

Application and Value of New Media Technologies in Television News Production (Postprint)

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Abstract

With the progress of the era and the development of technology, new media technology has become increasingly indispensable in people's lives, forming an integral part of both their professional and personal spheres. This paper primarily takes the application of new media technology in daily life as its foundation, focusing on television news production to examine the utilization of new media technology in this domain and its inherent value. In alignment with contemporary trends and developmental trajectories, new media technology offers multifaceted advantages; its integration into television news production can enhance both the efficiency and quality of news production, thereby fostering the sustainable development of the television news industry.

Full Text

The Application and Value of New Media Technology in Television News Production

Abstract: With the progress of the times and the development of science and technology, people's lives have become increasingly inseparable from new media technology, which has become an integral part of work and daily life. This paper focuses on the application of new media technology in television news production and its inherent value, using real-world usage patterns as a foundation.

Keeping pace with the trends of the era, new media technology offers multifaceted advantages. Its application in television news production can enhance both the efficiency and quality of news production, thereby promoting the long-term development of the television news industry.

Keywords: new media; television news; application value

2.1 Reducing Resource Waste and Improving News Production Efficiency

The role of new media technology in television news has become increasingly prominent and has garnered greater attention from journalists. Under traditional news media operation models, the prevalence of paper documents led to considerable resource waste. The adoption of new media technology has fundamentally transformed news presentation methods, enabling centralized processing of text and audio using computers and facilitating the reuse of electronic information materials. This approach eliminates waste while allowing for repeated utilization of information resources, reducing temporal and spatial constraints and significantly improving television news production efficiency. New media technology has provided robust support for the development of news media, and modern television news production cannot thrive without this support.

1. Shortcomings of Traditional Television News Production

Television news production and dissemination involve highly complex processes, encompassing news material collection, editing, and review before broadcast. After determining the news theme, journalists collect relevant text, visual, and audio materials centered around it. Due to broadcast time constraints, these collected materials must be compressed and refined, with appropriate narratives crafted to explain events. Following editing, news pieces undergo review, and only approved content can be officially aired. Overall, television news production and broadcasting represent comprehensive endeavors.

Compared with innovative reporting methods driven by new media technology, traditional television news reporting exhibits clear deficiencies in both production efficiency and dissemination effectiveness. The most direct consequence of these complex procedures is poor timeliness and slow updates. The entire rigorous process involves numerous miscellaneous content and multiple stages, making it far less timely than new media, which can transmit news in real-time with a simple finger swipe. In other words, new media enables massive news releases and constant updates unrestricted by time or space, whereas television news information updates are significantly slower due to these cumbersome procedures, particularly in reporting breaking news where the lag becomes even more apparent.

Across all forms of news presentation—text, audio, and video—new media technology delivers superior dissemination effects that are more convenient, timely, and rapid. Consequently, some have even asserted that in the Internet era, traditional media represented by television news will have no future if they continue to cling to their “own little patch.” If traditional television news can achieve perfect integration with new media technology, it can realize better dissemination effects, and through television news, the value and function of new media technology can be highlighted. The application of new media technology holds extensive and meaningful value for television news production.

2.2 Construction of Television News Network Platforms

In the new media era, the Internet provides convenient channels for news information collection, expands news dissemination pathways, and enhances the timeliness of news transmission, allowing people to know what is happening around the world without leaving home. The emergence of new media technology has changed the previous situation where audiences passively received news information. The constructed television news network platform provides audiences with abundant information resources, satisfying their growing news demands.

Taking the reform of CCTV News Channel’s “Morning News” as an example, within less than 20 days, the channel unveiled a brand-new look to audiences without any prior indication. Its newly revamped news programs were successively launched on screen, coupled with the “News Express” segment delivered rapidly every 15 minutes. This has enabled CCTV News Channel to form a comprehensive news broadcasting pattern across four time slots—morning, noon, evening, and night—exploring an overall programming model with distinct “news characteristics.”

It is not difficult to see that CCTV News Channel’s revamp represents an accurate understanding of the changing media environment and its own survival and development. With the arrival of the new media era, the new age led by the Internet and mobile terminals has transformed traditional television news dissemination methods. It can be said that the development of new media technology has forced the construction of television news network platforms. However, this “forced change” is indeed promoting diversification in dissemination forms and tangible improvements in dissemination effectiveness.

