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Postprint: On the Innovation of TV Journalists' Interview Forms in the Context of Media Convergence

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Abstract

The rapid development of Internet information technology has profoundly impacted the television media industry, transforming both the content and methods of television journalists' work, with media convergence emerging as a new direction for industry development. As information resources proliferate across an increasing number of channels, traditional television interview formats can no longer satisfy the evolving demands of the industry. Grounded in the context of integrated media, this study explores pathways for integrating new media technologies with television journalists' interview practices, aiming to provide theoretical references that facilitate the transformation and sustainable development of television stations.

Full Text

Innovation in TV Journalists' Interview Forms under the Background of Media Convergence

Abstract: The rapid development of internet information technology has profoundly impacted the television media industry, transforming the work content and methods of TV journalists, with media convergence becoming the new direction for television media industry development. As information resource channels have multiplied, traditional television interview forms can no longer meet industry development needs. This paper, based on the context of media convergence, explores pathways for integrating new media technology with TV journalists' interview work, hoping to provide theoretical references for television stations and contribute to their transformation and sustainable development.

Keywords: journalist; new media; media convergence; interview; traditional

In the media industry, the integration of new media and traditional media has become an inevitable trend. The media convergence environment has broadened TV journalists' interview channels, with the television media industry developing toward convergence. Platforms such as Weibo, WeChat, mobile applications, and even live streaming platforms can all be developed into interview platforms. Based on their needs, TV journalists can comprehensively utilize multiple platforms to interview the public or experts in relevant fields, which improves interview efficiency and expands the scope of information collection. Particularly against the backdrop of rapidly developing transnational internet, TV journalists can even conduct remote interviews with foreign experts and the public.

1. New Changes in TV Journalists' Interview Forms under the Background of Media Convergence

Media convergence primarily refers to the integration of new media and traditional media, representing a product of the rapid development of network information technology. Since entering the 21st century, further advances in network technology and digital technology have given rise to new media forms such as Weibo, WeChat, mobile apps, internet television, and micro-TV. By integrating traditional media like television, radio, and newspapers with new media, television stations can better consolidate media resources and expand the channels and dimensions of information resource dissemination [1].

1.1 Changes in Communication Mechanisms

As is well known, internet technology can break temporal and spatial boundaries, rapidly transmitting information resources to any area with network signals. The development of new electronic terminals such as smartphones and micro-computers has further accelerated the speed of information dissemination and transformed human communication patterns. In the era before new media emerged, social individuals were in a passive position regarding communication, and the degree of communication between TV journalists and the public was relatively low. Due to the integration of new media and traditional media, the public can now communicate and interact with TV journalists more conveniently. Within the media convergence environment, TV news interview journalists need to continuously enhance their interviewing capabilities, actively respond to public questions, and engage in timely communication with the public [2]. Interview work for TV journalists in the media convergence environment emphasizes a more "conversational" style of interviewing, focusing on communication and interaction with the public. Simultaneously, strengthening communication and interaction with the public is also crucial for improving interview quality, meeting public demands, and enhancing the competitive strength of television stations.

1.2 Changes in Interview Channels

In the media convergence environment, TV journalists' interview channels have been significantly broadened. The television media industry is developing toward convergence, and platforms such as Weibo, WeChat, mobile apps, and even live streaming platforms can all be developed into interview platforms. TV journalists can comprehensively utilize multiple platforms to interview the public or experts in relevant fields according to their needs, which improves interview efficiency and expands the scope of information collection. Particularly against the backdrop of rapidly developing transnational internet, TV journalists can even conduct remote interviews with foreign experts and the public.

2. Key Issues in TV Journalists' Interview Work under Media Convergence

2.1 Ideological and Conceptual Transformation

In the media convergence environment, the working methods of TV journalists have undergone significant changes. TV journalists can now employ both traditional methods to interview relevant personnel and utilize new media for interviews. Consequently, TV journalists must transform their ideological concepts, break free from thinking pitfalls, and cultivate themselves into convergence media journalists. TV journalists need to flexibly utilize multiple interviewing methods, design optimal interview plans based on interview content, and enhance the quality and efficiency of interview work. In addition, TV journalists must fully grasp the laws of new media, conduct interviews from the public's perspective, and quickly occupy the commanding heights of information dissemination.

2.2 Professional Skills Enhancement

In the media convergence environment, TV journalists' interview work has become more diversified, and the ability to excavate information resources has become a core competency. Therefore, in addition to mastering basic skills such as interviewing and editing, TV journalists must also acquire certain video editing techniques and new information technology skills to enhance their professional competence. Only by continuously improving their professional competence can TV journalists excavate and analyze valuable information resources from the massive amount of information, truly meeting the new demands put forward by the public in the media convergence environment.

