

Exploring Methods to Enhance the Communication Influence of Television News in the Converged Media Era: Postprint

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Abstract

As one of the traditional mainstream media, television media has experienced a continuous decline in influence under the intense impact of new media technologies, particularly affecting news programs. Therefore, this paper begins with a rational interpretation of the media convergence era and undertakes a concrete exploration of approaches to enhance the influence of television news dissemination.

Full Text

Preamble

Exploring Ways to Enhance the Influence of TV News Communication in the Era of Media Convergence

Abstract: TV media, as one of the traditional mainstream media, is experiencing declining influence under the fierce impact of new media technologies, particularly affecting news programs. Therefore, this paper begins with a rational interpretation of the media convergence era and explores specific methods to enhance the influence of TV news communication.

Keywords: media convergence era; TV news; influence

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1. Rational Interpretation of the Media Convergence Era

The so-called media convergence era refers to the new communication environment formed by the integration of new media such as WeChat and Weibo with traditional media like television, radio, and newspapers. In this era, everyone is both a disseminator and receiver of massive information, forming the unique connotation of the new age.

1.1 Coexistence of New and Traditional Media

With the in-depth development of information technology and the widespread adoption of the internet and smartphones, new media forms have mushroomed. Representative examples include self-media platforms such as WeChat, Weibo, and webcast platforms, as well as internet platforms like forums and communities. These new media provide audiences with massive amounts of information and spread it rapidly across broad ranges. This convenient and efficient communication method has been widely welcomed, leading to vigorous development of new media. Simultaneously, traditional media has accumulated considerable audiences through years of operation, with high viewer loyalty and trust. Although new media is developing rapidly and aggressively, traditional media remains the mainstream media in the public mind, with irreplaceable authority.

2.2 The Authority of TV News Remains

Although various media outlets disseminate information to the public, the authority of TV news remains unmatched. Taking the promulgation of a national policy as an example, when initial statements appear on self-media, the public receives such information with skepticism (“Is this true?”). However, when TV news reports the same information, it generates a sense of certainty. This demonstrates that TV news is considered one of the most authoritative mainstream media, worthy of public trust.

2.3 Close Integration of TV News and New Media

Today, TV professionals have recognized the favorable development trends of new media and have integrated TV news communication with new media platforms. For example, incorporating WeChat and Weibo interactive topics into live TV broadcasts strengthens communication and exchange with audiences, while achieving information sharing across terminals for mobile phones, computers, and televisions brings audiences more authentic and comprehensive news information. These measures greatly contribute to the sustainable development of the media industry.

3. Specific Approaches to Enhancing TV News Communication Influence

In response to new media's gradually increasing market share and the declining influence of TV news communication, TV news professionals must assess the situation, explore solutions based on actual circumstances, leverage new media advantages, and further enhance TV news influence. The specific approaches are as follows.

3.1 Building a Multi-Media Participation Platform

Today, people's dependence on the internet and smartphones is increasing, especially among young people who spend less time watching television and prefer the "fragmented" news communication style of new media. To expand its audience and enhance influence, TV media must study and utilize new media advantages, combine new media with traditional media, and build a multi-media participation platform in the media convergence era. This can integrate the internet, broadcasting networks, and communication networks, allowing audiences to watch news through various channels such as television, mobile phones, and computers, and also use on-demand and playback functions to watch programs of interest. This not only satisfies audience demand for news information but also expands TV news influence. Taking CCTV News Channel as an example, it broadcasts news, commentary, and interview programs 24/7, allowing both live viewing and playback. Its unified management of official WeChat public accounts, Weibo accounts, and other news clients represents a relatively successful case of multi-media integration development.

3.2 Selecting Topics Close to People's Livelihood to Enhance Public Opinion Influence

For TV news programs, successful topic selection determines ratings and is key to attracting public attention. To enhance TV news influence in public opinion, topics must align with public psychology, focusing on issues audiences care about most, problems needing solutions, and social focal points. Only topics genuinely related to people's daily lives can stimulate audience interest and attract continued attention, thereby enhancing influence. Consequently, from CCTV to local TV stations, numerous news programs focusing on people's livelihood have emerged, such as "People's Livelihood 365," "People's Concerns," and "Today's Information." These programs focus on ordinary people's livelihood issues—food, clothing, housing, transportation, birth, aging, illness, and death. Program teams approach from the audience perspective, communicating and dialoguing with relevant departments about problems and confusions people might encounter, while promptly releasing and interpreting various government policies to help the public understand relevant procedures clearly. Such TV news programs not only fulfill traditional media's role in public opinion supervision but also serve as a bridge between ordinary people and government departments, effectively enhancing TV news communication influence.

3.3 Enriching News Communication Forms to Attract Audience Attention

Traditional TV news programs mostly feature hosts reporting news solemnly and monotonously, which is serious and dull, easily causing audience aesthetic fatigue. With new media technology development, many modern technologies have been introduced into TV program production, such as virtual studios that combine computer-designed three-dimensional scenes with character movement tracks recorded by cameras to form simulated scenes that appear real to audiences. This enhances the sense of presence and authenticity in news storytelling, thereby attracting audiences and improving program influence. Taking Phoenix TV's "Military Observation Room" as an example, when the host discusses international and domestic military issues, three-dimensional virtual scenes surround him, changing with his movements. The seamless integration of live-action figures and virtual backgrounds, with constantly changing scenes following the narrative content, demonstrates excellent application of digital camera tracking and positioning functions, as well as chroma key matting and compositing technology. This presents audiences with stunning visual experiences, captures their psychology, and significantly contributes to enhancing TV program influence.

3.4 Updating Reporting Concepts and Launching Innovative Media Convergence Products

Innovation is the core competitiveness of TV news programs in the media convergence era. Only by innovating reporting concepts, communication methods, and content can media convergence products with the imprint of the times be launched, thereby subtly enhancing program influence. Taking Xinhua News Agency's media convergence product "National Photo Album" as an example, the physical materials are more than 10 million precious photos from archive collections. The production team employed many new media technologies, such as 3D animation, virtual studios, and data visualization, combining virtual scenes with real objects. It narrated China's century-long history in detail, allowing audiences to feel immersed in that history. The program showcases the joys and sorrows of small individuals in the form of news documentaries, reflecting the changes in China's century-long history. Such media convergence works not only update reporting concepts but also innovate in content and expression forms, enhance social impact, and effectively play the guiding role of TV news media.

3.5 Strengthening Audience Interaction to Enhance TV News Communication Influence

Strengthening audience participation and interaction is one of the effective ways to enhance TV news communication influence. During TV news program broadcasting, audiences can participate in real-time through several methods: First, scanning the QR code at the bottom of the TV screen to send their opinions, views, and questions to the TV station's backend. After screening and process-

ing, the program team selects representative and targeted questions or views to broadcast on TV, making audiences feel valued and maintaining their enthusiasm for actively participating in the program, thereby invisibly enhancing program influence. Second, communicating with TV news program teams on new media interactive platforms to express their views, either by commenting on news content or evaluating the host's style. They can even send events happening around them to the TV station to become candidates for future program materials, which can greatly stimulate audience participation enthusiasm.

In summary, the arrival of the media convergence era is unstoppable. The vigorous development of new media technology has powerfully impacted TV news communication programs, placing them in an era of both challenges and opportunities. In light of this, TV news communicators must conform to the trend of the times, draw on the advantages of new media technology, continuously innovate communication content and forms on the basis of updated communication concepts, carry out resource integration, effectively promote the healthy development of TV news communication, and enhance its influence.

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

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