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## Research on the Transformation and Development of Television Current Affairs Reporting in the Era of Media Convergence: Postprint

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### Abstract

To adapt to the development trend of media convergence, television political reporting must inevitably undergo transformation. This paper discusses the necessity of transforming television political reporting in the era of media convergence, the opportunities and challenges it faces, and proposes a path for its transformational development.

### Full Text

## Research on the Transformation and Development of TV Political Reporting in the Era of Media Convergence

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**Keywords:** media convergence; political reporting; transformation

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The rapid development of new media has intensified competition among media outlets, inevitably challenging and impacting TV political reporting. To adapt to the trend of media convergence, it is particularly important for TV political

reporting to accelerate transformation, explore new development pathways, improve reporting quality, innovate reporting forms, and enhance dissemination power under the backdrop of integrated media.

## 2. Challenges Facing TV Political Reporting in the Era of Media Convergence

With technological development, mobile internet has become the primary channel for an increasing number of audiences, especially young and middle-aged groups, to obtain news information. New media has squeezed the living space of TV media, causing TV political reporting, already in decline, to lose a large number of audiences and face unprecedented challenges. First, political reporting content is monotonous and forms are outdated. Traditional TV political reporting primarily focuses on meetings and leaders' activities, which is dull and tedious; formally, it typically involves simply filming main leaders once through a camera lens—a simplistic and rigid approach lacking expressive power that makes it difficult to attract audiences. Second, political reporting language is hollow and dry, failing to meet audience viewing habits in the media convergence era, with too many empty shots and ineffective, repetitive footage. Third, interaction with audiences is weak. Interaction in political reporting mostly remains limited to traditional methods like hotlines, showing a clear disadvantage compared to the inherent interactive advantages of new media.

### 1.1 TV Political Reporting Must Adapt to a New Public Opinion Ecology

In the mass communication era, TV political reporting was a one-way transmission where media held a monopoly position and audiences could only passively receive news information. Traditional media played a dominant role in the public opinion field, forming an official discourse sphere. However, with the rise of new media and the popularization of mobile internet, China's netizen population had exceeded 800 million by 2018, with 98.3% accessing the internet via mobile phones. This transformation has led to the rise and continuous expansion of a "new media public opinion field," which is increasingly and profoundly involved in the political life of modern society. As a major reporting form focusing on national political life and public interests, TV political reporting needs to adapt to this change in the public opinion ecology—listening to voices from the new media public opinion field while reporting in the official discourse sphere. Therefore, traditional TV political reporting must actively transform, change its original reporting paradigm, and engage in dialogue with both public opinion fields to adapt to the evolving public opinion ecology.

## **1.2 TV Political Reporting Must Maintain Its Function of Guiding Public Opinion**

The development of new media has brought tremendous impact to traditional media. The timeliness, openness, and richness of new media political news dissemination are unmatched by traditional media. Therefore, to leverage the credibility and authority long established by traditional media, enhance public opinion guidance functions, and maintain the brand and competitive advantages of TV media, transformation of political reporting is imperative.

## **1.3 TV Political Reporting Must Meet Audience Needs**

In the era of media convergence, the relationship between communicators and audiences has changed. Audiences now have a voice and have become producers and disseminators of information. Everyone is a journalist; with a simple finger movement, audiences can enable news information to spread in a fission-like manner. Audiences have more media choices, making them the target of competition among various media outlets. Only by abandoning the lofty reporting philosophy and taking audience needs as the starting point and foothold of news reporting can traditional TV political reporting secure a place in the fierce competition among media.

## **3. Opportunities for TV Political Reporting in the Era of Media Convergence**

While the development of new media poses challenges to TV political reporting, it also presents rare opportunities. First, the openness of new media causes information on new media platforms to grow exponentially every day, which brings convenience to traditional media by providing broader and more timely sources for TV political news information. Second, TV political news has broken away from the single method of reaching audiences only through TV media. Through media convergence, traditional media actively build their own new media platforms and disseminate political news through multiple channels of both traditional and new media, expanding news dissemination pathways. Finally, new media provides interactive channels and feedback collection channels for TV political reporting. Audiences can widely interact with media and other audiences through social media and other forms, exchanging views and opinions.

