

Innovation Strategies for Journalist Interview Forms in the Context of Media Convergence (Postprint)

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Abstract

The rapid development of Internet technology has exerted a tremendous impact on traditional media forms, thereby inducing a series of changes in communication methods that are no longer limited to conventional television and print media. Simultaneously, the convergence of various media types has presented new challenges for journalists' interviewing work. Therefore, news journalists must actively transform their mindset, adapt to emerging trends, and appropriately reform and innovate interview formats based on the integration of different media, thus ensuring alignment with the trends of media development.

In recent years, Internet technology has continuously advanced, with new media being widely applied across various fields, accelerating the speed of information dissemination and prompting rapid convergence among different media. Compared with traditional media, new media not only boasts a large audience but also exhibits considerable flexibility. As the external media environment continues to change, it has brought corresponding challenges to journalistic work.

Full Text

Research on Innovative Strategies for Interview Forms of Journalists Under Media Convergence

Abstract

The rapid development of internet technology has profoundly impacted traditional media forms and communication methods, triggering a series of transformative changes. As traditional electronic and print media integrate with various emerging media types, journalists face new challenges in their professional practice. Consequently, journalists must actively transform their conceptual frameworks and adapt to this convergent trend. Building upon the foundation of

integrated media platforms, they must fundamentally reform and innovate their interview methodologies to align with contemporary media development trends. In recent years, advancing internet technology and the widespread application of new media across diverse fields have accelerated information dissemination. Various media types have begun converging, offering not only greater quantity but also enhanced flexibility compared to traditional media. This constantly evolving media landscape presents considerable challenges to journalistic work.

Keywords: media convergence, new media, interview forms, innovation strategies

1. Current State of Media Convergence

As internet technology advances rapidly, numerous emerging media platforms have arisen while traditional media gradually lose their conventional advantages, compelling them to transform swiftly to address environmental pressures. The integration trend between traditional and new media has become increasingly pronounced. Sophisticated communication technology inevitably drives continuous convergence between these media forms, representing a necessary precondition for evolving lifestyles and behavioral patterns. By updating and reorganizing existing resources, traditional media can leverage their strengths while mitigating weaknesses, ensuring more effective integration with new media. To facilitate this convergence, growing numbers of traditional media outlets have shifted their focus to the internet, launching distinctive applications and online dissemination platforms based on their established resources. This has fostered a group model where a flagship media organization leads multiple new media entities, enabling rapid establishment of presence in the new environment.

The “central kitchen” model predominates during new media integration, wherein a central hub uniformly processes all news information for distribution across various terminals, achieving one-time collection with multiple generation methods and diversified dissemination pathways. In this convergent media era, all media forms must prioritize information content, strictly controlling quality and adhering to the “content is king” philosophy to consistently deliver high-quality information to users. Fundamentally, media convergence centers on content. With increasingly diverse media types and exponentially growing news information, only high-quality content can attract audiences and stand out among numerous platforms. The Shanghai United Media Group’s “The Paper” exemplifies successful traditional-new media integration. Unlike other new media outlets, The Paper’s superior reporting quality attracts substantial audience attention and discussion, prompting widespread media reprinting upon publication. Content quality fundamentally depends on news interviewing and writing. In an era of information overload, where the public lives in a sea of data yet lacks truly quality information, only diligent news gathering and writing by journalists can ensure information quality and effectively promote media integration.

2. Requirements for News Journalists in the Media Convergence Context

As society develops, information fragmentation intensifies and media integration accelerates. News reporting has gradually evolved toward intelligent and personalized directions, elevating demands for news interviewing and writing. The contemporary context imposes new requirements on journalists, who must not only master modern information technology but also flexibly employ various technical tools throughout the interviewing and writing process. From information production to dissemination, journalists should utilize new technologies and media platforms to express news facts while maximizing audience satisfaction. By leveraging different communication methods, they can aggregate advantageous resources around common themes, thereby enhancing news dissemination influence. News interviewing enables journalists to gather information and materials about relevant matters through methods such as interviews and observations, facilitating better discovery and utilization of news 素材. For news reporting, interviewing constitutes both a necessary prerequisite and the primary means of information acquisition, with data indicating that approximately 70% of information is collected through interviews.

