

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

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Abstract

This article analyzes the connotation of the media convergence era, elucidates the current state of television news communication within this context, and finally, through extensive review of materials and literature, explores methods and strategies for enhancing the influence of television news communication in the media convergence era. It aims to capitalize on the opportunities presented by the media convergence era to effectively enhance the influence of television news communication.

Full Text

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

Abstract: This article analyzes the connotation of the converged media era and elaborates on the current status of TV news communication against this backdrop. Finally, through extensive review of materials and literature, it explores methods and strategies for enhancing the influence of TV news communication in the converged media era. The aim is to seize the opportunities of the converged media era and effectively enhance the influence of TV news communication.

Keywords: converged media era; TV news; communication status; influence; enhancement methods

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1. Interpreting the Connotation of the Converged Media Era

Since the advent of the third technological revolution, an increasing number of new media forms have emerged, such as self-media, WeChat, Weibo, live streaming platforms, and Instagram. In this environment, new media have brought immeasurable economic and social benefits to the media industry by leveraging their advantages of vast information volume, rapid dissemination speed, rich content, and wide reach. While the emergence of new media has undoubtedly harmed the interests of traditional media, it is equally true that traditional media such as television, radio, and newspapers have attracted large loyal audiences through their accumulated social influence, credibility, and positive energy over the years—qualities that rapidly emerging new media struggle to match in the short term. Precisely for this reason, although new media have posed a tremendous impact on traditional media, they have been unable to replace their position as mainstream media in the public's mind.

Drawing on advanced experiences both domestically and internationally, whether traditional or new media, sustainable development requires integration to build a converged media environment. The formation of the converged media era has fundamentally transformed the original media landscape. Relying on advanced communication technology, computer technology, and other scientific technologies, various forms of information data (such as video, text, and images) are integrated, making news expression and content more diverse. The presentation has shifted from a single format to a comprehensive, three-dimensional, and multi-level form. It is understood that news gathering methods have also changed, moving away from traditional division-of-labor models to collaborate with new media teams, forming a modern news collection force that achieves wide-ranging dissemination through the combined application of various media (newspapers, television, networks, etc.).

In the converged media era, the resources available for TV news topics will exhibit an inexhaustible and ever-developing trend. Moreover, news reception terminals will achieve “three-screen sharing” (mobile phones, televisions, and computers), providing audiences with more intuitive and comprehensive news information. The audience's news reception experience becomes more authentic, which is more conducive to the sustainable and stable development of the media industry.

2. Current Status of TV News Communication

From a functional perspective, the most fundamental and primary role of media is to disseminate information to the public. Once this information function is infinitely amplified, television news channels emerge. It is understood that the first relatively professional news channel on China's mainland appeared at Fujian Television, after which other provinces and municipalities successively launched dedicated TV news channels, such as Heilongjiang Television, Beijing Television, Shanghai Television, and Hainan Prefecture Television. Under the influence of the converged media era, the drawbacks of television news, as a primary tool for information dissemination, have gradually become apparent. The fundamental reason is that the functional integrity of television news information dissemination has been completely broken. People now have multiple channels to receive news information and can freely choose topics according to their preferences, communicating with people from different regions without barriers—something traditional TV news transmission cannot achieve. Observation reveals that various social media platforms emerging in the converged media era possess strong connectivity, granting people opportunities to freely create and disseminate information. For instance, Sina Weibo, used by hundreds of millions of Chinese, introduces different trending topics daily, all generated by users. On January 16, 2018, the topic with the highest public attention was “Jay Chou gaining weight,” which reached 120 million clicks in just 54 minutes.

Additionally, WeChat carries a massive volume of information daily, also attracting a large user base, including many international users. Based on this, traditional media have flocked to new media platforms, not only expanding the scope of news information dissemination but also adding channels for public information access. However, this has been accompanied by a rapid decline in the number of people receiving news through television. According to the latest survey results from a Shanghai university on mobile phone dependency indices among the public, 92% of college students exhibit dependency on mobile phones, with 36% reaching a dependency index of 96 (out of 100). Due to life and work influences, approximately 87% of working professionals have a high dependency index on mobile phones (above 87). This demonstrates that smartphones have become the primary channel for the public to obtain news information, which greatly constrains the dissemination influence of TV news.

