

Implications of VR Journalism Technology for Innovation in Television News Reporting (Post-print)

Authors: Xiong Danni

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Abstract

The application of VR technology in television news communication has precipitated tremendous changes in the reporting concepts and production workflows of television media. The convergence of all-media news has injected new momentum into emerging media development while heralding novel opportunities for traditional television media reform; only through adaptive reform and innovative development can true media technology integration be realized. This paper examines the transformation that VR news technology has brought to traditional television media, explores the fusion of traditional and new media, and aims to provide guidance for optimizing the integration of VR news technology with television media to satisfy audience demands for convenient and efficient information access.

Full Text

Implications of VR News Technology for Innovation in TV News Reporting

Abstract: The application of VR technology in television news communication has fundamentally transformed reporting concepts and production workflows. All-media news convergence injects new momentum into emerging media development while presenting fresh opportunities for traditional TV media reform. Only by adapting to these changes through institutional reform and pursuing new development through innovation can true media technology integration be achieved. This paper examines the transformation of traditional TV media through VR news technology and explores integration pathways between traditional and new media, aiming to provide guidance for more effective fusion of VR news technology with television media to meet audience demands for convenient and efficient information access.

Keywords: VR news; convergence technology; transformational change; TV media; program innovation; convergence methods

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Author: Xiong Danni

The integration of VR technology into news reporting marks the genuine rise of all-media VR news convergence. Virtual Reality technology has become a hot topic both domestically and internationally [1]. In the traditional media era, news organizations monopolized definitional power, but the landscape now includes commercial websites, audiences, and various advertising entities. As traditional TV viewership declines, advertising revenue has been significantly impacted [3]. New media has become advertisers' preferred platform, causing massive client flight from traditional TV, plummeting ad revenues, and market contraction. The rapid development of VR news technology is compelling traditional TV media to transform. To escape this predicament, traditional outlets must integrate with new media through collaborative, win-win approaches that promote reform and development.

1. VR News Technology's Impact on Television Media

VR news represents a novel reporting modality. Traditional news relied primarily on text, images, and audio-visual language symbols, whereas VR news creates immersive 360-degree environments rather than merely stating facts. This "superpower" transmission approach disrupts traditional TV media's monopoly. Audiences can now access preferred content anytime and anywhere via mobile apps or smartphones, liberating them from rigid broadcast schedules.

1.1 Impact on Audience News Consumption Patterns VR technology profoundly influences how audiences acquire news. In China, traditional TV viewers predominantly fall between ages 40 and 60, while adults under 40 prefer mobile apps and alternative platforms. Data [2] indicates that by December 2016, China's internet application rate had exceeded 60%, demonstrating how internet development has dramatically transformed lifestyles. VR news breaks traditional spatial and temporal limitations, allowing audiences to experience news firsthand. Emerging media dismantles broadcast schedule constraints, enabling on-demand viewing via mobile devices, consequently reducing traditional TV consumption time.

1.2 New Media's Acceleration of Content Dissemination VR can "move" distant scenes directly before viewers' eyes, with realistic, three-dimensional virtual environments enabling immersive imaging. New media technology development has led younger demographics to favor digital platforms for programs and video content. New media's rapid dissemination and

low-cost advantages have enabled swift market capture.

1.3 New Ideological Requirements In traditional news, users received information indirectly and passively. VR news breaks third-person narratives by adopting first-person perspective, increasing user agency and enhancing experience. With widespread VR news adoption and rapid mobile technology development, traditional media faces intensified competition in public opinion ecosystems and markets. Malicious actors exploit networks to vent indiscriminately, promote fallacies, fabricate rumors, and disseminate illegal speech, posing new ideological challenges. Traditional media must leverage network platforms to maximize their strengths, complement emerging media, and create efficient converged communication platforms that meet audience needs.

2. Integration Methods for VR News and Traditional TV Media

The extensive application of new media technology has generated substantial economic returns, forcing traditional TV media to seek breakthroughs through collaborative integration and technological adoption. In this convergence process, success belongs to those who can most effectively retain and integrate users. In the internet era, traditional TV media should leverage VR news while adhering to a content-is-king strategy, requiring practitioners to master not only traditional reporting, editing, and production skills but also VR shooting and production workflows. Different products should target different age groups—such as 24/7 classic series broadcasts, continuous real-time news, and local current affairs tracking—to retain existing viewers and attract new ones, gradually rebuilding influence. Successful foreign cases like *The New York Times*' VR piece “The Displaced” demonstrate how users can engage directly with subjects, hear their stories, and explore event geographies firsthand.

2.1 Building Authoritative Platforms Through VR News Convergence

Traditional TV media possesses strong authority, while new media offers flexibility and novelty. Integrating these strengths through joint reporting can create new authoritative platforms [4]. Such collaboration requires traditional media to maximize advantages, maintain clear division of labor, and form complementary strengths while continuously innovating content. New media offers convenient, rapid transmission with flexible, rich content, though its credibility requires scrutiny. By integrating with new media and leveraging its platforms and innovative methods, traditional TV's unique authority can enhance new media's credibility while driving content innovation, providing richer information in audience-preferred formats to attract more viewers and strengthen platform attention, enabling true understanding of news content and proper public opinion guidance.

Building new mainstream media with VR news technology represents both a historical responsibility entrusted to journalists by the Party and the times and a major industry opportunity and challenge. TV media must possess the courage

for self-reform and innovative breakthroughs to solidly advance media convergence. This integration requires recognizing its necessity and importance, understanding the main integration body, and selecting optimal platforms through innovative thinking. Though traditional TV lags in transmission carriers and speed, its specific resource advantages, combined with VR news technology and full new media integration, can achieve co-development strategies providing audiences with more comprehensive, convenient information dissemination.

2.2 Enhancing TV Media Influence Through VR News VR news technology's novel approach often enables first-time reporting of events. Traditional TV media should monitor new media reports to understand audience interests, then research and analyze content to guide public opinion correctly. Targeted reporting on new media hot topics, with in-depth excavation and sensitive issue engagement, can strengthen traditional TV's topical content and enhance its public opinion guidance capacity.

New media's influence stems from its convenience, rich content, timeliness, and audience proximity. To enhance its own influence, traditional TV must leverage new media's technical advantages to strengthen dissemination power and achieve audience interaction. For example, traditional media can interact via WeChat, Weibo, forums, and email; use WeChat's shake function to attract audiences; and conduct online and offline exchanges. Uploading program content as audio, images, and short videos to social platforms allows comprehensive audience understanding of programs and hosts, using direct audience experience to boost influence and ratings through continuous innovation.

2.3 Building VR News Technology Platforms to Meet Audience Needs

New media's primary characteristic is convenient, participatory information access. Traditional TV media's live broadcasting capabilities and accumulated audience bases offer distinct advantages. Fully excavating these strengths while applying new media technology can overcome timed broadcasting limitations and create novel program formats. This requires using online live streaming for time-limited content, leveraging existing live experience to quickly capture audience focus during broadcasts, and strengthening authority.

The information network created by new media and mobile internet represents deep online-offline integration. Many traditional TV media have established portal websites, WeChat official accounts, and Weibo accounts, enabling mass participation in physical activities through online registration and discussion of political and news topics, creating excellent platforms for program dissemination. These platforms compensate for traditional TV's disadvantages while enhancing ratings and socio-economic benefits through new media integration. Timely content updates and focused promotion of key programs can build and strengthen TV program brand image and close audience distance. Mainstream TV media should confront social realities and people's livelihood issues with positive reporting and commentary.

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(Author's Affiliation: Tianmen City Radio and Television Station, Hubei Province)

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

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