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Analysis of Television News Program Communication in the Converged Media Era: Postprint

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Abstract

In the era of integrated media, news communication has undergone further development. Within news information dissemination, new media has assumed an increasingly prominent role and has gradually gained widespread application in news information transmission, thereby progressively shaping a new communication landscape. As news communication media continue to proliferate, certain constraints have been imposed on the development of traditional media. In the integrated media era, how television news programs can achieve effective dissemination, realize program innovation, and ultimately break through amidst intense media competition constitutes a problem requiring focused analysis and research at present.

Full Text

An Analysis of TV News Program Communication in the Era of Media Convergence

Abstract: In the era of media convergence, news communication has achieved further development. New media has played an increasingly prominent role in news and information dissemination, gradually gaining widespread application and thereby forming new communication patterns. As news communication channels continue to diversify, certain constraints have emerged for the development of traditional media. In this context, how TV news programs can achieve effective communication, realize program innovation, and break through in fierce media competition constitutes a critical issue requiring analysis and research.

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The popularization and development of modern new media technologies have profoundly transformed the subjects and forms of news communication, significantly impacting the previous news communication system and structure, which necessitates urgent reform and innovation. In the era of media convergence, TV news must clearly recognize its position, adhere to advancing with the times, and provide reliable guarantees for effective news communication. This paper analyzes these issues.

1.1 Traditional Concepts and Lagging Technology

Television represents a traditional authoritative medium that, for a long time, served as a crucial channel for audiences to obtain news information. Consequently, most TV news practitioners have developed a “media-centric” mindset, operating with a “we-oriented” rather than audience-oriented consciousness, while audiences generally adopted a “watch what’s broadcast” mentality. This has considerably constrained the innovation and development of TV news. However, in the era of media convergence, the monopolistic advantages of TV news have gradually weakened, compelling news practitioners to deeply reflect on traditional communication methods and actively draw upon modern new media communication concepts. In other words, TV news must seize this opportunity to seek greater development space by actively updating traditional concepts, integrating “Internet Plus” with traditional television media, and emphasizing audience preferences and needs, thereby breaking free from constraints and achieving better development [1].

1.2 Weakened News Communication Effects

First, some traditional media have begun transitioning to new media platforms. For instance, *The Oriental Morning Post* launched The Paper client application, after whose former CEO left to create the Pear Video app, and *The Beijing News* subsequently released its own news app. These video apps represent the transformation direction for traditional media. Among them, many TV news organizations like Dragon TV have rapidly developed such applications in recent years, demonstrating how reliance on traditional media resources significantly impacts the timeliness and credibility of TV news. Second, the proliferation of communication channels inevitably leads to audience fragmentation, thereby affecting the ratings of traditional TV news. Since audiences can access news information through computers, tablets, or smartphones, they can promptly obtain current hot topics and desired news content. Consequently, the information provided by traditional TV news no longer exhibits monopolistic or scarce characteristics, substantially diminishing its communication effects.

Simultaneously, the temporal and spatial limitations of news communication have been broken, enabling more flexible dissemination methods and gradually increasing audience participation. When news events occur, the first on-site reports often originate from netizens’ Weibo or WeChat posts rather than from TV news or other traditional media. Alternatively, after TV news reports,

many audiences promptly provide follow-up coverage. Thus, audiences continuously participating in the same media event can rely on the internet and their smartphones to enter the same temporal and spatial context, collectively disseminating and sharing the event to achieve continuous information exchange. Under such circumstances, if TV news reporting is delayed and fails to provide audiences with additional information content, it can easily create a serious misalignment between news reports and audience expectations.

1.3 Impact of New Media Channels

The era of media convergence represents a second media age, where traditional TV news often adopts three-dimensional communication forms, synchronizing content directly to websites, Weibo, and other client applications, or outputting partial news content through new media channels. In this way, even if audiences miss live broadcasts, they can promptly access news content of interest through various channels. To effectively promote self-produced news, traditional television stations have chosen diversified development paths, setting up dedicated spaces for official Weibo and WeChat QR codes on TV screens, enabling audiences to obtain information content and track news program dynamics through news program official accounts via WeChat or Weibo. The advent of the media convergence era has brought more diverse choices and considerable convenience to TV news communication methods [2].

2. Innovation Paths for TV News Programs in the Era of Media Convergence

In the era of media convergence, achieving innovation in TV news programs requires leveraging new media technologies, emphasizing content innovation, and combining technology with content to realize a dual-wheel drive, complemented by program interaction, thereby meeting the demands of the media convergence era and promoting the sustainable development of TV news programs.