3.1 Refine Topic Selection, Efficiently Integrate Information

Based on the converged media era context, the speed of various social news information dissemination continues to accelerate. For example, Hainan Prefecture Television's new media client—“Hai Zhi Nan”—was recently launched, achieving integration of the Internet, broadcasting network, and communication network with television screens, computer screens, and mobile phone screens (“three networks, three screens”). It integrates functions such as live TV, video on demand, online services, and Internet information browsing, serving as a free and open dissemination platform that enables cross-regional and cross-temporal

transmission of local TV programs. This represents a significant advancement in mainstream media construction following radio transmission and open television transmission, as well as a new practice and exploration in converged media development for Hainan Prefecture Television.

To enhance the dissemination influence of TV news in the converged media era, it is necessary to leverage the advantages of traditional media by refining topic selection and efficiently integrating information. Every piece of news information must be taken seriously, starting with strict screening and meticulous refinement from the topic selection stage, effectively integrating various news messages. To achieve this, in addition to adapting to the direction of information-based news dissemination, an information resource database should be constructed to merge various scattered news messages into a relatively fixed section that is concise in time yet comprehensive in content. This allows audiences to understand the cause, process, and result of news in one viewing, thereby enhancing the influence of TV news dissemination.

3.2 Diversified Innovation and Optimization of TV News Communication Methods

For TV news, the most critical aspect in the production process is news editing. It can be said that the broadcast effect of TV news is inseparably linked to its form of presentation. The most common form of TV news presentation in daily life is a host explaining the day's main news content in front of the camera. However, this presentation format lacks novelty and can easily cause audience aesthetic fatigue, leading to declining program ratings and consequently failing to achieve intended goals.

Drawing on existing experience, TV news production in the converged media era should demonstrate innovation, strive to cater to audience "tastes," and appropriately diversify communication methods. For instance, Zhu Guangquan, host of "News Live Room," has been affectionately dubbed "CCTV's punchline master" by audiences. While news is inherently serious, his witty and humorous approach adds a touch of amusement to seriousness. Besides feeling novel, people find that this TV news communication method breaks previous feelings of oppression, making them more willing to understand current affairs.

Furthermore, adopting different news communication formats and strategically disrupting the order of TV news transmission can make audiences frequently perceive news as vivid and novel, significantly strengthening news expressiveness. In essence, it is necessary to continuously innovate and optimize TV news communication methods. News does not have to be serious. Through big data analysis, the same news content can yield vastly different readership numbers due to different editing methods and communication techniques. Currently, major TV news channels should strive to integrate various online media when selecting communication methods, thereby achieving diversified TV news communication forms. Only in this way can the timeliness and influence of TV news

communication be effectively enhanced.

3.3 Build an Audience Interaction Platform

The current era is one of information, where the speed and scope of information transmission continue to expand, particularly with new media forms emerging endlessly, posing a tremendous threat to TV news communication influence. Against this backdrop, TV news channels in the converged media era must build a comprehensive audience interaction platform to enhance dissemination influence.

For example, many domestic TV stations display a QR code at the bottom of the screen during news broadcasts. By scanning this code, audiences can send their views on a particular news event or suggestions for the news channel to the TV news channel's backend. After screening by equipment, audience messages are scrolled on the screen. This approach not only enhances interaction with audiences but also invisibly enhances news communication influence.

As technology levels continue to improve, the functions of TV news channel interaction platforms gradually increase. Audiences can not only share their opinions and views on the platform, like or criticize hosts' news presentation styles, but also upload incidents happening around them to the platform, providing channels for news editors to find news material.

Conclusion

In summary, traditional forms of TV news communication are significantly affected in the converged media era. For these TV news channels to achieve sustainable development, they must learn from the advantages of other platforms, integrate their own strengths, continuously improve communication methods and content, gradually cater to audience preferences, and thereby enhance communication influence.

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

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