

Research on Innovation Strategies for Journalistic Interview Forms in the Context of Media Convergence (Postprint)

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Abstract

Network information technology is developing rapidly alongside economic growth, with numerous media forms being widely adopted. To avoid obsolescence amid era development, traditional media must identify appropriate methods for convergence with new media to ensure viable survival within fierce market competition. As television journalists within traditional media, during this distinctive phase of media convergence, they should actively transform and innovate interview formats to adapt to evolving circumstances, thereby further advancing the progress and development of the entire industry.

Full Text

Research on Innovative Strategies for TV Journalists' Interview Forms in the Context of Media Convergence

Abstract: As network information technology rapidly develops alongside economic growth, numerous new media forms have gained widespread application. To avoid obsolescence and survive intense market competition, traditional media must find appropriate pathways for integration with new media. As television journalists within traditional media, it is imperative to actively transform and innovate interview forms during this pivotal period of media convergence, thereby adapting to evolving circumstances and fostering industry-wide advancement.

Keywords: media convergence context; television journalists; interview forms; innovative strategies; research

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Introduction

The advent of the internet and big data era has prompted all industries to pursue global integration, fundamentally transforming communication modalities and developmental paradigms to achieve resource sharing. Amidst this rapid internet development, television has become a traditional medium, while new media technologies have undergone ecological transformation through digitalization and networking. Media convergence and network integration now represent the definitive trend of the times. Within this new media ecosystem, traditional broadcast media face unprecedented pressures on both their communication models and profit structures. Consequently, television journalists can no longer rely on conventional interview methods and news practices; rather, they must transform and innovate their approaches to align with contemporary developments. This paper examines how television journalists might innovate their interview methodologies within this new media convergence landscape and proposes corresponding strategic solutions.

1. Evolving Requirements for Interview Forms in the Media Convergence Era

1.1 Accelerating Interview Speed

The rapid development of modern technology has democratized information, enabling anyone to become an information disseminator. Television journalists no longer monopolize news propagation. This proliferation of information sources has generated widespread misinformation, requiring television media to actively guide public discourse and distinguish truth from falsehood. By maintaining journalistic authenticity and standards, audiences can comprehend the true context of events. To ensure audiences receive accurate information, traditional media must actively integrate with new media, combining television's credibility with new media's convenience to innovate interview forms, including their speed and workflow.

1.2 Facilitating Effective Audience Communication

As the internet has come to dominate media, the competitive landscape and information dissemination patterns of television and radio have fundamentally shifted. Audiences have evolved from passive information recipients to active participants in information propagation. To adapt to the media convergence environment, television journalists must alter their interview rhythms and production processes, enabling deeper audience participation and timely feedback. Serving as the crucial link between media and audiences, journalists' responsibilities have expanded beyond information dissemination to include information analysis, posing questions to audiences, responding to viewer inquiries, and fostering robust interaction. To effectively fulfill these functions, journalists must adopt novel interview techniques that accelerate interview speed while enhancing content relevance.

1.3 Enhancing Inclusivity and Openness in Interview Forms

Continuous media integration has substantially transformed attitudes toward television interviews among both journalists and interviewees. Television interviews have lost their mystique, and reluctance to face cameras has diminished. As information grows increasingly transparent, public attitudes toward television interviews have become more inclusive and open, with some individuals actively seeking media attention through tip-offs to secure coverage and follow-up reporting. This evolution necessitates more inclusive and open interview forms. For instance, journalists can conduct interviews using tablets and mobile devices, enabling real-time on-site reporting through images and text, thereby increasing interview openness.

2. Innovative Strategies for Interview Forms

2.1 Leveraging Networks to Reduce Information Dissemination Time and Enhance Interview Efficiency

In the online media era, information release and dissemination velocities continue accelerating, rendering traditional information channels incompatible with this rapid interview model. To adapt, contemporary television journalists must: First, thoroughly prepare for interviews and promptly engage with breaking events, releasing information online while drafting reports. Second, reduce timelines and improve efficiency by regularly communicating with audiences through networks, fostering closer relationships and facilitating understanding of event specifics. Under special circumstances, journalists can directly utilize reliable online information to save time and enhance efficiency. Finally, effectively identifying information authenticity represents a critical component of interview form innovation. Modern society prioritizes timeliness; therefore, to streamline processes and improve efficiency, television journalists must communicate effectively before interviews and conduct online information searches.

2.3 Maximizing New Media Tools

Within the new media convergence landscape, television journalists should actively respond to national initiatives by utilizing novel communication media and innovating interview methodologies. Given the widespread adoption of internet and smartphone technologies enabling constant mobile communication, traditional television media must actively employ new tools—such as cameras and voice recorders—during interviews to maintain relevance. As professional practice, television journalists should carry portable, effective interview and recording equipment to capture news content and information whenever unexpected situations arise.

2.4 Strategic Employment of Non-verbal Symbols

Non-verbal symbols serve crucial functions in news events, as interviewees' demeanor, posture, and psychological states can be expressed through such cues. Consequently, during interviews, television journalists must master language characteristics while deeply exploring interviewees' movements, expressions, and mentalities to reduce interpersonal distance, secure active cooperation, and en-

sure smooth, effective interviews.

2.5 Cultivating Innovative and Independent Thinking

Interview outcomes are directly influenced by journalists' subjective thinking. To enhance efficiency, journalists must select appropriate interview forms and thinking modes when verifying event authenticity, preventing unsuitable approaches from impeding interviews or affecting desired outcomes. Accordingly, television stations should prioritize independent thinking training tailored to actual conditions. Such training exposes journalists to diverse ideas and methods, enabling them to select optimal thinking modes for specific situations, identify event key points, ensure interview effectiveness, and ultimately improve ratings. Furthermore, journalists must continuously self-improve by reading relevant literature, participating in conferences, and enhancing professional skills through multiple channels to achieve greater interview proficiency.

2.6 Enhancing Professional Competence and Interview Efficiency

Television journalists must fully integrate into the media convergence wave, not only sending interview plans and progress updates to websites via email but also conducting detailed investigations of specific events. Beyond reporting progress, they must promptly release interview developments through network channels, organize obtained materials, schedule broadcasts, and ultimately air content through relevant programs. To adapt to contemporary changes, journalists must continuously enhance professional skills and qualities, meeting challenges with professionalism to accomplish interview missions. Simultaneously, they should master various information transmission tools to optimize communication effects. Timely, rapid, and effective information dissemination demands improved interview efficiency. Prior to interviews, journalists must prepare thoroughly, collect effective information in advance, reduce interview duration, and select novel topics. Advance communication with interviewees can also reduce interpersonal distance and facilitate smooth, effective interviews. Recognizing media convergence advantages and fully leveraging internet benefits to continuously innovate news interviews enables diversification. Online video interviews can effectively overcome temporal and spatial limitations, improve access efficiency, and reduce costs. Moreover, to strengthen television stations' competitive advantages in the media convergence context, they must accelerate information dissemination speed, break previous team structures and division patterns, enhance comprehensive abilities, undertake cross-functional team work, and actively utilize internet-based interviews and communication to obtain first-hand information fastest and earliest.

Conclusion

In summary, within the broader media convergence environment, television journalists must transform and innovate their interview forms to align with contemporary development. This involves utilizing new media tools, leveraging networks for rapid information acquisition and online live-streaming, fostering robust online communication with audiences to reduce distance and enable par-

ticipation. Journalists must also transform work methods, continuously improve professional qualities, thereby greatly improving work efficiency and reducing interview duration. Only by transforming interview forms and continuously improving professional skills can television journalists enable television media to stand out in the rapidly developing new media landscape.

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