2.1 Leveraging New Media Technology to Promote Program Format Innovation

Innovation and transformation of news program formats can effectively enhance ratings. To better attract audiences, TV news must actively apply modern technologies to produce television programs that better meet audience needs. For example, social applications such as WeChat and Weibo have become major channels for information dissemination. TV news communication planning increasingly emphasizes technology and application development, using official Weibo and WeChat accounts to achieve seamless integration between social media and news programs. These social media technology platforms can attract more viewers, continuously expand communication scope, and ultimately enhance communication effects.

CCTV's *China Public Opinion Field* program represents a typical converged

media program that extensively applies modern information technology, creating a three-dimensional “online audience seat.” Audiences can directly participate in news interactions using only their smartphones, securing virtual audience seats at news scenes while achieving simultaneous online connectivity across television, live venues, and mobile devices. News anchors, audiences, and on-site guests can interact in real time, with audience perspectives instantly transmitted to news program scenes, enhancing both interactivity and appeal. Program format innovation not only strengthens audience participation but also endows news programs with greater competitiveness and influence, ultimately achieving a win-win outcome for both audiences and television stations.

2.2 Strengthening Content Innovation

The era of media convergence provides corresponding methods and channels for information dissemination. Technological advances can change not only the media and carriers of information transmission but also audience information acquisition methods and reading habits, thereby altering audience information demands. Particularly in the era of fragmented information, people’s requirements for high-quality authoritative content continue to increase. For television media, high-quality authoritative content remains the core competitive advantage and key to survival. It is evident that “content is king” remains relevant in the media convergence era.

However, it should be noted that as media convergence deepens, the meaning of “content is king” has exceeded its original literal sense. Traditional media must master new technologies and present innovative, difficult-to-replicate content through the latest methods to satisfy audience content demands. In other words, only through innovation can content meeting era requirements be produced, making innovation an inexhaustible driving force for content production.

2.3 Dual-Wheel Drive of Technology and Content

Media convergence requires technological support. As television practitioners, when planning news communication, it is necessary to analyze technological development trends and incorporate the most advanced technologies into consideration. Extensive practice demonstrates that TV news cannot simply develop a client application and directly fill it with content like media companies. The key to new media client operation lies in controlling platform dominance and subsequent development rights. With the emergence of numerous technology development companies, television stations have been provided with interactive technology support and related services such as data analysis and WeChat/Weibo operation and maintenance. Practice has proven that platform selection must be extremely cautious: while certain services can be outsourced, overall outsourcing is inadvisable in principle. Third-party companies have relatively limited capital and technology research and development capabilities, making them unable to ensure subsequent business support. Through third-party platforms, all data is utilized and controlled by developers, compromising

security. Although enterprises enter television stations with a low-profile posture, they cannot provide free lunches and will seek to divide profits through various means. Consequently, media convergence efforts will be influenced by third-party technology companies [3].

The rational introduction of technology plays an important role in disseminating and planning TV news. First, applying big data and cloud computing technologies in sorting and integrating massive information provides guarantees for subsequent content production and release. Second, news client applications are indispensable tools for people's information acquisition. Current television media already possess mobile client applications but inevitably suffer from technological shortcomings. Introducing mobile communication technologies, VR, and AR in client development and maintenance represents a factor that TV news communication planning must analyze and consider. Through the introduction of professional technical talent, mobile client functionality can be improved and enriched, satisfying personalized communication and precision requirements.

2.4 Pursuing Program Interaction to Build Multimedia Interactive Platforms

New media communication is interactive and bidirectional. Content producers directly transmit information online, obtaining content feedback through audience comments, with interaction between producers and audiences also serving as a process of answering questions and resolving doubts. This not only wins audience attention but also enhances their sense of participation. Under such circumstances, to establish a firm foothold, TV news programs need to integrate new media, enrich program content through various program segment settings, and emphasize communication and interaction with audiences, thereby becoming a multimedia platform in which the entire population can participate. During the 2017 Two Sessions period, CCTV achieved full media convergence coverage, connecting WeChat, Weibo, and client applications, with multiple columns working together to enable both live broadcasting and audience interaction while interpreting the basic content of the conference, thereby achieving positive social effects. Based on media convergence interaction, audiences can watch television while directly participating in discussions using their smartphones, satisfying demands for both efficiency and convenience [4].

In summary, significant differences exist between traditional and new media, but their mutual integration positively promotes TV news program communication. TV news programs can fully utilize networks to exert video communication advantages while enhancing their professional skills. In the era of media convergence, the integration of TV news programs and communication forms has become inevitable, providing important impetus for the development of both and creating a favorable public opinion environment for society.

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

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