First, different media platforms require different materials, exhibiting distinctions in both form and style between new and traditional media, with correspondingly different demands for news products. During interviews, journalists must select materials based on specific media characteristics and adopt tailored interview approaches according to each platform's form, style, and features. For instance, newspaper reporting requires substantial depth, necessitating that journalists consider both depth and breadth during interviews. For new media platforms like Weibo, interviews must incorporate novel technologies and formats to enhance news interest and effectively attract audiences.

Second, the media convergence context demands greater timeliness in news interviewing. In modern society, news information emerges constantly. New media holds clear advantages over traditional media in information release speed. Journalists must possess not only keen insight but also the ability to identify news value within minimal timeframes, striving to release high-quality exclusive reports. They can flexibly deploy various new technologies to capture news clues immediately, interviewing information publishers when necessary to improve efficiency.

The self-media era enables anyone to release information through online platforms at any time. Weibo's openness and freedom have established it as a major information distribution hub. Journalists should monitor Weibo dynamics continuously to identify and pursue the most compelling news topics rapidly.

Finally, journalists must adeptly utilize various new media technologies during interviews, grasping the pulse of the times and understanding how to apply

different new media tools. For example, multimedia technology can streamline every aspect of news interviewing, enabling acquisition of premium news with minimal investment. Additionally, new media technologies facilitate real-time online public opinion monitoring, allowing comprehensive analysis and understanding of opinion trends to maximize interview relevance. Mastering new media technologies enhances both journalists' efficiency and their capacity to acquire quality content rapidly.

3. Characteristics of Journalist Interviews Under Media Convergence

First, journalists must maintain authenticity and timeliness. Contemporary audiences confront both diverse new media types and massive information volumes, questioning information accuracy while urgently requiring professional commentary and verification from authoritative sources to maximize television information credibility. Consequently, journalists must continuously innovate interview forms to ensure that television news remains standardized and authoritative while enabling timely audience access to information.

Second, the interview process has become more targeted and diversified. In the new media environment, information dissemination forms grow increasingly rich while participating subjects multiply. The new media era has prompted transformations in traditional media, making the journalist interview process more transparent and enabling real-time understanding of audience perspectives. When reporting news, journalists must also deeply analyze obtained information or engage in timely online exchanges with audiences, diversifying the information interview process.

Third, the interview process has become more open. The trend toward media convergence has demystified traditional television interviews, with the public demonstrating greater tolerance for journalistic interview activities and interview forms becoming more abundant. During interviews, journalists can employ various tools to create optimal environments for their work.

4. Impact of Media Convergence on Journalists' Interview Work

Rapid information technology development has enabled widespread application of modern information technology across various fields, accelerating information dissemination speed and expanding its scope. Mobile terminal development has diversified radio and television media, with networks serving as crucial information dissemination platforms that offer advantages in audience reach and transmission speed. Participating individuals now assume dual roles as both publishers and disseminators, fundamentally altering traditional interview forms. However, massive information volumes can leave audiences feeling overwhelmed and uncertain about their choices. Despite numerous communication subjects,

radio and television journalists maintain greater credibility and can efficiently report major social events. This era has transformed the radio and television media landscape, significantly enhancing audience participation and breaking the previous pattern of passive information reception. Consequently, radio and television journalists now directly face broad audiences during interviews, engaging in communication and exchange. For instance, they must objectively and truthfully report entire events while simultaneously interacting with audiences, answering questions, tracking events, and producing in-depth reports, maintaining audience communication through various media channels. Under the new media era, radio and television journalists must re-examine their roles, ensuring complete interview activities while fully utilizing platforms to excavate news value. As times advance and different media integrate, interview forms become more open, with audiences gaining clear understanding of media interview processes and actively accepting interviews. Moreover, the network information context significantly enhances the openness and inclusiveness of interview activities. For example, regarding interview formats, journalists can select different mobile terminals—such as mobile phones and tablets—based on interview content to ensure timely, authentic, and efficient reporting.

