

Innovation and Development of Television News in the New Media Era: Postprint

Authors: Gulzapar Nijmidin

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

Abstract

In the context of rapid network technology development, news communication methods have undergone significant transformation, ushering in a period of developmental opportunity for new media. Simultaneously, traditional news media have experienced substantial impact and face severe challenges. To achieve sustainable development, they must advance with the times, harness new technologies and advantages, continuously innovate in both content and form, and realize new growth. This paper primarily analyzes existing problems in traditional television news development and examines its innovation pathways in light of television news development trends in the new media era.

Full Text

Abstract and Introduction

ChinaXiv Cooperative Journal: Integration and Development Research

Innovation and Development of Television News in the New Media Era

Abstract: Against the backdrop of rapid network technology development, news dissemination methods have undergone significant transformation, ushering in an opportune growth period for new media. Simultaneously, traditional news media have faced substantial impact and severe challenges. To achieve sustainable development, they must advance with the times, leverage new technologies and advantages, and continuously innovate in both content and form to realize new growth. This paper primarily analyzes the problems existing in traditional television news development and explores its innovation pathways by examining development trends in the new media era.

Keywords: New media era; Television news; Innovation and development

CLC Number: G2

Document Code: A

Article Number: 1671-0134(2018)09-035-02

DOI: 10.19483/j.cnki.11-4653/n.2018.09.012

Author: Gulizhaipaer · Najjimiding

The development of network technology and smart terminals has created ample conditions for the birth and growth of new media, with we-media, online media, and electronic media playing increasingly important roles in daily life. New media, characterized by rich formats, diverse types, strong interactivity, convenient promotion, and high effectiveness, has attracted growing favor from investors [1]. New media has enriched people's information reception channels, enabling more personalized and humanized services, while television news has lost its former prominence in the media industry. To extricate itself from its current predicament, television news must transform its development model and enhance its technological sophistication; additionally, it must optimize its content to produce high-quality news that truly meets public demand. In the new media era, television news must continuously innovate to achieve more long-term development amidst the currents of change.

1.1 Weak Timeliness of Television News

Timeliness represents the greatest value of news. Supported by new technologies, new media information timeliness far surpasses that of television news. People can easily obtain the latest information from mobile and online media, giving new interpretation to news timeliness. In the new media environment, news release, dissemination, and production have all undergone major transformation. First, information sources have multiplied. In the new media era, anyone can become a news provider, publishing news on Weibo, WeChat, or forums, expanding news acquisition and dissemination channels. Second, news dissemination efficiency has greatly improved. Through advanced internet technology, people can share valuable news within their social circles, extending the news dissemination network vertically and horizontally and substantially increasing news reach. Additionally, new media simplifies news production processes and significantly reduces production time, further guaranteeing news timeliness. These are all important factors enhancing new media timeliness [2]. Television news, constrained by its format and technical conditions, suffers considerably reduced timeliness. With fixed broadcast times and prescribed program arrangements, television news struggles to track and report entire news events promptly, resulting in significant lag. Moreover, television news cannot be stored and is limited by time and space; once viewers miss the broadcast time, they can never access that news again.

1.2 Insufficient Personalization of Television News

Each viewer follows different news types and wishes to express opinions on events of interest. Personalized news push and robust interactive functions can

deliver better experiential results. Clearly, new media holds strong advantages in both personalization and interactivity, allowing users to selectively receive news while pushing content based on their preferences to stimulate viewing interest, and enabling users to leave comments and interact below news content to express their viewpoints. Television news offers much weaker personalized services and interactivity. Interaction methods are relatively cumbersome, with viewers primarily providing feedback via telephone and letters. Due to these communication forms, most viewers lack willingness to interact, leaving television stations with limited channels to optimize news forms and content based on audience feedback [3]. Television news targets the general public with highly comprehensive content attempting to meet the needs of different age groups, but this very approach constitutes an important factor causing its personalization deficiency, resulting in highly passive information reception.

2. Development Trends of Television News in the New Media Era

Currently, as people's dependence on new media increases, television news is gradually fading from public view. To break through bottlenecks and achieve higher-stage development, television news must utilize new media technological means to realize effective integration with new media and satisfy audience diversification needs while optimizing viewing experiences. In the new media era, television news must strengthen innovation efforts, optimize quality across all dimensions, and enhance market competitive advantages.

2.1 More Diverse News Formats

Today, new media news push has broken through time and space limitations—anyone can watch news on their mobile phones anytime, anywhere with network access. New media carries a kind of fast-food culture, where rapid and timely news acquisition has become an important pursuit. Against this backdrop of constantly emerging modern television news, standing out requires improving news content and providing richer, more diverse news coverage. Television news must focus on audience needs, making news reporting more concise and clear, integrating content from traditional and new media to enrich news types. High-quality television news media inevitably possesses unique styles; television news must build distinctive news broadcasting brands to enhance market competitiveness.

