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## Postprint Development of Television News Programs Under New Media Impact

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### Abstract

With economic development and technological progress, new media are constantly emerging, posing considerable challenges to traditional television media. Against this social backdrop, traditional television news programs must adapt to the trend, adopt timely and effective measures, proactively implement reforms, and endeavor to enhance their competitiveness in order to survive and thrive. Only by doing so can they secure their survival and capitalize on development opportunities. This paper primarily explores the challenges confronting television news programs under the impact of new media and future development trends, aiming to offer valuable insights for the evolution of television news programs.

### Full Text

#### The Development of Television News Programs Under the Impact of New Media

**Abstract:** With economic development and technological progress, new media have emerged in an endless stream, bringing significant impact to traditional television media. In this social context, traditional television news programs must follow the trend, take timely and effective measures, and actively transform themselves to enhance their competitiveness—only then can they survive and seize development opportunities. This paper primarily explores the problems encountered by television news programs under the impact of new media and future development trends, hoping to provide useful references for the development of television news programs.

**Keywords:** new media; program optimization; television news; news influence; media integration

## **1. Challenges Facing Television News Programs Under New Media Impact**

### **1.1 The Shaking of Traditional Monopoly Position**

Before the emergence of new media, television news, with its advantages of being visual, intuitive, and fast, occupied a dominant position in news dissemination. However, with the advent of new media such as the internet, news dissemination is no longer constrained by time or geographical space. People can access news information anytime and anywhere through new media technologies. In fact, anything happening at any time and place can be disseminated instantly through anyone's network terminal—everyone can be a broadcaster. Compared with television news, new media offers audiences richer content, more flexible and diverse forms, and better caters to differentiated individual needs. It presents itself with a faster, more vivid, and more flexible posture before the traditionally limited television news columns, catching the once-unshakable television news programs off guard and shaking their solid position in the traditional media environment.

### **1.2 Insufficient Timeliness and Interactivity, Weakened Service Functions**

Although television news programs have the advantages of combining sound and emotion, voice and image, and scene reproduction in the traditional media environment, they are welcomed by the masses. However, constrained by technology, systems, and other factors, live broadcasts are relatively rare while post-event broadcasts are more common, significantly reducing news timeliness. Meanwhile, when watching programs, audiences mostly passively receive the footage and viewpoints pre-designed by television editors, unable to interact or exchange ideas. New media, on the other hand, can not only deliver massive amounts of news information to audiences in the first instance but also interact with them in real time, fully releasing the public's right to speak. This format better mobilizes audience enthusiasm and initiative to watch and participate in programs, generating a strong sense of participation and ownership. In comparison, the service function of television news programs has significantly weakened.

### **1.3 Lack of Innovation and Vitality, Declining Audience Viewing Experience**

New media platforms often present themselves to audiences with novel content, lively forms, and vivid language, attracting attention and easily mobilizing audience emotions. This allows audiences to experience brand-new news enjoyment while receiving news information. In contrast, traditional television news programs generally suffer from relatively rigid, dull, and monotonous disadvantages in both content and form, easily causing visual fatigue among audiences. Content selection tends to focus on official and media-considered important political

news, while forms habitually adopt serious and fixed patterns developed over the long term, rarely attempting innovation. Therefore, compared with new media, television news programs have brought audiences a noticeably diminished viewing experience.

#### **1.4 Single Reception Mode, Reduced News Influence**

For a long time, almost all television programs have been scheduled for broadcast at specific times, forcing audiences to arrange their viewing time passively according to the television schedule. Moreover, during viewing, they cannot pause programs, and after watching, they cannot choose to rewatch or repeatedly review exciting segments. New media, by contrast, is highly user-friendly, allowing people to freely choose programs of interest anytime and anywhere according to their lifestyle habits. In today's era of increasingly diversified lifestyles, new media has naturally succeeded in diverting numerous audiences from television news programs, thereby seriously threatening their influence.

## **2. Rebuilding Advantages of Television News Programs Under Media Convergence**

“As the sun is renewed each day, so must one be renewed daily.”Facing the impact of new media, television news programs must follow the trend and actively consider transformation if they wish to maintain their advantageous position and occupy the commanding heights of information dissemination in this era of great media development and transformation.

### **2.1 Cross-Media Integration of Program Resources, Enriching News Communication Forms**

Multi-functional, integrated media convergence has not only provided audiences with vast information sources but also enriched the sources of news material for television news programs. Currently, the internet has become an indispensable part of people's lives. Television news programs can actively pay attention to online news resources and respond to public concerns to narrow the distance with audiences. They can integrate resources by comprehensively presenting the panorama and truth of events to audiences through synthesizing research results from multiple media outlets on the same incident, enabling audiences to grasp online hotspots in the shortest time possible. They can also evaluate events that attract intense online attention to compensate for the shortcomings of weak targeting and insufficient interactivity in television news programs. Additionally, they can comprehensively present to audiences comments from official, civilian, and other multiple perspectives on hot events, triggering deeper and more multi-dimensional thinking while allowing audiences to understand different groups' views on the same event. For example, the “Microscopic World” segment in *Daily News Report* has conducted beneficial explorations in broadcasting current affairs hotspots by synthesizing various viewpoints, achieving good program

effects.