5. Innovation in Journalist Interview Forms Under Media Convergence

5.1 Full Utilization of New Media Equipment Media integration represents the mainstream direction of industry development, rendering journalist interview activities more efficient and rapid. To quickly establish network initiative, major television stations have employed various forms to construct new release platforms that meet contemporary demands. Given this new situation, news journalists must recognize the importance of network information dissemination, optimizing entire interview processes to improve efficiency while sensitively capturing interviewees' responses. During interviews, journalists can select appropriate tools based on situational needs rather than relying solely on cameras as in the past. By utilizing different mobile terminals such as smartphones and tablets, they can randomly collect and release information. Convergence of different communication media not only diversifies interview methods and information release forms but also enables journalists to reasonably select interview tools according to actual circumstances, ensuring rapid media integration and breaking responsibility boundaries among interview team members. Simultaneously, journalists must reasonably employ various information communication tools to complete dissemination efficiently. For traditional media to maintain advantages, program quality remains crucial. In the media convergence environment, traditional media must prioritize information authority, credibility, and release speed. Therefore, journalists need to clarify both interview forms and content applicability, ensuring television programs meet dissemination requirements while adapting to network broadcast needs and netizen viewing habits.

As new-era television news journalists, they must possess sufficient capability to utilize various network tools, becoming comprehensive news communicators.

5.2 Diversification of Interview Methods Traditional interviews primarily involve face-to-face engagement between journalists and interviewees, supplemented by network and telephone connections. As multiple media integrate, interview forms continuously innovate, including studio interviews and other novel approaches. These new methods not only effectively shorten the distance between audiences and scenes but also enable timely audience interaction. Leveraging internet-based live broadcasting in the new media era has greatly improved live efficiency while enabling timely tracking of news trends. Particularly, platforms like Weibo not only shorten audience-scene distances but also enhance audience experiences. Furthermore, when interviewees cannot be physically present, journalists can conduct interviews via Weibo, successfully completing entire television interview processes.

5.3 Transforming Concepts and Understanding Public Opinion Given the new media convergence context, journalists must transform past concepts, recognize new public opinion situations, master communication skills, and achieve breakthroughs through exploration and innovation. To truly understand public opinion and transform concepts, several requirements must be met: First, television journalists must actively enhance their professional quality and capabilities, improving their information screening and adaptability skills to ensure timely completion of various news event interviews. From this perspective, traditional journalists can no longer meet new-era information dissemination demands. Contemporary development emphasizes journalists' comprehensive qualities, focusing on news quality and timeliness, thereby prompting journalists to learn and master new knowledge and skills through various channels, break old concepts, supplement and improve their knowledge structures, and become talents meeting era demands. Second, while reporting relevant information in detail, journalists must also monitor audience reactions, promptly answer questions, track and report events, conduct in-depth analysis, thereby satisfying audience information needs.

5.4 Improving Professional Interview Competencies The new media convergence environment imposes stricter requirements on journalists. To perform effectively and leverage their advantages, journalists need high-level competencies, distinguishing themselves from amateurs and continuously enhancing news credibility. As different media integrate, information quantity increases while quality is affected, necessitating emphasis on information credibility. Journalists must screen information, actively respond to various news events, fulfill their professional duties, and contribute to news dissemination. Beyond conducting in-depth interviews, journalists must continuously improve their editing and filming capabilities, actively master various equipment functions, combine other information forms, and produce more diversified information release formats ac-

ording to different media needs. While completing news interviews, journalists must also grasp problem essences, understand public psychology and opinion trends, accurately assess event significance, and report news with concise, accurate language to improve dissemination effectiveness.

5.5 Fully Integrating Network Resources During interviews, journalists should flexibly utilize abundant network resources for timely information exchange. Especially under media convergence, journalists should transmit interview plans and processes to relevant websites via email anytime and anywhere, conducting timely on-site communication and interviews regarding events. Additionally, they must use telephone, video, and other forms to report interview progress to television stations promptly, release relevant information through network platforms, process collected materials, complete subsequent editing and organization, and broadcast them in television programs. Accordingly, television journalists must master various information release tools to collect information more efficiently and communicate timely. Furthermore, journalists can employ extensive network resources according to needs, such as using online video to complete interviews, then releasing obtained information through network resources to seize information release initiative online.

Conclusion

The integration of traditional and new media has become an inevitable trend in media industry development. Many traditional television media have begun using new media for news interviews, fundamentally transforming news interview practices. As information technology advances and information dissemination becomes more convenient, traditional interview forms and team divisions have undergone significant changes. Therefore, journalists must continuously update their concepts, improve their comprehensive qualities, adeptly utilize various new media equipment, and complete entire interview activities at minimal cost.

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

Source: ChinaXiv –Machine translation. Verify with original.