

# Analysis of Transformation Paths for Television Journalists in the Era of Media Convergence (Postprint)

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**Date:** 2023-10-08T00:00:00+00:00

## Abstract

The rapid development and widespread utilization of Internet technology have facilitated the swift rise of emerging media. New media devices such as smart televisions, smartphones, and mobile computers have gained widespread favor among audiences due to their advantages of convenience, efficiency, and interactivity. In recent years, under the guidance of national policies, traditional media and emerging media have leveraged their complementary strengths to achieve integrated development, thereby reconstructing a new pattern in the media field, and the era of media convergence has arrived. Against this backdrop, the transformation of television journalists from single-skilled to all-around has become an inevitable trend. This paper will analyze the limitations and deficiencies of traditional television journalists in the era of media convergence, explore the capabilities and qualities that all-media journalists should possess, and finally propose a transformation path for television journalists within the context of media convergence development.

## Full Text

### Abstract

The rapid development and widespread adoption of Internet technology have catalyzed the swift rise of new media. Devices such as smart TVs, smartphones, and mobile computers have gained widespread favor among audiences due to their convenience, efficiency, and interactivity. In recent years, guided by national policy, traditional and emerging media have leveraged their complementary strengths to achieve integrated development, reconstructing the media landscape and heralding the arrival of the media convergence era. Against this backdrop, the transformation of TV journalists from single-skilled professionals to all-media practitioners has become an inevitable trend. This paper analyzes

the limitations and shortcomings of traditional TV journalists in the media convergence era, explores the competencies and qualities that all-media journalists should possess, and proposes pathways for TV journalist transformation within this context.

**Keywords:** media convergence; all-media journalist; transformation pathway; news communication

**CLC Number:** G224 **Document Code:** A **Article ID:** 1671-0134(2018)11-083-02 **DOI:** 10.19483/j.cnki.11-4653/n.2018.11.023

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## Introduction

The widespread application of new media has fundamentally altered the traditional ways in which audiences receive information and perceive the world. Whether for work or leisure, emerging media satisfies audience demands for accessing information and news anytime, anywhere. Simultaneously, new media offers distinct advantages in flexibility, novelty, and two-way interaction, enabling it to rapidly capture market share and exert significant influence on traditional media. Meanwhile, some print media have leveraged new media channels to disseminate numerous in-depth reports, further highlighting the deficiencies of traditional television. As emerging media continuously update both the content and form of news, the “people-oriented” concept has gradually taken root in the media industry, making deep excavation of news content a major trend.

## Limitations of Traditional TV Journalism

### Outdated Concepts and Rigid Formalization

As the mainstream media platform in the Party’s propaganda and public opinion front, television media enjoys significant advantages in content and distribution channels, and has long established authoritative status and trust among audiences. However, in the media convergence era, rigid institutional structures and backward management models have begun to hinder its development. Integration and innovation represent the inevitable choice for television media to consolidate audiences and improve ratings in the new era. TV journalists constitute the core competitiveness of television media, and transformation must begin with them.

### Limited Length and Superficial Depth

Traditional TV news reporting suffers from rigid, monotonous formats, superficial content, and lack of depth. Constrained by time limitations and conventional interview patterns, TV journalists’ability to excavate and present in-depth news is restricted. People’ s livelihood news—the genre most closely followed

by ordinary citizens and most relevant to their daily lives—has historically been given minimal space and weight in TV news reporting, preventing it from truly resonating with audiences and naturally resulting in audience attrition.

## **The Imperative for All-Media Journalists**

### **Enhanced Timeliness in Breaking News Reporting**

In the media convergence era, the industry faces fierce competition. Emerging media leverages Internet channels to achieve “zero time difference” high-speed information dissemination, thus holding a distinct advantage in timeliness. Using smartphones, tablets, and other devices, ordinary citizens can upload local news in video, text, and other formats to the Internet, enabling audiences thousands of miles away to immediately access news content through social platforms like WeChat and Weibo. Traditional TV journalists, by contrast, must transport filming equipment to the scene after receiving news tips, and only after information gathering, filming, editing, recording, and multiple layers of review can content reach audiences—clearly lagging behind audience expectations.

Breaking news demands exceptional timeliness. If the process from interview to broadcast takes too long, news becomes “old news” and loses its value. All-media journalists achieve breakthroughs in reporting timeliness. Leveraging new media filming technologies, especially rapidly advancing selfie technology, they can break free from the fixed pattern requiring coordination between cameramen and on-camera reporters. When breaking news occurs, they can quickly complete information gathering and broadcasting in a “single combat” format. Furthermore, exploration of Internet dissemination channels provides new development pathways. Through video editing and online article writing, journalists can more flexibly and rapidly provide news information across the entire network. While efficiently broadcasting news, all-media journalists can also utilize new media technologies to enhance reporting quality, endowing news content with “lively” and “novel” characteristics and incorporating elements like QR codes and H5 to attract audience attention through rich and diverse dissemination forms.

