

The Development Path of Television News in the Context of Media Convergence: Postprint

Authors: Liu Ying

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Abstract

With the continuous innovative development of science and technology and the widespread adoption of network technology, relevant emerging technologies have been integrated into numerous fields for synergistic development, among which the media domain is a prime example. Media technology has experienced rapid advancement, giving rise to the phenomenon of convergence. Media convergence denotes the phenomenon wherein modern advanced network and scientific technologies, such as internet and mobile platform communications, are employed to facilitate the integrated development of media dissemination. This paper will expound upon the developmental trends of television news communication within the context of media convergence.

Full Text

The Development Path of Television News Under Media Convergence

Abstract: With continuous technological innovation and the widespread adoption of network technology, new technologies have been integrated into numerous fields for collaborative development, including the media sector. Media technology has advanced rapidly, giving rise to the phenomenon of media convergence. Media convergence refers to the use of modern advanced networks and scientific technologies, such as the internet and mobile communication platforms, to promote integrated development in media dissemination. This paper elaborates on the development trends of television news dissemination within the context of media convergence.

Keywords: media convergence; television news; challenges; development pathways

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Author: Liu Ying

1.1 The Concept of Media Convergence

The concept of media convergence was proposed by Professor Pool from the Massachusetts Institute of Technology. He defined media convergence as the multi-functional integration trend exhibited by various media forms. Initially, this represented a vision for traditional media integration, such as combining newspapers, radio, and television. Today, with the rise of various emerging media and the rapid development of the internet, media convergence has continuously evolved and improved, forming integration across content, technology, and operational methods. This enables complementary advantages, mutual exchange, and interconnection, creating a new, comprehensive, and efficient integrated information dissemination model.

1.2 Advantages of Media Convergence

1.2.1 Enhanced Dissemination Effects In terms of information dissemination channels, media convergence employs multiple forms including text, sound, images, animation, and video, allowing audiences to receive information through various sensory transmission channels. This enhances the impact compared to traditional media's single visual or auditory stimulation, facilitates audience information processing, strengthens memory retention, and improves and enhances overall dissemination effectiveness.

1.2.2 Provision of Personalized Services Media convergence transforms audiences from passive recipients to active selectors of media information. Multiple media forms and information content can be chosen based on audience preferences and interests, allowing individuals to filter, transmit, and share information. Simultaneously, audiences can more conveniently participate in public affairs discussions, express their viewpoints without temporal or spatial constraints, thereby continuously satisfying the public's personalized needs.

2.1 Weakened Attraction and Influence

The emergence of new media enables people to obtain news through multiple channels. Diverse presentation methods and real-time news push notifications make news more intuitive, comprehensive, and fresh. People are no longer limited to obtaining news through the fixed, singular, and passive format of television, resulting in the gradual weakening of television news's attraction and influence.

2.2 Decline in Convenience and Service Functions

While television news can provide audiences with the latest and most valuable news, contemporary audiences also need to participate in discussions, sharing, and feedback on public affairs—functions that television news cannot adequately fulfill compared to mobile news platforms. The cross-regional and cross-temporal news dissemination and sharing provided by media client applications, WeChat, and Weibo demonstrate obvious convenience and service functions, posing a challenge to news dissemination under media convergence.

2.3 Content and Form Limitations

As an important propaganda platform for the Party and government, television news faces numerous restrictions in content and form when disseminating the Party's guiding ideology. In contrast, online media has fewer limitations, allowing for broader news content. Whether national or domestic affairs, celebrities or ordinary people, positive or negative stories can all become hot topics for selective browsing and reading by audiences [1].

3.1 Diversified News Perspective Elaboration

Under the background of media convergence, the exclusive news format has almost disappeared, emphasizing instead the sharing of information resources. Consequently, news information often exhibits significant commonalities in dissemination. The appeal of television news has gradually shifted from similar news content toward different commentary and presentation angles. Given that various television stations have different standpoints and entry points for news evaluation, the characteristic of diversified news perspectives has become more pronounced, and interactivity with audiences has been strengthened. The more closely television news dissemination aligns with daily life, the more it receives audience affection and support. In short, under media convergence, the elaboration of television news perspectives tends toward diversification, which can guide audiences to view news events in a more comprehensive and rational manner [2].

3.2 Collaborative News Gathering and Editing Methods

Traditional television news information gathering and editing suffered from scarce information sources, requiring numerous information collectors to complete collection and editing tasks with low efficiency. Moreover, the collected information lacked comprehensiveness, affecting television news broadcast effectiveness and making it difficult to play a correct role in guiding public opinion. Under the new background of media convergence, news information resources can be shared, and whether pictures, videos, or text can be most comprehensively collected and edited within a short time, saving human resources within television stations and greatly benefiting real-time television news broadcasting. Expanding the scope of news information sources to include contributions from

ordinary people ensures the timeliness of television news dissemination. In the context of media convergence, television news gathering and editing basically adopts a hybrid approach combining division of labor and teamwork, which can improve the efficiency of news information integration and ensure the speediness and authenticity of news information collection.

