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Innovative Reflections on Television News in the New Media Environment (Postprint)

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Abstract

As new media continues to permeate public life, traditional television news programs are confronted with unprecedented challenges. Under such circumstances, television news programs must necessarily develop appropriate innovative strategies, expand their development pathways, and undertake corresponding operational improvements. To strengthen this objective, this paper presents innovative considerations on the development of television news programs in the new media environment, hoping that the relevant conclusions can provide a useful reference.

Full Text

Preamble

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Innovative Thinking on Television News in the New Media Environment

Abstract: As new media continues to permeate people's daily lives, traditional television news programs face unprecedented challenges. In this context, television news programs must adopt corresponding innovative strategies, broaden their development paths, and improve their operations. To strengthen this objective, this paper presents innovative thinking on the development of television news programs in the new media environment, hoping that the relevant conclusions can serve as a useful reference.

Keywords: new media environment; television news; innovative thinking; analysis

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The development of information technology has driven the advancement of new media technology, which is evolving toward diversification and specialization. Simultaneously, the continuous penetration of new media technology has brought increasing challenges to traditional media while exposing more and more problems. Investigations reveal that although new media currently holds certain advantages in content dissemination, its relatively recent emergence and uneven professional quality among practitioners have also revealed numerous issues. Television news workers should build upon this foundation by recognizing their industry advantages and information resources, remedying weaknesses in traditional operations, and achieving technological breakthroughs.

1. Impact of New Media on Television News Programs

During the production of television news programs, relevant personnel are often influenced by subjective factors such as national policies, social development, and matters concerning national economy and people's livelihood, which may create some disconnect from the actual lives experienced by the public. However, due to its inherent characteristics, new media content typically 切入 from the realities of people's lives. Leveraging this advantage, new media's audience numbers continue to rise, leading to a year-by-year decline in television news viewership. In response to this situation, television news media can increase the proportion of people's livelihood news and present news to audiences through more relaxed communication methods.

2.1 Lack of Timeliness

News content is often dull, empty, and unattractive. Excellent news programs not only report truthfully but also operate with high efficiency. However, in the information age, hot topics and breaking news are uploaded to the internet immediately after they occur, helping the public understand developments in detail and promptly satisfying their information needs. The cumbersome production process of television news media makes it difficult to meet such requirements, especially at local television stations. For news programs, one primary task is to maintain timeliness. When facing social emergencies, new media can often report first, further exposing the drawbacks of traditional media's fixed-time broadcasting model.

2.2 Backward Communication Methods

Investigations show that traditional television news programs mostly report according to national and government trends, resulting in limited content scope. New media, by contrast, is not constrained by these limitations, making it eas-

ier to break through traditional news content formats, present more diversified viewpoints, and signal to the public that anyone can use new media to express their opinions. Although traditional television news programs can help the public understand national policies, their consistent disconnect from people's actual lives reduces audience engagement and hinders interactive relationships between media and the public.

2.3 Monotonous Local News Visuals

When local television stations broadcast news, their program visuals are relatively monotonous, constraining news dissemination. The main reasons for this problem are as follows. First, when editing news programs, editors fail to consider local characteristics, creating a disconnect from people's actual lives that prevents audiences from resonating with the content. Second, during the editing process, some news editors' capabilities need improvement, resulting in relatively empty content and even text stacking. Although they can narrate the whole story, this approach leaves television news programs lacking in depth. Finally, when gathering news, editors and reporters fail to conduct in-depth research into people's actual lives, causing some news to become repetitive broadcasts of experiential manuscripts, gradually diminishing public interest in watching television news programs.

2.4 Outdated Television News Editing Patterns

Television news program production follows a relatively complete workflow, including gathering, editing, script selection, and arrangement, which is directly related to news editors' professional competence. If management wants to improve television news quality, they should enhance news editors' capabilities. In practice, news production staff must arrange news scripts in an orderly manner according to established rules to ensure strong logic and coherence during broadcast, which fundamentally guarantees program ratings. However, research shows that some local television stations still use traditional methods in news editing, with overly conventional formats that leave audiences lacking sufficient freshness, directly affecting overall communication effectiveness and greatly disadvantaging the news industry's development.