### **Strengthened Presence and Credibility**

The low barriers of online self-media have democratized news broadcasting, making news subjects more civilian-oriented. When ordinary citizens use emerging media to disseminate information, they essentially act as journalists. While this civilianization diversifies information, it also increases online news risks, with considerable false and fraudulent information mixing into online dissemination channels and causing audience distress. All-media journalists differ significantly from online self-media in terms of authority. From a professional news production perspective, they report news elements in accordance with principles of authenticity and comprehensiveness, restoring news to its original state. By following development processes at news scenes and enhancing TV news presence through video live streaming and selfie reporting, they consolidate TV news

objectivity and credibility, better contributing to opinion leadership.

## **Transformation Pathways for TV Journalists**

### **Establishing Converged News Concepts and All-Time-Space Perspectives**

The converged news concept requires TV journalists to explore open and aggregated dissemination pathways through diversified subject interaction, such as creating Internet and smartphone-linked platforms that enable audiences to access “fragmented” TV news content through various emerging media terminals while simultaneously publishing their views and suggestions. It also demands that journalists possess multiple media expression skills, adapt news manuscripts for multiple platforms, and align news presentation formats with the dissemination patterns of various media including mobile devices and television, thereby achieving transformation from traditional TV journalist to all-media journalist in terms of work philosophy.

The all-time-space concept refers to the future of TV news as a 24-hour, all-dimensional news service. TV journalists must satisfy the demands of round-the-clock news production and comprehensive news services, fully practicing people-oriented work principles, continuously providing audiences with information needed for production and daily life, and shouldering the responsibility of fostering a positive public opinion environment.

### **Innovating News Gathering and Editing Techniques**

The transformation of TV journalists into all-media journalists necessarily requires timely “upgrading” of technologies. For instance, introducing modern technological means such as “robot journalists” and “drones” during the gathering and editing process opens doors for innovative development. Supported by artificial intelligence systems, “robot journalists” can conduct quantitative analysis of data and charts in reporting topics such as economics, sports, and disasters, providing effective foundations for timely journalist commentary. Drone application represents a major breakthrough in TV news material collection, with aerial views of vast perspectives and fast-moving lenses significantly improving material quality.

Additionally, TV journalists should actively experiment with “VR, AR, and AI + news,” utilizing innovative technologies to enhance news program appeal and presence. Mobile live broadcasting represents a bold attempt to introduce high technology into TV news dissemination. Beyond conventional information carriers like text and images, mobile platforms integrate various reporting forms including H5 and live streaming, employing a workflow combining on-site reporting with “fragmented” uploading. This enables audiences to continuously obtain fresh information through interface updates, increasing both user engagement and dissemination efficiency.

## Strengthening Professional Capability Building

In the media convergence context, new media technology serves as the primary dissemination medium and information carrier for both traditional and online media. Applying new media technology in TV news gathering and editing can facilitate diversified video and image dissemination, not only transforming outdated program patterns but even breaking through the limitations of single-channel TV dissemination, enabling TV news to reach more terminals including smart TVs, official websites, and public platforms. All-media journalists can leverage new media information gathering and dissemination channels to more deeply explore and report on social issues that truly concern the public. On one hand, they can utilize the Internet to improve information collection and organization quality and efficiency; on the other hand, they can employ big data thinking and emerging media to analyze audience preferences, gathering and reporting social news that better aligns with audience expectations.

The transformation 顺应时势 demands that TV journalists strive to learn the latest scientific and media technologies while updating their concepts and deepening understanding of different business areas to become “news all-rounders.” More importantly, the media convergence era imposes stricter requirements on the professional ethics of mainstream media journalists. TV journalists must ensure all gathered and edited news content is truthful and objective and can guide correct social values. Following the laws of news dissemination in the media convergence period, television media can attempt to create brand journalists with “label” effects, such as well-known investigative reporters, environmental journalists, or political news journalists.

## Conclusion

In the media convergence era, audiences encounter increasingly complex and chaotic news information. The development of emerging media technologies presents both challenges and opportunities for traditional TV journalists. TV journalists should actively transform into all-media journalists to reverse the disadvantages of backward broadcasting, insufficient news depth, and outdated news patterns. By integrating new concepts into gathering and editing work, upgrading techniques, and expanding news broadcasting platforms, they can provide audiences with timely, high-quality news reporting.

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

*Source: ChinaXiv – Machine translation. Verify with original.*