3. Problems in New Media Technology Application in Television News Production

Despite its clear advantages over traditional television media, new media technology has also revealed many problems during its development, which are summarized below.

3.1 Immature Technology Development China’s new media technology is currently still in the development stage, with many aspects remaining immature and deficiencies in its application. On the one hand, its late start means many problems cannot be effectively solved, and the imprecise mastery of technology by professionals prevents the full realization of its value. On the other hand, new media technology entails high production costs, and television news production consumes substantial financial and material resources. If we merely remain at the imitation stage of foreign new media technologies, we cannot achieve substantial progress. To ensure full application and sound development of new media, substantial investment in funding and technical support is essential.

3.2 Influence of Traditional Media Thinking Television news production is dynamic, and broadcast effects should be accepted by audiences, but its production and dissemination are constrained by traditional media technology. Traditional news dissemination models restrict the development of new media technology, creating significant constraints that result in slow development, generally low efficiency, and ineffective usage.

Traditional technical thinking exhibits strong inertia. Traditional television news media overemphasize ratings, focus excessively on generating influence, and concentrate on providing news products while neglecting other content presentation methods such as website visitors, severely lacking new media thinking. At a time when new media companies are aggressively expanding, if the traditional television news industry remains confined to providing news products, serving a one-way audience, and focusing on internal business integration and innovation, this difference in thinking will distance us further from true new and old media convergence.

3.3 Insufficient Attention to New Media Technology The rapid development of the era has driven the high-speed development of new media technology, but during this process, new media technology has not received adequate attention. It is merely regarded as a necessary stage of era development without subjective acceptance of new media development requirements, which restricts better development of new media. The selective publishing and attention given to television news by relevant departments and media, along with the lack of further in-depth research on new media technology applications and the failure to achieve perfect integration between the two, hinder its application in television news production.

4. Development Analysis of New Media Technology Application in Television News Production

The development of new media technology is an inevitable outcome of era development and a necessary measure at the current stage. Only by strengthening new media technology development can we achieve substantial progress in more areas.

First, funding investment should be increased. Without financial investment, the popularization and application of new media technology would be like “a moon in the water, a flower in the mirror.” Funding investment can take two forms: first, local governments should provide policy and financial support for new media technology; second, venture capital should be utilized. For television news industry institutions, mature venture capital supports every successful company. Venture capital injects a fresh stream into traditional television news industries, improves user experience, strengthens competitive advantages, and provides indispensable financial support. Local television news media should also consider using venture capital to increase funding channels, thereby promoting the long-term development of television news production.

Second, strive to achieve technical transformation. Traditional television news should adapt to new media era development trends and enrich media dissemination methods. For example, establishing mobile platforms such as mobile newspapers, Weibo, and mobile apps to form diversified dissemination methods, continuing to play their media positioning role, and enhancing comprehensive, multi-dimensional coverage of major events to increase social influence. Additionally, news push notifications from mobile apps greatly accelerate news dissemination speed and scope, and cooperation with other application software can provide more convenient services, such as real-time bus inquiries and weather queries, greatly facilitating citizens' lives. Under the same system, the original television news team, network editing team, and operation team should be completely integrated to possess both traditional and network resources, enabling produced news to be released via websites, mobile terminals, or television screens, allowing users to choose their preferred access method according to their needs and truly achieving "each takes what they need." However, technology integration and improvement require cultivating professional talent. The shortage of new media technology talent is a fatal obstacle to new media development, and investment in new media technical personnel can significantly enhance new media technology development.

Finally, strengthen attention to new media technology. Only with greater attention can we accelerate new media technology development. This is reflected not only in the traditional television news industry but also in the "status debate" between traditional and new media, where too many government agencies and media organizations emphasize the principle of "content is king" while neglecting the truth that "channel is the queen." The "channel" here can be understood as the channel of dissemination technology. While emphasizing content, adopting more advanced technical channels can open up better dissemination effects. Hiring expert professors to provide relevant technical guidance and knowledge reserves for news workers, and earnestly applying this work to real life to effectively improve technical personnel's capabilities, can produce high-quality television news and thereby enhance news media work efficiency and standards.

In summary, new media technology is a product of the era, and the rapidly developing Internet industry drives new media development. The integration of new media technology and television news enriches news content, diversifies forms, and generates sufficient interaction with audiences. However, competition among new media technologies is fierce, and survival in this intense competition requires continuous innovation and keeping pace with the era.

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

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