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## In the New Media Context: How Television News Programs Innovate Post-Print

**Authors:** Jin Lianhua

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### Abstract

With the rapid development of the new media era, network technologies continue to innovate, and the channels and forms of information dissemination are increasingly trending toward diversification and high-speed transmission. Against this backdrop, traditional television news media have encountered considerable impact and influence. However, such influence has also pointed out new development directions for television news media, bringing new opportunities and challenges for the innovation of television news programs. This paper puts forward some insights and suggestions on how to innovate television news programs in the context of new media.

### Full Text

#### How to Innovate TV News Programs in the Context of New Media

**Abstract:** With the rapid development of the new media era, network technology continues to innovate, and information dissemination channels and forms are becoming increasingly diversified and high-speed. Against this backdrop, traditional TV news media have faced considerable impact and influence. However, this impact has also pointed out a new development direction for TV news media, bringing new opportunities and challenges for the innovation of TV news programs. This paper offers some insights and suggestions on how to innovate TV news programs in the context of new media.

**Keywords:** new media; news programs; innovative transformation; TV news; challenges

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**Author:** Jin Lianhua

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New media has dramatically broadened information dissemination channels, and people no longer rely solely on television to obtain the latest real-time news. This has created significant obstacles for traditional TV news media. Under this impact, the traditional TV media industry must focus on integrating and innovating TV programs with new media technology, improving and enhancing news program quality according to audience information needs. Media professionals need to upgrade their professional capabilities, actively explore innovative TV news programs, break away from traditional news program formats, and strengthen the core competitiveness of modern TV news programs. To truly achieve the transformation of traditional TV news programs, continuous innovation is required in all aspects: breaking through program editing formats, screening program content, improving program scheduling standards, and simultaneously leveraging the advantages of new media technology to expand TV news dissemination channels, thereby striving to break the awkward predicament of falling behind.

### 1.1 The Reduction of Sponsors and Viewers

Compared with the vast amount of online information, the broadcast volume of TV news information is relatively small, and its timeliness is not as high as that of new media information dissemination. New media utilizes technology to transform news information from one-way transmission to mutual penetration. When events occur, timely reporting through new media networks allows netizens' opinions and real-time media commentary to enrich news content, though this may also obscure original facts. While the timeliness of TV news programs needs improvement, their reporting and commentary possess greater credibility and authority. Overall, new media holds advantages in updating news, and TV news programs must increase their information gathering speed, enhance sensitivity to social public opinion, select content with breadth and depth, and leverage their authoritative strengths to compensate for their timeliness disadvantages.

TV programs require advertising sponsors to secure adequate production funds. However, as new media network technology accelerates information dissemination, more people prefer searching for information online rather than sitting in front of televisions waiting for scheduled news programs. New media's advertising effectiveness and audience interactivity surpass those of traditional TV news programs. Traditional TV news programs have innovated too little in audience interaction, with many still limited to traditional methods like SMS or phone connections. Emerging online news programs, by contrast, have begun using platforms like WeChat and Weibo, allowing audiences to express their opinions independently while enabling program producers to obtain timely feedback and higher ratings. Consequently, more advertisers are shifting their investments

toward new media, gradually neglecting TV news media.

### **2.1 Emphasizing News Integrity and Authenticity to Ensure Reliability**

News material selection is key to producing quality news programs. Selecting materials that concern the public can make news programs more attractive. However, media professionals should pay greater attention to the integrity and authenticity of news materials themselves, dispatching professional and responsible teams to gather news and ensure reliable reporting. TV news programs have long been trusted by audiences, and producers must fully utilize this advantage to demonstrate their strengths. Online public opinion can easily convey incorrect information to audiences, and today's online information industry faces intense competition, with many non-professionals deliberately creating sensational headlines or spreading false information to gain attention. Therefore, when integrating with new media technology, TV news programs must maintain a scientific and rigorous attitude toward news reporting—what changes is the technology, while what should remain unchanged is journalists' commitment to truthfulness.

### **2.2 Enhancing News Appeal and Transmitting Positive Values**

To meet different audience needs, TV news programs must focus on enhancing news appeal and promoting positive values. The current era differs from the past when television was the sole information source. For younger generations born in the 1980s and 1990s, TV news programs must enhance their contemporary feel by producing content relevant to youth, using advanced technology to diversify program formats and satisfy different audience sensory needs. When reporting news, anchors can appropriately increase their affinity rather than always broadcasting with a serious and rigid demeanor. To enhance news appeal, programs must cover news that is close to daily life and concerns people's livelihoods. Meanwhile, interview formats can be appropriately modified—not always using self-questioning but strengthening interaction with the public to let their voices be heard, which better moves audiences. Regarding news commentary scripts, TV news programs need to change expressions that are grandiose yet empty and lack practical significance, instead addressing prominent social issues and disseminating correct values.

### **2.3 Emphasizing Suspense Setting and Detail Highlighting to Strengthen Programs**

TV news programs often give the impression of being steady and unchanging in style, causing many viewers to gradually lose interest. To change this situation, programs must emphasize suspense setting and detail highlighting, placing higher demands on news editors and producers. Program planners must have foresight regarding current affairs, actively discover valuable information, and

accurately grasp program planning themes. Regarding the use of news materials, planning teams should both communicate and exchange with various fields and continuously challenge new editing models. For example, setting suspense at the program's beginning to introduce topics, providing clues during the program to guide audience thinking, and finally revealing the theme with positive or critical evaluation. However, while enhancing program appeal, critical reports must clearly state correct positions and viewpoints to avoid conveying wrong values.

### **3.1 Utilizing Various Network Information Technologies to Innovate TV News Dissemination Methods**

During TV news broadcast periods, news stations should maintain closer connections with various media platforms, creating secondary broadcast platforms to achieve “dual-screen” reporting. By connecting mobile WeChat, Weibo, and digital TV with TV news broadcasting, TV news reporting channels can be expanded while also using new media exchange platforms to collect news materials. Achieving integration of television, mobile phones, and computer networks will be the future development trend. Only by keeping pace with the times, innovating TV news dissemination methods, maintaining news authenticity, meeting public demands, and reporting valuable, in-depth, and comprehensive news content can TV news programs establish themselves in the news media industry.

### **3.2 Updating TV News Program Live Broadcast Concepts and Leveraging Live Program Advantages**

Live broadcasting has always been a major feature of TV news. Traditional live broadcast formats typically involve remote dialogue between anchors and reporters to cover current affairs. However, with the emergence of new technologies, we must update news program live broadcast concepts, combining emerging technologies to strengthen anchors' narrative abilities and storytelling performance. Today, more journalists are using mobile devices for live broadcasting. The convenience and better live effects of mobile devices can restore news events from multiple perspectives, enhancing credibility. For journalists, restoring news events is a professional responsibility, and such news better attracts readers.

In conclusion, as media professionals, we must first enhance our professional capabilities to continuously inject new vitality into TV news programs. Traditional news program formats require continuous innovation to demonstrate the core competitiveness of modern TV news programs. Only through comprehensive innovation—changing editing formats to suit public tastes, improving content, enhancing program scheduling standards, and leveraging new media technology advantages—can TV news dissemination channels be broadened and TV news programs be continuously promoted forward.

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**(Author Affiliation: Yanbian TV Station, Jilin Province)**

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

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