphasize "newness" and "speed," but rather strive for depth and height to ensure quality, delivering authentic, profound, and authoritative news information that fully leverages traditional advantages and better fulfills mainstream media's correct public opinion guidance role.

## Conclusion

With new media technology's rapid development, modern society has gradually entered the new media era. In this context, television news must keep pace with social and temporal developments through continuous reform and innovation to achieve sustainable, healthy development. The new media era's arrival has impacted television news development, creating dilemmas and challenges. Therefore, television news must conform to temporal trends and media development trajectories, achieving organic integration with new media and pursuing convergent development with an open and inclusive mindset, thereby enhancing dissemination power and influence, promoting healthy development, and driving transformation toward all-media development.

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

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