

An Analysis of Development Models for Television Programs in the New Media Environment: Postprint

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Date: 2023-10-08T00:00:00+00:00

Abstract

In recent years, with the rapid development of new media, traditional television programs have faced tremendous impact. Under these circumstances, television programs must accelerate the pace of their own reform, conform to trends by integrating with new media, consider their own characteristics, continuously reform and innovate, leverage their unique advantages, and strengthen copyright protection. This article proceeds from the impact of new media on television media to analyze the development opportunities and challenges for television programs within the new media environment, and conducts a preliminary exploration of development models for television programs.

Full Text

Analysis of TV Program Development Models in the New Media Environment

ChinaXiv Collaborative Journal

Abstract

In recent years, the rapid development of new media has profoundly impacted traditional television programs. In this context, television programs must accelerate their reform, adapt to trends by integrating with new media, consider their own characteristics, continuously innovate, leverage their unique advantages, and strengthen copyright protection. This article examines the impact of new media on television media, analyzes the development opportunities and challenges for television programs in the new media environment, and conducts a preliminary exploration of television program development models.

Keywords: new media; television programs; media reform

Classification Number: TN948.13

Document Code: A

Article ID: 1671-0134(2018)01-084-02

DOI: 10.19483/j.cnki.11-4653/n.2018.01.031

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It is essential to fully recognize the strengths and weaknesses of television programs. While television stations are at a disadvantage in terms of program quantity compared to new media platforms, they can leverage their production strengths to create premium, high-quality content. Television professionals can capitalize on the unique advantages of television, produce sophisticated programs that fully demonstrate their professional expertise, and integrate new media technologies and platforms to improve program ratings, rapidly generate commercial value, and establish a positive reputation chain. For instance, to meet the demands of modern life, television stations can launch large-scale live programs that utilize their excellent talent and high-end broadcasting equipment to satisfy audience expectations for on-site experiences, synchronously presenting “reality shows” on television. In summary, through new media technology and by fully leveraging the advantages of television media, the ultimate goal of improving television program ratings can be achieved.

1. Impact of New Media on Television Media

Today, constrained by time and location, television media increasingly fails to meet public information needs, whereas new media can transcend these limitations and disseminate information with unprecedented speed. In the new media landscape, information flows virtually without restriction, while television broadcasting remains bound by geographic, temporal, and spatial constraints. Compared to traditional television, new media offers faster, more extensive, and more timely information dissemination. Moreover, most new media communicators lack the professional qualifications inherent to traditional media practitioners. In the new media environment, individuals enjoy freedom of expression and assume dual roles as both information consumers and distributors. Conversely, television audiences occupy a passive position, lacking the interactive resource-sharing characteristics of new media platforms. It is precisely this diversity of communicators that enables new media to unearth sensitive events and issues. Anyone can express opinions, explore topics, and even guide public discourse on matters of personal interest. In essence, new media has fundamentally subverted the discursive authority of traditional media. New media development relies on web-based platforms that separately produce visual and audio content tailored to audience preferences. In contrast, television media employs relatively monolithic dissemination forms involving only basic editing of video and audio. Furthermore, television audiences are becoming increasingly fragmented, with substantial viewer attrition to new media platforms that favor entertainment and information-based content, resulting in market share imbalance. Therefore,

television programs must adopt progressive strategies and modernized dissemination methods to continuously improve their market positioning and produce high-quality content.

2.1 Producing High-End Television Programs by Integrating New Media Technology

In the new media environment, television programs seeking long-term survival and development must fully recognize their inherent strengths and weaknesses. While television stations are at a disadvantage in terms of program quantity compared to new media platforms, they can leverage their production strengths to create premium, high-quality content. Television professionals can capitalize on the unique advantages of television, produce sophisticated programs that fully demonstrate their professional expertise, and integrate new media technologies and platforms to improve program ratings, rapidly generate commercial value, and establish a positive reputation chain. For instance, to meet the demands of modern life, television stations can launch large-scale live programs that utilize their excellent talent and high-end broadcasting equipment to satisfy audience expectations for on-site experiences, synchronously presenting “reality shows” on television. In summary, through new media technology and by fully leveraging the advantages of television media, the ultimate goal of improving television program ratings can be achieved.

2.2 Innovating Television Programs in the New Media Environment

Traditional television programs require innovation within the new media environment. They must continuously improve upon their deficiencies, adapt to and integrate with the development of new media technology, and actively pursue innovation in production techniques and implementation methods while maintaining their inherent strengths.