2.2 Richer News Language

As society develops, public language habits have changed significantly, with internet slang widely used in daily life. Television news has traditionally projected a serious and formal image with highly professional and accurate language, but lacks vividness and flexibility. Television news should follow contemporary trends by employing more relaxed and witty internet language. Widespread use

of internet slang can resonate with many people, and vivid language can make viewers feel more intimate, even helping them understand news events more clearly and attracting more audience attention.

2.3 Enhanced Two-Way Interaction

Strengthening two-way interaction between audiences and news media is essential. Viewers are the direct service targets of television media, and their perceptions constitute important factors in evaluating media quality. In the new media era, audience-media interaction becomes more convenient. Television news should focus on building a public interactive platform, encouraging audiences to express views on hot topics and provide guiding suggestions on media work to enhance audience participation enthusiasm [4]. Information acquisition is not a passive reception process but requires mutual adaptation between media and audiences. Television media must consider public real needs and viewing preferences, while the public must convey their demands to media, enabling media to continuously improve production standards and make news reporting down-to-earth and widely followed. From this perspective, two-way interaction is absolutely necessary.

3.1 Improving Content Quality

As news media proliferate, incidents of repetitive television news content and false reporting have become common. The public does not want to see uniform news, and television stations must strive to build their own brands to become industry leaders. First, television news content must be more concise, expressing the most accurate meaning with succinct language and extracting more valuable information from multiple perspectives. Television stations must establish brand awareness, with the prerequisite for branding being guaranteed news quality, forming correct news production concepts, and ensuring news authenticity and accuracy. Second is improving television news visibility. Leveraging new media to promote television news, expanding dissemination channels, and generating higher attention. Television stations must identify their positioning—a television news lacking distinctive style can easily be replaced by other media. News style does not form overnight; news teams must develop a general spiritual core, and under this guidance, accurately position and design news language, formats, and arrangement methods. With modern people's fast-paced lifestyles, the fast-food culture market is increasingly broad. Television news must also work hard on information presentation, striving to convey rich content with concise language and using more images and videos to let viewers experience the most authentic news scenes.

3.2 Strengthening Integration with Network Technology

Compared with traditional media, high efficiency and strong timeliness represent enormous advantages of new media. Leveraging internet technology, online

media features wide dissemination range and fast speed. Strengthening emphasis on such media and promoting integration between new technology and traditional media contributes to the healthy development of the media industry. When reporting news events, full attention must be paid to online media trends, effectively integrating television and online media [5]. On one hand, information acquisition channels become more diversified, enabling timely access to the latest news from online sources to provide more valuable content. On the other hand, information dissemination channels gain greater expansion—television news appears not only on television but can also be published on relevant online platforms, allowing audiences to choose viewing times independently and share on social platforms to become news disseminators, enabling more people to see the news. With network tools, television news reporting types become richer, some new media can also become information provision platforms, and television news can integrate scattered information to make entire news events clearer and more complete. When television media publishes program content on relevant websites, audiences can search for related content anytime, enhancing their information acquisition autonomy and interest in news events.

3.3 Optimizing News Language

In the new media era, people's communication methods have changed significantly, with increasingly colorful online social lives and correspondingly changed language patterns. Humorous and witty internet slang has also gained widespread use in real life. News language is influenced both by journalists' professional capabilities and deeply by the broader social environment. Public fondness for internet slang reflects a social trend—the public is more willing to accept relatively relaxed and intimate language. The internet slang craze is created by the public, and television news should grasp this psychological characteristic of ordinary people, optimize language expression methods, and attract more potential audience groups. In news reporting, some internet vocabulary can be effectively used to break the barrier with viewers and stimulate their interest in relevant news events. Additionally, many popular internet terms contain rich meanings, showing different nuances in different contexts. Internet vocabulary can become a bridge between media professionals and audiences, helping viewers understand deeper meanings. For example, when reporting relevant good deeds, they can be placed under a “positive energy” special topic. The term “positive energy” is not unfamiliar to audiences and even has stronger appeal than other vocabulary, triggering more emotional resonance and spiritual inspiration.

In summary, television news faces increasingly fierce competition in the new media era, and advanced network technology has created opportunities for television news development. Under the new situation, television news must integrate with new media, continuously enrich television news formats, improve news timeliness, enhance audience interaction, and elevate news quality.

References: [1] Jin Jie. Challenges and Development Strategies for Television

- News in the New Media Era[J]. *New Media Research*, 2017, 3(6): 47-48.
- [2] Zhang Li. Innovation and Development of Television News in the New Media Era[J]. *Radio & TV Journal*, 2017(3): 157-158.
- [3] Lü Ning. Innovation and Development Strategies for Television News in the New Media Era[J]. *New Media Research*, 2016, 2(6): 66-67.
- [4] Liu Qi. Innovative Paths for Television News Editing in the New Media Era[J]. *West China Broadcasting TV*, 2016(9): 143.
- [5] Fang Kuan. Analysis of Television News Innovation in the New Media Era[J]. *Journal of News Research*, 2016, 7(16): 97.

(Author' s Affiliation: Xinjiang Television Station)

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

Source: ChinaXiv –Machine translation. Verify with original.