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Postprint: Innovative Integration of New Media Development and Sports News Communication

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Abstract

In the new era, the dissemination of traditional sports news faces numerous developmental challenges, including unreasonable program length arrangements, rigid narrative styles, and singular communication channels. These issues not only lead to low audience ratings but also hinder future innovative development. In view of this, reforming the communication methods and concepts of sports news to achieve innovative integration between new media development and sports news dissemination represents an urgent problem requiring resolution. Therefore, this article examines the communication challenges of sports news in the new media era as a starting point to explore effective pathways for realizing innovative integration between new media development and sports news dissemination, providing references for relevant stakeholders.

Full Text

Innovative Integration of New Media Development and Sports News Communication

Abstract: In the new era, traditional sports news communication faces numerous developmental challenges, including unreasonable program length arrangements, rigid narrative styles, and single-channel dissemination. These issues not only result in low audience ratings but also hinder future innovative development. In view of this, reforming the communication methods and concepts of sports news and achieving innovative integration between new media development and sports news communication has become an urgent problem. This article examines the communication problems of sports news in the new media era and explores effective pathways for achieving this innovative integration, providing references for relevant practitioners.

Keywords: new media development; sports news; communication; innovative integration

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Introduction

In recent years, with China's sustained economic development and continuous scientific and technological advancement, the emergence of various new media technologies has ushered Chinese society into the new media era. Against this backdrop, television stations face increasingly demanding requirements for development. Consequently, sports news programs, which help people understand world affairs and access information, must demonstrate new characteristics compatible with the times in their communication processes, such as innovating traditional methods and optimizing communication channels. However, numerous problems currently exist in the innovative integration of sports news communication and new media development, which will be extremely detrimental to future development in the long run. Therefore, conducting specific analysis and research on this integration has become both important and necessary.

1.1 Outdated Traditional Concepts and Weak Industrial Awareness

Investigation and research reveal that in the new media era, most Chinese television stations still adopt traditional communication concepts and methods for sports news dissemination, resulting in prominent problems such as low communication efficiency and ineffective demonstration of communication value. This issue is also reflected in ideological propaganda and content industrialization. Since 2000, the state has implemented a "bureau-station integration" system reform for television stations to transform public and professional understanding of television media's industrial functions and to facilitate mass media commercialization. However, this reform not only failed to achieve its intended goals but also further strengthened the conflation of administrative management and propaganda work in public institutions. Due to incomplete understanding, many personnel still believe that sports news functions merely to disseminate information while neglecting audience interaction.

1.2 Single Program Promotion Channels and Weak Promotion Efforts

Television media remains the primary channel for traditional sports news programs, offering advantages such as intuitiveness and strong visual impact. However, it faces limitations from viewing conditions and time constraints. In recent years, the rise of various new media has enabled the internet to rapidly gain public favor through massive information capacity, two-way communication, and strong timeliness, violently impacting television media's dominance.

Facing this competition, traditional television stations still rely mainly on television for sports news program promotion, neglecting network and multimedia technologies—an approach extremely detrimental to effective development in the new era.

1.3 Single Information Sources and Limited Communication Channels

Currently, except for CCTV's sports channel, which can conduct real-time tracking and updates, most local television stations face significant broadcast delays for sports news programs due to limitations from broadcast time, technology, and other objective factors. This often results in news information having already changed by airtime, rendering reports meaningless. Analysis reveals that, beyond these objective limitations, single information sources constitute a major factor. This reliance prevents stations like Zhenping County TV from timely understanding external information changes and updating their programs accordingly. In contrast, self-media—a product of the new media era—holds clear advantages, typically drawing information from both traditional channels (such as official current affairs) and new media platforms (like Weibo and WeChat). This enables timely message release and information revision according to developing events, ensuring news timeliness and authenticity. Traditional television stations' information acquisition breadth remains significantly weaker than that of self-media and new media platforms, as their sources mostly consist of official current affairs information, unable to match the channel strength of new media platforms like Weibo and WeChat.