4.1 Multi-channel News Information Integration

Media convergence enables extensive information exchange, with multiple media forms and channels facilitating information exchange, integration, and optimization. Television media must obtain valuable news information through multi-channel, low-cost methods, strengthen content comprehensiveness, and provide the public with more complete news content. For instance, obtaining breaking news through internet platforms like WeChat and Weibo, or extracting hot issues from newspapers [3].

4.2 Emphasizing Practicality of News Content

Television news possesses official authority, so its disseminated content should emphasize practicality. Currently, both CCTV and local television stations pay attention to people's livelihood issues, treating matters concerning the people with meticulous care. Television news about people's livelihood should stand from the public's perspective, reflect public sentiment, express public opinion, and genuinely disseminate matters that concern the people, interacting with the masses. As media, it should care for society, be people-oriented, elevate television news from a civilian starting point to the height of serving the people, refine news columns, and enable audiences to think of seeking opinions and help from television news when needed.

4.3 Innovating Program Content and Form

Under the background of media convergence, audiences have increasingly higher demands for television news dissemination, from highlighting the authenticity of news events to making objective evaluations, from restoring the essence of news events to providing innovative interpretations. With numerous news dissemination methods available today, the inherent advantages of television news dissemination have been gradually weakened, requiring innovation in expression methods. For similar news stories, the focus should not be on minor content variations but rather on the innovation and uniqueness of news commentary points, aiming to give audiences a refreshing feeling, thereby increasing audience attention to television news and demonstrating dissemination effects that other news media cannot achieve. Additionally, efforts should be intensified to build characteristic columns for television news dissemination, creating unique and high-quality news columns to attract more television news audiences. The methods of commenting on and expressing news events should be actively innovated to enhance the competitiveness of television news dissemination under media convergence. News occurs daily, and while various media ensure the

timeliness and authenticity of news reports, the innovation points each media wishes to demonstrate are reflected in the expression methods and commentary analysis of news. Objectively restoring and analyzing news, leading audiences to explore deeper values through news from a unique perspective, is an effective way to attract people to pay attention to television news, showing that television news can achieve irreplaceable dissemination effects compared to other news media. Simultaneously, interaction with television news audiences should be strengthened through WeChat, Weibo, telephone, and other forms, allowing people to engage with television news media through multiple channels [4].

4.4 Reforming Inherent News Perspective Models

The infinite potential sources of news information may stem from the large background of media convergence, where a massive and comprehensive news information resource database can serve as an important foundation for television news dissemination sources. However, this database only pertains to news broadcasting; to create news that conforms to audience psychological characteristics and simultaneously promotes the development and progress of television news dissemination, enhancing television news integration capabilities becomes particularly necessary. This involves finding suitable, effective, and unique news information resources within the vast information pool rather than haphazardly mixing many seemingly related news stories. After completing effective news organization, selecting a unique perspective to conduct in-depth analysis and elaboration of news event essence ensures the overall effect of television news broadcasting. Reforming the inherent news perspective model of television news dissemination requires news perspectives to possess uniqueness and innovation to increase audience attention, integrating and screening news information resources. For breaking news, maximizing the comprehensive benefits of television news information resources is essential.

4.5 Skillfully Utilizing Other Media Platforms

The cross-use of multiple media is key to achieving media convergence. Numerous different dissemination methods are encompassed by powerful network platforms, and television news dissemination should also recognize this development trend. Currently, most television news dissemination in China has formed distinctive online news portals connected to client applications, enabling users to access television news. This is a typical model combining television news with network technology, which can substantially increase television news browsing volume, benefiting both network portals and television news. The “win-win principle” is the core principle that must be followed in the cross-use of multiple media. Attention should be paid to resource and industrial chain integrity, enabling both the development and transmission speed of television news to be substantially improved through convenient and fast news dissemination methods.

Conclusion

Media convergence represents the mainstream trend in modern media development, with significant transformations occurring from content to methods, from networks to terminals, exerting considerable influence on television news programs. Driven by rapidly evolving computer network technology, the process of media convergence will accelerate even further. Given this situation, clarifying the direction of television news dissemination under media convergence and demonstrating its application value becomes extremely necessary. As journalists, we should maintain a developmental vision, keen thinking, and progressive ideas, continuously integrating resources, reducing the cost of obtaining and generating information, enhancing news content quality, utilizing superior technology and resources, better improving existing news media forms and innovating television news presentation formats, and continuously improving our professional quality and service awareness to better develop television news under the background of media convergence.

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(Author Affiliation: Tangshan Radio and Television Station)

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

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