## **2.2 Deep Mining and In-Depth Interpretation of News, Identifying Program Positioning**

Due to inherent factors such as low entry barriers and inadequate management, news events widely disseminated in new media generally feature superficiality, fragmentation, and mixed quality, lacking certain news breadth and depth. Massive amounts of unverified, uncertified, unanalyzed, and unprocessed information exist scattered and redundantly on self-media platforms, which is very confusing and bewildering for users who truly want to obtain news information. Moreover, fragmented, entertainment-oriented, and even vulgar reading methods can easily mislead audiences and negatively impact people's establishment of correct epistemology and stable values. Therefore, enabling audiences to truly obtain accurate news information and guiding them to establish correct epistemology and values still requires the efforts of traditional media professionals—this is also a special mission entrusted to traditional media in the new media era. In future development, television news programs must not be satisfied with staying at the superficial level of information transmission. They must fully utilize their accumulated experiential and professional advantages to discard the dross and select the essential, eliminate the false and retain the true during program editing and broadcasting, striving to explore information sources and understand event truth. They should pursue not only “newness” but also “depth,” achieve effective integration of numerous information pieces to provide audiences with complete and accurate news events, conduct in-depth interpretation and continuous mining of news information to help audiences see the essence through phenomena, and constantly ask questions that others have not asked or dared not ask, striving for personalized and distinctive news. In short, they must use high-quality television news content to shoulder the heavy responsibility of guiding social public opinion.

## **2.3 Taking Audience Concerns as Starting and Ending Points, Optimizing Program Content**

Under the impact of new media, many traditional media have developed a strong sense of crisis and begun to strive for change. However, we must clearly recognize that the emergence of new media has only changed news communication methods, not the essence and fundamentals of news—program content is the fundamental vitality of television news. Therefore, the clearer the crisis becomes, the more we must understand its essence, so that change does not go in the wrong direction. In the new media era, if traditional media provide audiences with television news that is solid and substantial, they can operate on any platform worldwide. Conversely, if information is not fast enough, lacks depth, contains little criticism, uses many clichés, has scarce truth, and falsehoods prevail, even wearing the new media cloak will lead to being uninstalled. Therefore, objectively speaking, the crisis of traditional media is one of back-

ward technology and channels; subjectively, it is a crisis of backward content and a crisis brought by the lack of an audience-centered work orientation. For television news programs to maintain lasting vitality, they must connect with social hotspots, grasp public emotions and positions, and satisfy mass needs. With a broader vision, they should strive to organically combine the specific implementation of the Party and state's major policies with practical issues of public concern, emphasize humanistic care, pay attention to socially vulnerable groups, promote mainstream values, and spread positive energy. They must carefully plan topics, diligently gather and edit news, and continuously innovate program forms, striving to present audiences with news that has both content and thought, both warmth and grassroots connection. Only by continuously striving toward the goal of being "rational yet profound, substantial yet powerful, wonderful yet watchable" can television news continuously enhance its influence, credibility, and guidance in news communication, thereby obtaining broader development prospects and more profound social value.

#### **2.4 Creating Converged News, Highlighting Individual Characteristics, Enhancing Television News Program Quality**

In the new media era, for television news programs to actively undertake the important task and mission of correctly guiding public opinion and spreading positive energy, and to occupy the initiative in the public opinion field, they must fully utilize modern media's new technologies, new methods, and new approaches to continuously innovate program communication methods and strive to create converged news with diversified and multi-platform dissemination. They should actively utilize the development achievements of network, digital, and mobile device technologies to normalize and humanize television news live broadcasting, ensuring zero-distance recording of various news events and fully demonstrating news charm. They must keep pace with the times, follow the trend of media convergence, utilize network positions, establish their own official accounts, set up official websites, WeChat and Weibo accounts, and open interactive platforms with audiences such as online forums, hotlines, and news clients, thereby making news communication platforms increasingly diversified and news expression forms increasingly enriched to enhance television news influence on audiences. They should reposition their functions and audiences according to the media market, use new media to push their programs to audiences in a personalized manner, and establish audience trust and dependence on programs. Simultaneously, they must attach importance to brand building of news columns, maintain the stability of column identification and host style as well as the novelty of program content, and preserve audience identification with news columns.

"The wise adapt to the times, the knowledgeable adjust to circumstances." Times are always in constant change, and we cannot change the era itself—the only thing we can do is change ourselves and actively adapt to it. Under the new media background, the development of television news programs must conform to the general trend of internet development, continuously innovating content,

forms, and methods. They must actively integrate and develop with new media, utilize new media communication advantages to open new paths for television news programs, and strive to create communication characteristics that integrate timeliness, convergence, and data. Simultaneously, they must maintain with a high sense of responsibility and mission the consistent authoritative and truthful reporting principles of television media in news reporting, further consolidate the communication power, credibility, and influence of television news, actively undertake the historical responsibility and mission of correctly guiding social public opinion, promoting mainstream values, and spreading positive energy in the media convergence environment, and strive to promote the development and progress of the entire society in the new era.

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

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