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## Television News Dissemination Models Based on Triple-Network Convergence: A Postprint

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### Abstract

With the continuous development of society, the communication and development patterns of television news in China have diverged from traditional television news. To align with the evolution of the times, the triple-network convergence—emerging from the integration of era and technological advancement—brings not only the continuous integration and progress of information technology, but also propels transformations across technology, business, industry regulation, organization, market, and even media forms toward a more comprehensive developmental dimension. Consequently, the communication model of traditional television news must undergo timely transformation. It is imperative not only to recognize shifts in the communication environment, but also to master new media technologies, transform outdated communication concepts, continuously explore novel communication methods, and ensure that television news better conforms to the developmental changes of the times while meeting societal needs. Based on this analysis, this paper examines the prominent issues confronting traditional television news communication within the new media environment and proposes several effective recommendations and strategies.

### Full Text

## Research on TV News Communication Mode Based on Triple Network Convergence

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## Abstract

As society continues to develop, China's TV news communication methods have diverged from traditional approaches. To adapt to contemporary developments, triple network convergence—emerging from the integration of technological and societal advancement—drives not only the continuous integration and progress of information technology, but also propels comprehensive reforms across technology, business, industry regulation, organizational structures, markets, and media forms. Consequently, traditional TV news communication modes must transform promptly, recognizing shifts in the communication environment, embracing new media technologies, updating outdated communication philosophies, and continuously exploring novel dissemination approaches to align TV news with evolving times and social demands. This paper examines the prominent issues facing traditional TV news communication in the new media landscape and proposes several effective recommendations and strategies.

**Keywords:** Triple network convergence; TV news; communication; mode; strategy

## Introduction

As the network information era continues to advance, the convergent development of various media has become imperative, significantly driving the evolution of the media industry and particularly transforming TV news communication methods. This paper examines the challenges confronting traditional TV news communication in the new era, analyzes future trajectories for TV news communication in context of triple network convergence's practical significance, and conducts in-depth investigation into TV news communication modes based on triple network convergence. The objective is to facilitate effective reforms in contemporary TV communication approaches and ultimately achieve organic media industry integration, thereby delivering more timely news and information to the public.

### 1.1 Lack of Real-Time Interaction with Audiences

Traditional TV news communication is characterized by its unidirectional nature, whereas network media offers broader reach and robust interactivity, posing a substantial challenge to conventional TV news. Furthermore, the inability of traditional TV news to engage in real-time interaction and communication with audiences prevents it from satisfying diverse public needs and deprives viewers of timely channels to express their perspectives. Consequently, the fundamental limitation of traditional TV news communication lies in its failure to facilitate real-time audience interaction and to provide rapid access to current information.

## 1.2 Monotonous News Formats

TV news communication suffers from monotonous and rigid presentation formats. Influential TV news content often adheres to standardized templates and uniform styles, excessively constrained by formalistic approaches that breed audience disinterest and gradually erode attention. If left unaddressed, this deficiency in format diversity will severely undermine the effectiveness of TV news communication.

## 1.3 Slow Content Update Speed

Research indicates that TV news communication suffers from slow dissemination speed, preventing timely public access to new information and diminishing its unique value and characteristics. The conventional TV news workflow—encompassing filming, interviewing, production, review, and broadcasting—necessarily consumes considerable time, creating a substantial lag between events and their coverage. In contrast, network-based distribution can achieve real-time news transmission, circumventing the inherent latency of traditional TV news.

## 2.1 Promoting Economic Development

As information technology advances and new technologies emerge, triple network convergence has become both a necessity of our times and a crucial manifestation of deep integration in modern information technology. Its practical significance is first evident in economic development, where it substantially drives national economic growth and transforms growth models, thereby facilitating effective industrial restructuring. Consequently, triple network convergence can propel the efficient development of the information service industry, accelerate the upgrading of China's information infrastructure, and create new opportunities for strategic information industries.

## 2.2 Facilitating Social Progress

Triple network convergence reduces user costs, enhances convenience in daily life and learning, and eliminates redundant expenditures. Simultaneously, it breaks industry monopolies, fosters healthy market competition, generates more cost-effective products, and empowers users to select superior services. Furthermore, as triple network convergence progresses, it satisfies both diverse individual requirements and higher-level demands of enterprise and household users.

## 2.3 Leading Technological Transformation

The advancement of triple network convergence and continuous technological progress not only drives socioeconomic development but also spearheads technological transformation, establishing a robust foundation for information conversion and processing. This technological shift fosters beneficial cooperation

among operators, representing an emerging development trend. Clearly, by advancing information technology innovation and application, triple network convergence can elevate China's overall informatization level and support societal transformation.

### **Normalizing Live Reporting as a Strategic Imperative**

Live reporting serves as an effective model for enhancing TV news media competitiveness. Normalizing live broadcasting and strengthening in-depth reporting are essential to continuously deliver fresh information, attract audience attention, and fully exploit the advantages of live TV news. Consequently, TV news professionals must prioritize in-depth reporting to provide more valuable coverage and improve news transmission timeliness.

#### **3.1 Innovating Expression Methods**

As network technology rapidly evolves, the public daily receives diverse information through multiple channels. Consequently, TV news communication must continuously innovate its expression methods to leverage its advantages, capitalize on network strengths, effectively organize and curate news content, align reporting more closely with public life, enhance media utilization, expand dissemination scope, deliver the latest news updates to audiences, and thereby amplify influence.

#### **3.2 Strengthening News Information Integration**

Enhanced information integration capabilities not only promote the healthy development of TV news organizations but also increase program appeal and attract broader audiences. Clearly, as network technology advances, TV news communication must leverage new media technologies to intensify news information integration efforts.

#### **3.3 Enhancing TV News Journalist Professionalism**

Journalists constitute a crucial foundation for sustainable development in TV news communication. TV news professionals must possess high ideological awareness and strong technical skills to leverage the network environment for news exploration and provide diverse information to the public. Consequently, enhancing journalists' service capabilities and comprehensive competencies is essential for effective TV news communication.

### **4.1 Strict Quality Control**

In the current context, as TV news communication becomes increasingly networked and digital, the excessive freedom of information dissemination hinders development and contributes to news distortion. Therefore, strict quality control is imperative to guide public opinion scientifically. During news gathering,

authenticity must be prioritized, editorial positions must be firmly upheld, and false news must be eradicated.

#### **4.2 Enhancing Audience Interaction**

As new media technologies continue to evolve, traditional TV media must pursue integrated development that leverages respective strengths to maximize benefits. Consequently, enhancing audience interaction is essential to understand real needs, enabling continuous adjustment and optimization for efficient TV news communication development.

#### **4.3 Accelerating New Media Integration**

The ongoing development of the new media era has significantly impacted traditional TV news communication. To fully satisfy audience demands, comprehensive service quality improvement is essential to drive sustainable development. Therefore, accelerating deep integration with new media and advancing digital television are necessary to meet diverse audience requirements.

### **Conclusion**

In conclusion, media convergence has substantially transformed TV news communication modes while proliferating information channels, consequently weakening public reliance on traditional TV news. Therefore, TV news organizations must address diverse audience needs by innovating expression methods, strengthening news information curation, and continuously improving journalist quality and service standards. TV news communication based on triple network convergence must therefore diversify its development, strictly control quality, enhance audience interaction, accelerate new media integration, normalize live broadcasting, and strengthen in-depth reporting to attract broader audiences and promote sustainable development.

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

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