2.2.1 Leveraging Media Advantages to Enhance Visual Appeal

With the rapid development and deepening reform of modern information technology, the advantages of media development are enormous. Compared to computers and mobile devices, television offers high-definition screens that provide audiences with superior viewing conditions. Consequently, television producers must first be satisfied with their own work, as programs that fail to satisfy their creators will certainly not attract audiences. By proficiently utilizing advanced television equipment, producers can leverage these media advantages, continuously innovate, and create excellent programs with both visual appeal and substantive content, enabling audiences to experience strong feelings of pleasure, visual impact, and immersive engagement, thereby establishing a stable trend of increasing ratings. Contemporary television production can incorporate

popular 3D cinematic techniques to pursue realistic viewing effects, allowing audiences to enjoy unprecedented experiences without leaving their homes. To enhance visual appeal—particularly for news programs—television should leverage its media advantages through collaboration with new media platforms to expand influence and broaden reach. For instance, programs can be extensively promoted on public platforms such as Weibo and WeChat, and stations can establish their own news applications to enable audiences to promptly access television and news information, thereby improving ratings. Through new media dissemination, local television stations can extend their programs beyond geographic limitations, expanding from traditional programming to diversified content in finance, sports, management, and other domains, gradually broadening their audience base. Finally, traditional television can achieve resource and information sharing through new media, enhancing overall program influence. By leveraging media advantages and using the medium itself as a breakthrough point, television can produce high-definition, large-format effects unattainable on mobile phones or computers.

2.2.2 Emphasizing Innovation in Television Program Formats

Traditional television programs, particularly news programs, often convey a sense of tedium and have long relied on didactic methods for information dissemination. Therefore, in the fiercely competitive new media environment, innovation in program formats and broadcasting methods is essential. Furthermore, television programs frequently require data analysis to identify compelling stories, using data to enrich reporting and reveal insights that might otherwise remain hidden—capabilities that demand computer-based information mining and processing in the new media context. This necessitates expertise from programmers, designers, and HTML5 and WeChat “masters.”

2.3 Building a Professional Team Adapted to the New Media Environment

The media industry fundamentally survives on content production; consequently, its talent and workforce constitute the core competitive assets of the entire sector. The development of traditional television media must establish a professional team adapted to the new media environment.

2.3.1 Expanding Sources for Television Programs

Based on current analysis, sources for television program information production can no longer rely solely on news hotlines and government channels; television editors and journalists must pay attention to information from Weibo, WeChat, the internet, and even certain newspapers. Therefore, television programs must continuously expand their sources of news leads while verifying event accuracy—a necessity for television editors and journalists. Particularly when facing news events, television professionals should conduct rational anal-

ysis, maintain comprehensive understanding, avoid hearsay, and refrain from staging or reenactments. Television program sources must be expanded on a foundation of accuracy and authenticity, thereby enhancing the social influence of television programs.

2.3.2 Emphasizing the Grasp of News Events

In the new media environment, audience demand is the key to capturing market share, requiring television programs to emphasize the grasp of news events. Television news broadcasting cannot rely solely on a single information source or provide simple descriptions of events, as this undermines perceived authenticity and makes news content seem detached from real life. Therefore, programs must focus on comprehensively understanding news events through in-depth interpretation and narrative storytelling to enhance program viewability. By enriching news content according to audience needs, programs can improve attention and dissemination effectiveness. Emphasizing the grasp of news events involves verifying and confirming facts within limited timeframes and employing on-site interviews to provide audiences with more intimate understanding of news information, thereby sustaining audience attention on news events. For example, local television stations should produce targeted news topics based on audience information needs, incorporating random interview footage to engage audiences and bring content closer to real life. During the Qingming Festival, for instance, a random interview might capture a college student expressing deep longing for an old friend who sacrificed their life to save them—such news could attract widespread audience attention and enhance the social impact of seasonal topics.

2.3.3 Enhancing Cross-Media Cooperation to Change Television Program Dissemination Methods

Television media should emphasize cooperation and exchange with various media platforms, enhance cross-media collaboration, and transform television program dissemination methods. Currently, mobile television, internet video services, and IPTV represent three typical forms of television media business in China. Therefore, from both technical and industrial policy perspectives, continuous integration of the three networks (telecommunications, broadcasting, and internet) is necessary to change program dissemination forms, provide audiences with greater visual enjoyment and diversified services, and thereby lead the development of the entire television industry. In future development, traditional media must transfer initiative to the broad audience, rationally utilizing new media technology advantages to identify program types and formats that audiences truly care about and prefer. This enables more accurate satisfaction of audience viewing demands during program production, substantially improving television program ratings. For example, when a local station organizes a talent competition program, online and mobile voting provides genuine understanding of audience preferences for contestants, increasing audience participation,

enhancing social influence, generating strong audience interest, and ultimately enabling television programs to find a revitalized development path in the new media environment.

Based on the above discussion, in the context of triple-network convergence development, new media has brought unprecedented challenges and opportunities to traditional television programs. New media has profoundly impacted traditional media, particularly television programs, and actively innovating their development models represents the only path for sustainable development. This requires television media to confront challenges head-on in the new media environment, transform program positioning from strategic and brand development perspectives, enhance media credibility through media convergence, develop in-depth reporting, implement multi-faceted editorial initiatives, integrate innovations in news content and format, and conduct diversified, multi-type production according to different program types and time slots. By fully demonstrating advantages in television program production, viewing experience, and media engagement, and on this foundation enhancing audience interactivity and participation to improve ratings, television programs can achieve long-term, stable survival and development amid the wave of new media.

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Source: ChinaXiv — Machine translation. Verify with original.