## **4. Pathways for the Transformation and Development of TV Political Reporting in the Era of Media Convergence**

### **4.1 Transform Communication Concepts and Highlight Service Awareness**

The top-down, forceful “we broadcast, you watch” era of TV political news has passed. In the context of media convergence, changing mindset and transforming development is the top priority. TV media workers should timely establish

internet thinking, actively understand the attributes of new media, and clearly recognize their own strengths and weaknesses to make TV political news on traditional platforms information-rich with clearly defined target audiences, refined communication groups, and meet personalized audience needs. Traditional TV media's political news does not lack valuable content; what it lacks is segmentation of target audiences and precise communication. In an era of news product surplus, only when news content directly relates to audiences can they perceive its value; otherwise, news loses its competitiveness. Therefore, it is essential to adhere to an "audience-centered" approach and provide quality news services for audiences.

#### **4.2 Undertake Social Responsibility and Strengthen Public Opinion Guidance**

The greatest advantage of TV media as a mainstream media lies in its authority, which results from historical and practical factors and represents the inevitable outcome of respecting journalism principles. As an important news form reporting major events in Party and state life, TV political news bears not only the responsibility of releasing and disseminating news but also important social responsibilities. It plays an irreplaceable role in guiding mainstream social public opinion and guiding audiences to establish correct worldviews, outlooks on life, and values, and importantly promotes the formation of social ethos and civilized customs. Therefore, social and political reporting must 坚守主阵地 (hold the main position), adhere to the main melody, improve cognitive and ideological levels, shoulder due social responsibilities, and guide correct social public opinion orientation.

#### **4.3 Broaden Reporting Content and Enrich Reporting Forms**

TV political news reporting shoulders the important task of guiding mainstream public opinion and serving the overall work of the Party and the state. In the transformation and development of political news reporting, it is necessary to not only report on leaders' activities and important conference messages but also pay attention to people's livelihood and understand public sentiment, connecting relevant policies with audiences' lives. Systematic and in-depth interpretation of hot and difficult issues that audiences care about can broaden reporting content, extend reporting perspectives, intensify reporting efforts, and put aside rigid faces, making audiences willing to understand information closely related to themselves from reports, thereby winning public support and improving communication effects. Against the backdrop of media convergence, TV media's audience aging trend is obvious; except for the elderly, young and middle-aged audiences basically will not wait in front of TV sets to watch political news at a certain time period. Therefore, political reporting must change its original outdated and single reporting form to attract more audience attention. While conducting traditional news reporting, it should adopt visualized forms such as data and infographics, animation, video, H5, etc., to make news more penetrat-

ing and attractive. It should adopt reporting styles that audiences love to see and hear, use vivid and lively language, and conduct reports that conform to audiences' reading habits in the media convergence era.

#### 4.4 Fully Utilize New Media to Expand News Dissemination Power

In the era of media convergence, TV political reporting cannot be satisfied with traditional channel dissemination alone; it must recognize the value of new media channels and terminals, fully utilize new media, increase followers, and extend influence. First, TV political news should cultivate its own all-media journalists to achieve diversified and multi-level dissemination of TV political news through one-time collection, multiple releases, and multi-channel dissemination, expanding news dissemination power and influence. Second, political news programs should be secondarily disseminated through new media platforms such as video websites, enabling audiences to more conveniently watch replays and reruns, improving user participation. Third, TV political reporting can fully utilize big data technology to analyze audience viewing habits and interests, then provide personalized services to audiences through new media platforms by pushing their preferred political reports to meet personalized audience needs.

#### 4.5 Provide Interactive Platforms and Strengthen Communication

In the era of media convergence, only by relying on technological development to provide audiences with platforms for participation, expression, and exchange can TV political reporting gain more audience support and enhance audience stickiness. TV political reporting should actively guide audiences to join discussions in platforms built by TV media such as Weibo, WeChat groups, QQ groups, and comment sections, enabling audiences to both communicate and dialogue with political news workers, sharing their feelings about political news events, and exchange different views and opinions with other audiences. On the one hand, political news workers can discover important news clues through dialogue with audiences, enabling audiences to directly participate in the news production process. On the other hand, they can understand user needs through audience feedback on reports, conduct program reforms, and ultimately achieve the goal of guiding news production.

In conclusion, the era of media convergence has placed higher demands on TV political news reporting. Only by respecting the laws of news development and timely transforming and integrating development can TV political reporting go further and further on a benign and sustainable path.

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