2.1 Integrating New Media to Accelerate Innovation in Sports News Communication Forms

New media development has brought both tremendous pressure and good opportunities for traditional sports news communication. Sports news programs must not view new media as pure competitors but should actively discover and utilize new media advantages, accelerate integration, and leverage these advantages for self-improvement and format innovation to comprehensively enhance communication capacity and standards. Simultaneously, they must not blindly “worship” new media, as its practical problems and deficiencies have become increasingly apparent. Therefore, integration requires a dialectical perspective—fully recognizing new media's advantages while acknowledging its problems, achieving mutual improvement and win-win cooperation.

First, utilize new media means to enhance content practicality. Ensure reported sports news includes information from both internal and external participants. For example, create thematic sports news using multiple communication means to highlight special ideological connotations, enabling audiences to understand the full picture of events.

Second, strengthen follow-up and subsequent reporting. Through continuous excavation, stimulate audience curiosity and achieve news continuity to sat-

isfy public interest in hot topics. When creating thematic sports news, add behind-the-scenes footage and conduct subsequent tracking reports on information closely related to but not covered during recording, promptly releasing results to the public.

Third, fully utilize computer network information technology to broaden communication channels. Use Weibo, WeChat, and other new media for news push and reporting, enriching viewing methods while enabling real-time audience interaction. This allows audiences to dynamically express views through relevant platforms while watching, effectively enhancing news influence and attention.

Fourth, give full play to internet advantages. Upholding the “Internet Plus” concept, employ various new media beyond television—such as mobile phones and computers—enabling audiences to receive content through multiple channels. This comprehensively improves communication efficiency, expands audience groups, broadens communication fields, and enhances program influence.

Fifth, accelerate program format innovation. Fully explore and enhance inherent advantages to build characteristic brands. When editing program content, base work on present realities, effectively excavate news information itself, and simultaneously search for useful clues and themes in new media like Weibo and online forums. This breaks single-channel clue searching and embodies a “people-oriented” sports news philosophy.

2.2 Strengthening News Detail Communication to Highlight Characteristics

In the new media environment, science and technology have significantly improved and enriched information communication methods and channels. This process seems to be shrinking distances between people and places, leading to obvious social homogenization. Against this backdrop, sports news must strengthen attention to news details, fully demonstrate characteristics, produce programs with unique styles, and make television programs more mass-oriented and localized.

First, deeply excavate news details. Under holistic consciousness, innovate television sports news formats while focusing on details. Base content excavation on public life, staying close to matter essence. Increase attention to public matters and practical issues, focus content expression on topics of public concern, and ensure unique thinking modes.

Second, give full attention to local sports news. When creating mass-oriented, localized sports news that demonstrates local characteristics, pay full attention to local sports news and ensure integrated culture is advanced and scientific.

Third, emancipate minds and actively meet social challenges. To better escape current communication dilemmas, sports news should emancipate minds and actively meet social competition and challenges when creating localized news and

demonstrating local characteristics. This prevents ideological rigidity during innovative communication and ensures flexibility and advancement. Additionally, government can provide assistance, such as opening traditional media operating rights under departmental supervision and allowing individual participation in traditional media operation, enabling better international integration and ensuring sports news actively transforms itself within competitive frameworks.

2.3 Broadening Development Channels to Enhance Communication Continuity

Currently, new media communication in China is thriving. Sports news should actively utilize new media communication space in its innovative communication process, combine with new media technical means, continuously broaden communication channels, enhance continuity, achieve real-time tracking reports, and thereby strengthen influence.

Conclusion

In summary, while new media development has brought opportunities for sports news communication, it has also created numerous dilemmas. To further improve communication efficiency and effectiveness in the new media era, the path of innovative integration between new media development and sports news communication should be pursued.

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

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