2.3 Pre-Interview Preparation Issues

In the media convergence environment, TV journalists must also strengthen pre-interview preparation when conducting interviews, as this is a prerequisite for ensuring interview quality. To this end, TV journalists need to collect relevant information and materials both online and offline, and select appropriate

interview tools. Particular attention should be paid to interview planning to prevent interview errors. When the interviewee is a netizen, they may raise opinions and questions midway through the interview. If the TV journalist is not well-prepared at this time, it will affect interview quality and consequently impact the image of both the journalist and the television station.

2.4 Interview Content Issues

In the media convergence environment, TV journalists should still adhere to the basic principle that content is king, pursuing high-quality and valuable interview work. Whether new media or traditional media, they are both technologies. From the perspective of improving interview accuracy and content authenticity, TV journalists should still go deep into the grassroots and the scene, prevent themselves from being disturbed by public opinion, synthesize online and offline interview conclusions, and adhere to objective interviewing to enhance their competitive advantage.

3. Requirements for Interview Form Innovation

3.1 Adapting to the Needs of Era Development

Currently, new media has provided broader space and platforms for the development of television stations, which can integrate new media such as Weibo and WeChat into various stages of television station work to facilitate transformation. Specifically in the field of TV journalist interviews, on the one hand, by utilizing new media, TV journalists can communicate with interviewees in real time, improving interview efficiency and reducing the work burden of TV journalists; on the other hand, as television stations accelerate their transformation using new media technology, TV journalists' interview work needs to change and innovate. To ensure the comprehensive application of new media technology in television stations and enhance the connectivity between interview work and other work, TV journalists need to strengthen research on and utilization of new media.

3.2 The Inevitable Requirement for TV Journalists to Break Through Traditional Interview Limitations

With the further development of the media industry, the industry has raised its requirements for TV journalists' comprehensive quality and work capabilities. Especially in the context of media convergence, traditional interview forms struggle to meet the needs of era development, and there is an urgent need for TV journalists to innovate interview forms. If TV journalists cannot accelerate innovation, they will be constrained by traditional interview concepts. For example, TV journalists may only focus on the interview process while neglecting post-interview production, falling into thinking pitfalls. Only by innovating interview forms and considering multiple media including television, internet, and newspapers can TV journalists improve interview quality.

4. Strategic Approaches for Interview Form Innovation

4.2 Not Constrained by Form, Developing Open Thinking

On the one hand, under the background of media convergence, TV journalists should timely transform their subject status and strengthen communication with interviewees. If TV journalists continue to work with traditional interview thinking, it will easily affect interview effectiveness. Therefore, TV journalists should develop open thinking and service awareness, strengthen communication with interviewees, and deeply excavate interview materials. On the other hand, under the background of media convergence, TV journalists should comprehensively utilize traditional media and new media to conduct audio interviews, face-to-face interviews, and live interviews with interviewees through computers and smartphones, providing more interview materials for later television program production and processing.

4.3 Continuously Improving Comprehensive Quality and Professional Ability

TV journalists' comprehensive quality and professional ability are crucial to interview work quality. Having only certain work experience is insufficient for TV journalists to cope with changes in interview work under media convergence; they need to continuously improve their comprehensive quality and professional ability. First, from the organizational perspective, television stations should improve talent exchange mechanisms and training mechanisms. On the one hand, television stations should strengthen cooperation with other regional television stations and universities, encouraging TV journalists to conduct exchange studies at other stations and universities to optimize staff knowledge structure and enhance knowledge reserves. On the other hand, television stations should optimize training content, focusing on improving TV journalists' on-site adaptability and information technology application abilities. Television stations can use scenario-based training to continuously enhance TV journalists' ability to respond to on-site changes, ensuring they can better communicate and interact with interviewees on site. Television stations can also develop a tiered information technology training curriculum based on their journalists' work situations and overall quality to enhance journalists' ability to utilize new media technology. Second, from the individual perspective of TV journalists, they should first adhere to professional ethics and enhance their professional competence, which is the foundation of their work. For example, when conducting interviews, TV journalists should be responsible for their statements and questions, eliminate rumor-mongering, and take factual reporting as the basic professional criterion. Second, TV journalists should establish the concept of lifelong learning, strengthen self-learning according to their own shortcomings, and continuously enhance their market competitiveness. Finally, TV journalists should develop innovative thinking and innovate interview work through research or practice.

