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Post-print of Resource Integration of Television News Commentary in the New Media Context

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Abstract

The continuous development and advancement of science and technology have promoted the rapid development of the Internet and made information carriers more intelligent. Especially in the era of new media, due to the increasingly complex public opinion environment, how to enable the expression of diverse opinions and interest appeals in this complex environment is an urgent issue that television news commentary programs need to address. This paper first briefly introduces the essence and nature of new media and the new media context; then analyzes the definition and characteristics of television news commentary programs; and finally explores strategies for strengthening resource integration in television news commentary under the new media context, with a view to providing reference for making the expression of television news commentary more profound, rapid, and extensive, and more acceptable to audiences.

Full Text

Resource Integration of TV News Commentary in the New Media Context

Abstract: With continuous scientific and technological advancement driving the rapid development of the internet, information carriers have become increasingly intelligent. Particularly in the new media era, the increasingly complex public opinion environment presents a pressing challenge for TV news commentary programs: how to effectively express diverse opinions and interest demands. This paper first introduces the essential nature of new media and the new media context, then analyzes the definition and characteristics of TV news commentary programs, and finally explores strategies for strengthening resource integration in TV news commentary under the new media context. The aim is to provide references for making TV news commentary more profound, timely, and comprehensive, while enhancing audience acceptance.

Keywords: New media context; TV news; News commentary; Resource integration

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As a mainstream journalistic genre, TV news commentary has long been favored and appreciated by television audiences. TV news commentary not only enables viewers to obtain relevant news information but also, through analytical judgment, informs audiences about the substantive content behind news events, thereby fully demonstrating its unique public opinion guidance function. In an environment where new media continuously develops and meets the personalized needs of audiences, the public opinion landscape has become increasingly complex. Consequently, how to fully express diverse opinions and interest demands in TV news commentary while maintaining audience acceptance has become an urgent issue for journalists and commentators. To fully respect audience discourse rights, ensure the rationality and correctness of TV news commentary's public opinion guidance, and satisfy audience demand for viewpoints on news events, it is necessary to strengthen resource integration in TV news commentary under the new media context, thereby enabling TV news commentary to continue attracting audience attention.

1.1 The Essence of New Media

The rapid development of computer networks and internet technology has facilitated the emergence of new media, which has been further enabled by changes in how people demand information. Given that information is characterized by large volumes and fragmentation, traditional mass media—which ignores individual differences among audience members and provides identical information to all—has been unable to fully satisfy audience information needs. Unlike mass media, new media centers on individual audience needs, emphasizing personalized requirements in information acquisition and granting audiences greater autonomy while also valuing their proactivity in information dissemination. Simultaneously, the essence of new media encompasses not only autonomy and proactivity but also interactivity. This interactive characteristic breaks the previous mass communication model of traditional media that prioritized mass audiences over niche audiences, effectively transforming the singular information dissemination pattern. By emphasizing audience individuality, autonomy, and proactivity, new media effectively conducts market segmentation based on audience information demand attributes and adopts corresponding measures to satisfy individual audience needs [1].

1.2 Current Development of New Media

With the internet as its carrier, new media has impacted traditional media, intensifying the competition for discourse power between them. As the internet serves not only as a gathering place for public opinion but also as an effective channel for cultural information transmission, relevant statistics indicate that over 80% of Chinese audiences obtain information and learn about events through the internet, with more than 66% expressing their viewpoints, opinions, and comments online. With the popularization of new media, its massive content can be repeatedly viewed and listened to, encompassing nearly all attributes and functions of traditional media, thereby attracting and diverting a large audience. Even in advertising, numerous advertisers have invested in new media, recognizing its broad coverage and rapid information dissemination speed, and have consequently increased advertising placement on new media platforms.

1.3 The Nature of the New Media Context

To a certain extent, the new media context stands in opposition to the communication context of traditional media. Traditional media communication contexts typically involve one-way, one-to-many transmission without timely feedback or direct interaction. In contrast, the new media context possesses relative characteristics, featuring interactivity and interpersonal communication—fundamental distinctions from traditional media contexts. As discourse expression, social character, and cultural forms have undergone corresponding changes in the new media environment, the emergence of the new media context has effectively transformed the discourse structure of traditional media, prompting them to actively seek appropriate development channels and opportunities.

2.1 Definition of TV News Commentary Programs

China's TV news commentary programs first emerged in the 1980s. Over time, their forms and styles have continuously evolved, gradually developing from the simplest reporting and commentary to interview-style news commentary, narrative news presentation, and formats featuring guest participation and audience involvement in commentary, thereby exerting certain public opinion guidance functions. TV news commentary programs can be described as in-depth analysis and commentary on current social hot-button events and people's living conditions, enabling audiences to understand the profound significance behind news events and thereby grasp the program's main thrust.

