

Impact of the Online Communication Era on Television News: Postprint

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

Abstract

With the continuous development of social economy and the rapid advancement of science and technology, we have ushered in the Internet era. The advent of the Internet era has, to a large extent, transformed our lifestyles and modes of social interaction. The era of network communication has posed new requirements for the development of television news, while also providing new opportunities for its development. Television news must adapt to the development of the times, leverage the broad environment of network communication, and promote its own better development; this is an inevitable trend of social development.

Full Text

Abstract

With the continuous development of social economy and rapid advancement of science and technology, we have entered the Internet era. This new era has fundamentally transformed our lifestyles and social interaction patterns. The age of network communication has imposed new requirements on television news development while simultaneously providing fresh opportunities. For television news to adapt to this evolving landscape and leverage the network communication environment for its own betterment represents an inevitable trend of social progress.

1. The Network Communication Era

1.1 Defining the Network Communication Era

The network communication era is defined by network communication media as its primary vehicle and represents a developmental trend shaped by this foundation. Also known as Internet media, it relies on the international Internet and computers to disseminate news through text, images, sound, and other formats.

As a multimedia, digital communication medium, the new economic normal driven by Internet media constitutes what we call the network communication era.

1.2 Characteristics of the Network Communication Era

1.2.1 Digital Media The development of the network communication era primarily relies on digital media, which transmits information through digital signals encompassing text, images, and sound. This approach facilitates seamless conversion between different information formats and significantly enhances transmission speed.

1.2.3 Massive Information Volume The network communication era must process vast amounts of information to identify resources that the public seeks. Consequently, this era demands the analysis, processing, and filtering of massive data to extract information needed by citizens or enterprises, providing a basis for decision-making and truly realizing technology in service of the people.

2. Impact of the Network Communication Era on Television News

2.1 Breaking the Monopoly of Television News Transmission

The advent of the network era has spawned numerous new media platforms such as Weibo, WeChat, and Momo, challenging the monopoly model of television news transmission. Before this era, television news largely dominated the entire news industry. The network communication era has shattered this situation, as people no longer primarily rely on television news for information but increasingly access news through emerging media platforms. This new model has facilitated easier information access and brought great convenience to people's lives.

2.2 Transforming News Dissemination Methods

The network era has substantially changed news dissemination methods and approaches. The widespread application of new media has expanded and diversified news transmission channels. People no longer depend solely on traditional media such as newspapers, television, and radio, but have begun utilizing new Internet-based mediums. This approach has brought tremendous convenience to news acquisition, saving considerable time and effort. Moreover, it has revolutionized news presentation methods. Traditional television news relied primarily on text or sound supplemented by simple images, whereas the network communication era enables news dissemination through text, images, sound, video, and other forms. This innovation enriches both presentation formats and content, making news more vivid, dynamic, concrete, and comprehensive.

2.3 Shifting Audience Status

The network communication era has transformed audience status. In traditional television news dissemination, audiences occupied a passive position, with mainstream media serving as the primary news publishers while audiences played a subordinate, receptive role. With the arrival of the network communication era, audiences can now express opinions through relevant media platforms, and ordinary citizens have opportunities to participate in news operations. With simple actions on their mobile devices, people can participate in news dissemination by commenting or expressing views, shifting from completely passive recipients to active participants.

3. Development Strategies for Television News in the Network Communication Era

3.1 Leveraging New Media Technology

To achieve better development in the network communication era, television news must harness new media technology. During television news broadcasts, audiences can use their mobile phones to follow relevant television news public accounts through WeChat's "shake" function. On these platforms, they can express opinions, present their viewpoints, offer suggestions for program development, or provide criticism regarding news production. This feedback mechanism enables continuous improvement and healthy, sustainable development of television news. While the network communication era has significantly impacted television news, the industry should neither avoid nor fear this challenge. Instead, it must continuously innovate by leveraging the Internet and mobile terminals to fully demonstrate its content advantages, expand dissemination fields, and innovate transmission methods, moving toward modernization, intelligence, and technological advancement.

3.2 Enhancing the Authority of Precise Commentary

The network era has witnessed the emergence of various new media platforms that have substantially impacted television news development. In this context, television news must fully recognize and deeply explore its own advantages to secure a favorable position. Compared with emerging media, television news holds advantages in talent and interactivity. Therefore, television news must value its human resources, fully utilize talent strengths, and articulate unique perspectives on current affairs and political forums to enhance its authority. Simultaneously, television news possesses strong interactive potential that should be fully stimulated. By satisfying public needs in content dissemination, television news can strengthen audience trust and dependency, raise its profile, and solidify emotional bonds with viewers, thereby achieving further development.

3.3 Emphasizing Live News Programs

Live news programs play a crucial role in television news development and constitute a core force in the industry. Live news broadcasts significantly attract audiences. For television news to avoid obsolescence in the network communication era, relevant leaders must increase emphasis on live news programs, improve their quality, enrich their content, meet public demands, and enhance their popularity and audience reach to expand dissemination scope and promote better development.

Network communication has integrated numerous advantages of traditional dissemination methods and, with its unique and powerful strengths, has moved to the forefront of news transmission. Television news must adapt to this developmental trend, continuously innovate transmission methods, enrich news content, and improve dissemination quality to achieve better development.

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

Source: ChinaXiv — Machine translation. Verify with original.