5. Specific Paths for Innovating Interview Forms Using New Media Technology

5.1 Innovative Use of Weibo

Weibo provides new opportunities for TV journalists to innovate interview forms. First, in some relatively urgent and sudden events, using new media tools for interviews can release interview information more quickly and strengthen interview intensity. For example, when reporting on natural disasters, TV journalists can use the Bluetooth connection function of digital cameras to interview and report on the real situation in disaster areas, allowing the public to learn the latest information more timely on Weibo and enhancing the scientific nature and timeliness of interviews. Second, TV journalists can enhance interaction with the public through Weibo. For example, TV journalists can post relevant topics on Weibo and conduct online exchanges with the public through these topics to understand public opinions on certain events, paving the way for subsequent work. At the same time, through online communication with the public, TV journalists can also conduct more open interview drills to improve interview quality. Finally, TV journalists can post corresponding Weibo content to attract public attention to hot issues, laying the foundation for television stations to enhance program influence later.

5.2 Innovative Use of WeChat

To enable the public to understand certain events more intuitively, TV journalists can deeply utilize WeChat as a new medium during news interviews. First, TV journalists can compile interview short articles based on interview content, equip them with relevant pictures or audio, and publish them on relevant WeChat public accounts. At the same time, TV journalists can also attach their own views on events after the articles to enhance the public opinion guidance power of official accounts. Second, TV journalists can develop an interactive message function on WeChat public accounts to listen to public opinions and suggestions on television interview work. At the same time, TV journalists should promptly reply to messages in the message section to shorten the distance with the public. Third, TV journalists can develop a news subscription function on WeChat public accounts, regularly pushing relevant news information to subscribers daily to enhance the publicity of news programs.

5.3 Building Special Interview Program Brands

Television stations can launch special interview programs to conduct thematic interviews on hot events in the city, enhancing the station's influence in the region. In the process of building special interview program brands, television stations should highlight program characteristics and align with local livelihood issues and public hot issues. In addition, television stations should not only publicize their interview programs in traditional media such as newspapers and television but also promote their interview programs on WeChat, Weibo, and

other PC terminals to accelerate brand formation. When conducting special interviews, TV journalists can involve the public throughout the interview work to enhance the persuasiveness and public affinity of interview programs, creating people-friendly program brands.

5.4 Establishing Integrated Technical Platforms for Process Reengineering

In the media convergence era, television stations must enhance the connectivity between interview work, editing work, and program release work to improve program quality [3]. Television stations should establish integrated technical platforms that emphasize one-stop integration and release of interview information resources. After TV journalists complete interview work, other staff members can edit, release, and control information resources using traditional and new media according to their respective division of labor. TV journalists only need to conduct one interview work session and deeply process the interview information, which greatly reduces the work burden of interview personnel. At the same time, different members of the public can also follow and understand programs through different channels, enhancing program coverage.

5.5 Innovating Interview Concepts and Daring to Break Through

To ensure they can participate in interview work at the first moment, TV journalists should innovate interview concepts and dare to use new media for interview work. First, television stations can explore the development of live streaming apps, opening dedicated interview live rooms on these apps for TV journalists to conduct interview live broadcasts, actively communicating and interacting with audiences to shorten the distance with them. At the same time, to enhance live room popularity and ratings, television stations can explore launching a gold coin mall on the live streaming app platform. Audiences can obtain corresponding virtual gold coins by interacting with TV journalists and watching television programs, which can be used to exchange for corresponding gifts. Second, TV journalists should innovatively use the internet for interviews, forming their own interview style and interview model on network platforms, conducting interviews with interviewees from different angles and heights [4]. Finally, TV journalists should fully utilize internet resources and have the courage to break through traditional interview work. In the pre-interview stage, TV journalists can use the internet as a search tool to deeply understand information related to the television program and interviewees and formulate corresponding interview plans. In the mid-interview stage, TV journalists should timely feedback the latest interview progress to relevant departments through the network to assist the overall work of the television station. In the post-interview stage, TV journalists can further organize real-time materials and process interview materials to form the final release files.

Media convergence absorbs the advantages of both new media and traditional media, enabling television stations to produce higher-quality spiritual products.

In news interview work under the media convergence environment, the application of new media technology is a key element that directly relates to interview work innovation. Due to the relatively short development time of new media technology in China's television media field, coupled with insufficient theoretical references, it has affected the effectiveness of television stations' application of new media technology. This paper focuses on exploring the paths for TV journalists to use new media technology to innovate interview forms under the media convergence environment [5]. The application of new media technology is a complex task. In this process, television station management should optimize human resource allocation and capital allocation to provide technical support for TV journalists and enhance the influence and public opinion guidance of television stations.

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

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