2.2 Characteristics of TV News Commentary Programs

China's TV news commentary programs typically exhibit three main formats: TV news interview programs, narrative-commentary news programs, and host-centered TV news commentary programs. TV news interview programs primarily take place in studios or other fixed settings, where hosts present news while

inviting guests and audiences to participate in commentary. Through interviews or panel discussions, guests, hosts, and audiences can all express their views, fostering strong resonance among viewers and demonstrating the guidance and educational effectiveness of news commentary programs. Narrative-commentary news programs combine lead-ins, guided hosting, main facts, and commentary-style hosting, generally reporting and commenting on recent or breaking events. These programs integrate on-site reporting by journalists with live commentary by hosts, combining footage with subtitles and incorporating perspectives from experts, scholars, or audience groups during the broadcast. Host-centered TV news commentary programs involve hosts directly participating in the entire process of program planning, news writing, and broadcasting, while also engaging in direct communication with audiences. These programs typically exhibit characteristics of philosophical depth, personalization, narrative quality, and distinctive personal style [2].

3.1 Enhancing Professional Competence of TV News Commentary Teams

In the new media context, TV news commentary personnel must maintain firmer political stances when facing the impact of new media information. Beyond possessing solid professional foundations, they must also demonstrate high-quality comprehensive capabilities. They require the ability to distinguish truth from falsehood, promptly identify and verify news information authenticity, and do everything possible to prevent the spread of online rumors. Particularly during live TV news commentary broadcasts, they must fully leverage their comprehensive knowledge to provide forceful, impartial, and correct evaluations of news events. Therefore, in cross-media dissemination, objective and fair evaluation of news events is essential to further enhance the influence of TV news commentary.

3.2 Deepening Integration Between TV News Commentary and New Media

To continue attracting audience attention, richer and more diverse content is required. Traditional TV news commentary programs, relying on television as their medium, possess significant advantages in content construction, such as in editing, reporting, and brand influence. Therefore, deeply integrating advanced technologies from new media to continuously enrich and deepen TV news commentary program content enables more effective integration between TV news commentary programs and new media—namely, achieving digitalization and networking—thereby imbuing TV news commentary with greater contemporary relevance. Meanwhile, the integration of new media and traditional media always yields a “1+1>2” effect. By building upon traditional media and effectively utilizing the advanced technologies inherent in new media integration to upgrade and transform TV news commentary program content, not only can the quality and efficiency of TV news commentary program content be effectively

improved, but TV news commentary programs can also gain stronger market competitiveness.

3.3 Enhancing Interactivity and Audience Participation in TV News Commentary

In the new media environment, audiences possess corresponding proactivity, which promotes their enthusiasm for participating in commentary and gradually transforms them from “observers” to “participants.” To enable TV news commentary to continue attracting audience attention, it is necessary to value audience discourse rights and actively guide audience participation in commentary activities. Two measures can effectively enhance interactivity and audience participation. First, hosts and commentators can use Weibo, WeChat, QQ, forums, and other platforms to search for and collect audience viewpoints and opinions for corresponding responses during TV news commentary. Second, audiences can be invited to program sites to directly express their viewpoints. With the development of internet technology and networks, interaction between hosts, commentators, and audiences through Weibo, WeChat, QQ, forums, and other platforms has gradually become a common interactive method in TV news commentary. This approach enables real-time communication with audiences, allowing their viewpoints to be expressed. Although it effectively realizes audience discourse rights and demonstrates their sense of presence, it cannot be fully displayed due to the “gatekeeping” role of hosts and commentators [3], resulting in some audience viewpoints remaining unexpressed. The format of inviting audiences to program sites offers greater advantages than the first method. At program sites, beyond scholars, experts, and political and business elites, audiences can directly express their viewpoints, thereby possessing greater initiative.

In summary, under the new media context, it is necessary not only to effectively integrate the functions and advantages of both traditional and new media but also to clearly understand the essence of new media. When producing TV news commentary programs, it is essential to incorporate diverse viewpoints, make arguments more visualized, innovate beyond spoon-fed argumentation, actively guide audience participation, effectively inspire audience thinking, and reasonably consider and adopt relevant audience viewpoints to fully satisfy individualized audience needs. Additionally, making TV news commentary programs more networked and informationalized under the new media context can not only effectively enhance their brand effect and influence but also further improve their dissemination efficiency. This enables true multi-win outcomes for new media, TV news commentary programs, audiences, and advertisers alike, conforming to the trend of the times and achieving sustainable development of TV news commentary programs.

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