3. Innovation Measures for Television News in the New Media Environment

3.4 Accepting Public Feedback

Collecting audience feedback on television news programs is generally an important measure to help news staff understand program quality. During the specific dissemination and practice process, news program operators must make appropriate dynamic adjustments to news content based on audience feedback to ensure greater relevance, enhance openness, and thereby attract more viewers.

For example, a news program on a southern provincial satellite television previously introduced public commentary into the broadcast process, using methods such as on-site surveys and real-time connections to deepen public participation in news, making such broadcasts more aligned with people's thoughts and concerns.

3.5 Expanding Business Scope

Traditional television news media has a relatively narrow business scope, preventing effective development of television news programs. As the new media environment continues to mature, television news media should appropriately expand their business scope. For instance, some television stations can collaborate with local enterprises to create entirely new television programs that bridge the gap between programs and audiences. They can also promote deep integration between urban broadcasting and mobile media to build regional live-streaming brands and enhance the attractiveness of city stations. To improve news broadcasting effectiveness, television stations can also cooperate with relatively large new media websites to increase their visibility.

In summary, from the perspective of integration and development, the biggest obstacle to media convergence for city stations remains institutional and mechanism issues. Most adopt a "one station, two systems" model of station-within-station or co-organized stations, and many city stations encounter difficult-to-solve financing problems and talent shortages in their integration development. In the new media environment, for television news programs to achieve substantial development, relevant staff must introduce innovative thinking into program production, dissemination, and other processes, combining people's actual experiences to improve television news program quality and strengthen the relevance and effectiveness of information dissemination.

3.1 Clarifying Self-Worth

By integrating all-media resources, television stations form a broadcasting and media convergence matrix. This communication platform should focus on mainstream websites, mobile clients, and Weibo/WeChat platforms to form a big data platform for news and enhance the influence of mainstream media. In addition to relying on their own resources and potential to continuously improve program quality, traditional television media can also increase industrial operations beyond programs through horizontal alliances, becoming a powerful measure to enhance the competitiveness of city stations. Compared with new media, television news media appears more official and formal to the public. Therefore, in the new media environment, television news media staff must clarify their work values, maintain an objective attitude toward news facts during publicity to avoid letting subjective emotions affect reporting objectivity. Second, television news staff must possess corresponding social responsibility, especially in this current environment of new media integration development. For television news programs to achieve breakthroughs, they must revolution-

ize platform operation concepts and shape value orientations that align with news communication work. Finally, they should further improve program quality, emphasize the external image of hosts and announcers, and enhance news communication quality.

3.2 Strengthening Media Convergence

In the development process of traditional media, using more effective methods to achieve information dissemination goals, such as effective integration with new media, is an excellent strategy. In implementation, television news media can apply new media methods, such as establishing a new media system in their news center to promptly update acquired information content, and opening official accounts on popular new media platforms to actively and effectively interact with audiences. Second, they can use media convergence methods to enrich news media content, leveraging current mainstream new media technology formats to present news to audiences in a more diversified manner than singular formats. They can also set up upload sections to encourage the public to upload news images they have captured to the platform, and adopt manuscript fee rewards to stimulate public participation enthusiasm.

3.3 Establishing Sound Countermeasures

In addition to the reform measures mentioned above, television news media should not only change their internal organizational forms but also extend reforms to the institutional level, which is key to achieving transformation and development of television news programs. When reforming institutional content, they can approach from two aspects: first, use institutional content to make necessary improvements to news program organizations, enhance and consolidate the quality and capabilities of internal staff, and appropriately stimulate their innovative consciousness to provide basic guarantees for organizational development; second, establish targeted reform and innovation plans, and internally determine relevant reward and punishment systems, personnel floating arrangements, etc., for those staff who take the lead in reform and achieve good results.

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

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