

Communication and Innovation of China's Television News Media in the New Media Era: Post-print

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Abstract

New media is exerting influence upon society in a pervasive yet unobtrusive manner, with its communication and consumption patterns increasingly favored by consumers, thereby impacting television news media. For news media to pursue development amidst this transformation, they must continuously elevate their technical and operational approaches in accordance with the characteristics of the era and their own environmental context. For television media, identifying its proper positioning based on the future trajectory of new media represents a significant challenge. This paper elaborates on the influence of new media on television media, conducting an in-depth analysis of the problems existing within television media through the frameworks of science communication and media game theory. Based on the advantages of television media and its status in the minds of consumers, this study attempts to formulate innovative strategies for China's television news media against the backdrop of new media, thereby establishing a stable and distinctive industrial pathway.

Full Text

Communication and Innovation of China's TV News Media Under the New Media Context

Abstract: New media has infiltrated society with a subtle yet pervasive influence, reshaping communication and consumption patterns in ways that increasingly resonate with audiences and profoundly impact television news media. For news organizations to thrive amid this transformation, they must continuously upgrade their technological capabilities and operational thinking in response to contemporary characteristics and their own environmental conditions. Identifying the right strategic positioning based on the future trajectory of new media

represents a critical challenge for television media. This paper examines the impact of new media on television media, conducts an in-depth analysis of existing problems in television media through the lenses of scientific communication and media game theory, and attempts to identify innovation strategies for China's TV news media within the new media landscape—strategies that can forge a stable and distinctive industrial path by leveraging television media's inherent advantages and its established position in the minds of consumers.

Keywords: new media; TV news; innovation; communication; media game theory

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1. Impact of New Media on China's TV News Media

The development of new media has spawned numerous products, primarily including Weibo, WeChat, and various successful online platforms—all emerging alongside internet technology with their own distinct characteristics and attributes. Weibo, with Sina as its industry leader, functions as a service website that forms an integrated hybrid platform, offering users considerable convenience. Information is published on main pages, and users share real-time updates through both PC and mobile terminals, while other users can comment and repost content. WeChat, a social product launched by Tencent, has gained widespread market and consumer acceptance. Through these new media platforms, people engage in increasingly broad activities, disseminate more timely information, and achieve better interactive effects, with the attributes of mass media receiving growing attention.

The influence of new media on China's TV news media has been profound and can be summarized across three dimensions:

1.1 Economic Profit

Traditional TV news media has experienced significant economic pressure from new media development. Before the emergence of new media, advertisers had limited options and reluctantly accepted the terms set by television media. However, with new media's rise and impact, TV media has seen a sharp decline in advertising revenue, directly affecting its economic profitability.

1.2 Audience

New media did not appear out of nowhere; rather, it has subtly and pervasively influenced every target audience through evolving usage habits, creating a substantial impact on TV news media. This manifests in several ways: new media competes directly with TV news media for audiences, with most users naturally and unconsciously shifting their media consumption patterns—a trend with far-reaching implications for television. Additionally, mobile devices have become integral to daily life, and due to the inherent limitations of TV news media, mobile platforms are increasingly welcomed by consumer groups as the primary means of accessing information. The ability to obtain information anytime, anywhere, and engage in interaction has become deeply popular among consumers, delivering a severe blow to traditional TV news media.

1.3 Communication Influence

New media has upgraded the communication model of traditional TV news media, enabling audiences to access information anytime and anywhere without temporal or spatial constraints. This has become the primary channel through which audiences obtain news, offering advantages in both communication effectiveness and public opinion guidance. New media has streamlined news dissemination processes, with its development speed exceeding all expectations, thereby diminishing the influence of TV news media communication.

2. Current State of TV News Media

2.1 Audience Loss and Declining Viewership

As new media communication gains increasing popularity among audiences and mobile devices gradually become habitual, the impact on TV news media has grown increasingly severe—an undeniable reality regardless of acceptance. A Sina Weibo report reveals that the 15–24 age demographic significantly influences television programming. This group primarily relies on new media, rarely or never watching television, making them extremely valuable to new media platforms. Television media has consequently shifted its strategic thinking, treating the internet as an entry point for multi-channel content distribution—a strategy whose effectiveness becomes increasingly evident. According to a recent U.S. report, consumers' online news consumption has surpassed television viewership, with users skillfully navigating different screens to complete various actions based on personal preferences.

2.2 Mass Advertising Migration to New Media

New media has revolutionized audio-visual experiences, gaining widespread public acceptance. Its rapid commercialization has attracted continuous capital in-

flow and increasingly close international cooperation, with its pace of overtaking traditional media becoming strikingly obvious.

2.3 Diminished Public Opinion Influence

New media's reporting speed is astonishing, with information disseminated anytime and anywhere through mobile tools. In television media's information dissemination process, we observe extensive use of online media sources, demonstrating the formidable power of new media today.

2.4 The Long Road of Multi-Screen Strategy

Television media has altered its traditional strategic approach, using the internet as a portal for multi-channel content distribution. However, implementing an effective multi-screen strategy remains a significant challenge.

3. Innovation Strategies for TV News Media Under the New Media Context

3.1 Media Convergence and Mutual Promotion

In the new media era, TV news media must adapt to contemporary development, making it essential for practitioners to revolutionize their thinking and arm themselves with modern ideological concepts, integrating new philosophies into every aspect of their work. Media convergence and mutual promotion require that despite long-standing, entrenched processing patterns in television news media, relevant practitioners must transform their thinking according to the times, break free from previous constraints, and innovate boldly. Television media platforms are resource-intensive, with numerous resources forming a vast network around them, while new media grows on virtual platforms with remarkable momentum. The effective integration of both yields significant results, as exemplified by Anhui Satellite TV's program "Daily News Report" [11].

3.2 Innovating Management Mechanisms and Organizational Structures

The effective integration of TV media with new media also presents a management challenge. Only by understanding the new media communication environment and improving management mechanisms can correct public opinion guidance be maintained. Relevant practitioners must continuously innovate, update management models, restructure organizational frameworks, and keep pace with the times.

3.3 Strengthening Comprehensive Talent Cultivation

TV media should actively recruit new media talent and cultivate personnel according to the laws of new media development. Developing a deep understanding of TV news media, establishing talent incentive mechanisms, and promoting healthy industry development are crucial [14].

3.4 Media Game Theory and Multi-Dimensional Cooperation

In Western cultural history, “game” has always been a significant concept, with continuous reflection and practice from ancient Greece to the present day. In the new media environment, television media’s comprehensive strength has declined, its former status shaken, while new media games develop rapidly due to their ability to transcend traditional media’s attention and economic potential. Future television media will no longer follow today’s development patterns but will result from multi-disciplinary intersection, particularly showing clear trends in commercial communication, precision marketing, and public opinion monitoring. Corresponding talent is severely lacking, making talent reserves critically important for TV media. Achieving interdisciplinary integration, continuously elevating theory, and upgrading and transforming through other disciplinary theories represent important developmental directions.

Analysis of new media’s impact on traditional television media reveals that new media possesses multiple advantages for attracting audiences. In response, TV news media should update its communication philosophy, combine its own characteristics with new media functional modules, and create new media platforms. Naturally, ideological innovation is crucial, and on this basis, organizational and management mechanisms must also be continuously innovated. In this innovative strategy, TV news media should position new media as a critical hub in its own communication process, intensify talent cultivation efforts, continuously overcome difficulties encountered by television media, rise to challenges, maintain continuous innovation, and forge a path of sustainable development.

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

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