

Postprint: The Integrated Development of Television News and New Media

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Abstract

With the rapid development of science and technology, China has entered the high-speed information era, concurrently heralding the advent of the Internet age. The proliferation of modern mobile phones, computers, and laptops has led to an increasing number of individuals focusing on entertainment and leisure activities, as well as major events occurring worldwide on a daily basis, thereby giving rise to the new media industry. In the present climate of mass entrepreneurship and innovation, the integration and convergent development of television news with new media seeks to improve upon the foundation of traditional media, providing the public with a new media experience that is superior and more comfortable. This network-centric new media has also exerted substantial impact on traditional television news media. From the perspective of new media's advantages, it disseminates information more rapidly than traditional media, and its content is more abundant, vivid, and distinctive. Therefore, traditional television news media must align with the contemporary era, keep pace with prevailing trends, and inaugurate a new chapter in the convergent development of television news and new media.

Full Text

The Integrated Development of TV News and New Media

Abstract

With the rapid development of science and technology, China has entered the high-speed information age, which also heralds the arrival of the internet era. With the popularization of modern mobile phones, computers, and laptops, an increasing number of people are paying attention to entertainment and leisure activities as well as major events happening daily around the world, thus giving rise to the new media industry. Today, under the trend of mass entrepreneurship and innovation, the integration and development of TV news and new media

aims to improve upon traditional media and bring the public a new media experience that is more comfortable and offers better user experience. This is new media centered on the internet, which has also brought significant impact to traditional TV news media. We can start from the advantages of new media—it disseminates faster than traditional media and offers richer, more vivid, and distinctive content. Therefore, traditional TV news media must integrate with the times, keep up with trends, and open a new chapter in the integrated development of TV news and new media.

Keywords: TV news; new media; integrated development; information age; traditional media

1. Transforming from Broad Coverage to Audience Advantage in the New Media Era

Traditional TV news media has accompanied us for many years, and looking back after years of accumulation evokes a sense of nostalgia. However, the information age is developing too rapidly, and if traditional TV news media does not undergo transformation and development, it will be abandoned by the times. The transformation of traditional TV news media must combine the characteristics of the era and closely center on mainstream contemporary society, while ensuring that the knowledge disseminated to the public is positive, truthful, and conveys positive energy. Unlike traditional TV news media, contemporary TV news and new media forms are more novel and unique, follow trends more closely, and update more quickly. In fact, they focus on popular trends—whatever people like, they produce. Based on public preferences, TV news and new media update content daily, attracting a broad user base and guiding the public to participate. This gives users a sense of participation and an unprecedented novel experience, making them more willing to engage. As a result, more and more users are attracted, and gradually, TV news and new media will replace the position of traditional TV news media in people's minds. Moreover, TV news and new media employ newer and more advanced technologies, and the backend operators regularly conduct research on people's interests to achieve precise targeting of hobbies and preferences. TV news and new media also have greater operational space and more room for development compared to traditional TV news media.

With the arrival of the internet era and the popularization of mobile phones, computers, and laptops, traditional TV news media faces significant challenges. In this situation, only by integrating TV news with new media can new paths be forged. Today's internet is characterized by rapid replacement, and if traditional TV news media does not closely follow the trend of innovation, it will easily be abandoned by the times and submerged in the torrent of history. Therefore, to maintain TV news media, we must promote its rapid transformation and ensure the smooth progress of integration between TV news and new media.

2. Key Dimensions of Integration

2.1 Media Platforms

From a material perspective, with the popularization of modern mobile phones, computers, and laptops, most people now obtain information from the internet. While traditional TV news media relies on television sets as its carrier, people's dependence on televisions is decreasing while their reliance on portable electronic devices such as mobile phones and computers is increasing. The integrated development of TV news and new media leverages the opportunities of the internet era, and the platforms they can rely on include not only televisions but also electronic devices such as mobile phones, tablets, and computers, continuously expanding their influence. From the perspective of news, which is the most important aspect of traditional TV news media, traditional TV news can only broadcast live, whereas TV news and new media can not only broadcast but also disseminate more widely with completely open content. Many people also find it more convenient to obtain information through TV news and new media than through traditional TV news media, and the dissemination is faster.

2.2 Dissemination Scope

Regarding traditional TV news media, the processes of news interviewing, writing, editing, and publishing are all completed by authors or editors—that is, internal personnel of news agencies or newspaper offices. Before a news item is published, it is considered confidential. However, in today's highly developed information age, news spreads extremely fast. In the era of TV news and new media, everyone can be a journalist. People can use mobile phones, tablets, and other electronic devices to record messages about interesting happenings around them, events worthy of deep reflection, injustices, calls for donations from caring people, or natural disasters, and publish them online. In this internet age, everyone, as long as they want to, can produce news, disseminate news, and record news, but they must ensure that the news is truthful, reliable, and valid, while the content must be positive and uplifting. Every independent individual in society can participate by publishing news or commenting on news content. In the TV news and new media era, news dissemination is precisely this accurate and fast.

2.3 Content Aspects

In terms of content, traditional TV news media is somewhat monotonous because the content must be reviewed by each radio and television bureau. Each broadcast is also divided into sections and time slots, which gives viewers in front of the television little autonomy and places them in a passive state. However, TV news and new media are different—they display richer content, and even the genres of news are much more diverse than those of traditional TV news media. Not only are there more news genres, but the language expression is also vastly different. For TV news and new media, the language can be highly variable: it

can be witty and humorous, thought-provoking, concise and condensed, plain and unadorned, or heart-warming. There are no fixed templates for language expression in TV news and new media. In fact, compared to traditional TV news media—if traditional TV news media is about reporting news and recounting events to people—then TV news and new media is about expressing the producers’ attitudes and voicing opinions on social phenomena. It is closer to people’s daily lives, more attractive to mass audiences, and more likely to resonate with them, bringing people who follow an event closer together. At the same time, TV news and new media are also more interesting, possessing the “fireworks” of life and a human touch.

3. Strategies for Integration and Development

3.1 Highlighting the Characteristics of TV News and New Media

Traditional TV news media has monotonous content and a rigorous attitude, unlike the novel forms of TV news and new media. For TV news and new media, the backend operators scientifically and reasonably allocate published content and sometimes recommend videos to users based on their preferences and view counts. In today’s rapidly developing internet age, where things change at an increasingly fast pace, the effective integration of TV news and new media must highlight their characteristics. Platform staff use TV news and new media to disseminate content that the public needs and is interested in, which must also be positive and uplifting, aiming to change the current impetuous atmosphere in society. This is also one of the functions of TV news and new media.

3.2 Strengthening Cooperation Between TV News and New Media

The integration of TV news and new media is essentially a product of traditional TV news media adapting to era changes, and it aligns very well with current mainstream trends. TV news and new media have broken through the bottlenecks faced by traditional TV news media, gaining greater development space and longer vitality. Therefore, we must strengthen cooperation between TV news and new media, leverage the timeliness of mainstream media, and enable mutual communication and information exchange among users, thereby advancing the development of TV news and new media.

3.3 Innovating on the Basis of Cooperation

When the integration of TV news and new media reaches a relatively mature stage, platform staff can identify its advantages and continuously amplify them. They should combine relevant policies, consider actual circumstances, modify and improve original plans, increase innovation, and expand the audience reach of TV news and new media. Innovation should occur not only in technology but also appropriately in content. When applied to the market, it is essential to continuously improve based on market feedback to enhance public participation

and attention. This integrates resources and aligns with the new trend of TV news and new media convergence.

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

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