

Innovation and Development of Television News Programs in the New Media Era: Postprint

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

Abstract

With the rapid development of information technology and network technology, numerous new media forms have emerged, posing significant challenges to traditional media. Under such circumstances, traditional media must undertake appropriate adjustments and innovations in their development to establish a foothold in the current social environment. This paper first analyzes the development status of traditional media in the contemporary social environment, then compares the advantages and disadvantages between new media and traditional media, and finally explores the innovative development paths for traditional media and the principles that should be adhered to.

Full Text

Preamble

Title: A Brief Discussion on the Innovation and Development of Television News Programs in the New Media Era

Abstract: With the rapid development of information and network technologies, numerous new media forms have emerged, posing significant challenges to traditional media. Under these circumstances, traditional media must make appropriate adjustments and innovations to maintain its foothold in the current social environment. This paper first analyzes the current development status of traditional media, then compares the advantages and disadvantages between new media and traditional media, and finally explores the innovation paths for traditional media and the principles that should be upheld.

Keywords: New media era; Traditional media; Current situation; Innovation path; Principles

CLC Number: G222

Document Code: A

Article ID: 1671-0134(2018)03-034-02
DOI: 10.19483/j.cnki.11-4653/n.2018.03.013

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With the emergence of new media, the disadvantages of traditional media have gradually become apparent, severely limiting its market position and causing its market share to decline continuously. Some traditional media outlets have even faced the prospect of elimination. Given this situation, traditional media must fully recognize the current severe circumstances, capitalize on their inherent advantages, utilize them effectively, and pursue reform and innovation in their development to promote sustainable and healthy growth.

1. Analysis of the Development Status of Traditional Media in the New Media Era

New media primarily uses the internet as its dissemination platform, demonstrating significant advantages in real-time capability and interactivity while simultaneously exerting tremendous impact on traditional media. In the current social environment, the development of traditional media exhibits the following characteristics:

First, traditional media has experienced a substantial reduction in its audience. In today's environment, people have gradually become accustomed to using the internet to access desired information, turning to online sources as their first option. Moreover, the widespread adoption of smart mobile terminals has further facilitated information access for individuals, naturally leading to a decline in traditional media audiences. Traditional media such as radio, newspapers, and television have all experienced varying degrees of audience loss, with broadcast and print media suffering particularly severe declines. Second, business operations have become extremely difficult [1]. The most direct impact on traditional media operations is the reduction in advertising revenue, which directly affects overall economic income and creates development challenges. This is particularly evident in print media, as many internationally renowned newspapers have successively announced the cessation of print publication, largely signaling the impending exit of newspaper media from the current market. Third, new media's enormous development potential has attracted numerous talented individuals, continuously driving its rapid growth. In response to this unfavorable situation, traditional media have also embarked on the path of innovation by establishing official websites and launching digital publications to facilitate their own transformation and development.

2. Comparison of Advantages and Disadvantages Between New Media and Traditional Media

In essence, both new media and traditional media possess their own strengths and weaknesses. For traditional media to achieve better development in the

current social environment, it must fully recognize the differences between the two, understand its own advantages and disadvantages, and then leverage its strengths while compensating for and innovating upon its weaknesses.

2.1 Comparison of Dissemination Breadth

Regarding dissemination breadth, new media undoubtedly holds an absolute advantage. New media disseminates through the internet, where all online users can become its audience, providing greater dissemination breadth—this represents a weakness of traditional media. For example, traditional television programs and regional broadcasts are limited to specific time slots and channels, resulting in significant audience limitations [2]. In contrast, contemporary new media allows audiences to simply search online to obtain desired information, offering exceptional convenience that is embraced by many and thus providing greater dissemination breadth.

2.2 Comparison of Interactivity

A comparison of interactivity between traditional and new media reveals that new media offers higher levels of engagement, enabling audiences to easily participate in program interaction. This represents a deficiency in traditional media and constitutes a comparative disadvantage.

2.3 Comparison of Immediacy

The comparison of advantages and disadvantages between traditional and new media also manifests in the lack of immediacy, particularly in news dissemination. Traditional media typically requires considerable time after an event occurs before it can report the news, failing to reflect the immediacy of information. In contrast, current new media generates content online within a very short time after news events occur, with extremely rapid dissemination speed. This weakness exhibited by traditional media is also a key factor affecting its development.

2.4 Comparison of Professionalism

Traditional media possesses higher professionalism compared to new media. Content broadcast by traditional media is compiled by professional personnel, demonstrating higher professionalism in many aspects and sparing audiences the need to verify the authenticity of reported content. For instance, television news programs and broadcast journalism maintain high requirements for content authenticity, allowing audiences to watch and listen with confidence [3]. New media's information sources are highly complex, making it difficult to discern the validity and reliability of information and lacking professionalism, which affects its credibility. Although many professional media outlets exist within new media, the complex overall environment still leads audiences to prefer traditional media for certain programs.

3. Analysis of Innovation Paths for Traditional Media

In the current social environment, many traditional media face severe market conditions with significantly reduced audiences, which has affected their further development. Under these circumstances, traditional media must pursue appropriate development innovations and adopt scientific and reasonable innovation paths.

3.1 Innovation in Media Product Design

Currently, traditional media often face conceptual limitations during the product design process, resulting in media products that lack originality and cannot effectively meet audience needs. Therefore, traditional media must use this as a breakthrough point in their innovation development by strengthening innovation in media product design. Media products can be regarded as works of art, and audience appreciation depends on their novelty, artistry, and alignment with contemporary preferences [4]. Consequently, traditional media should strengthen market research and analysis, develop a unique style in product design, and create higher-quality media products to attract greater audience attention.

3.2 Innovation in Content

In the new media era, information dissemination and exchange have become extremely easy, but attendant problems have become increasingly apparent. After hot information is released, numerous media outlets rush to report it with largely similar content. This phenomenon not only wastes media resources but also causes audience fatigue when reading and browsing information [5]. Therefore, for traditional media to stand out in this intense environment, it must fully leverage its own advantages, innovate its reporting content, and create its own brand and distinctive features. For example, media organizations can utilize their established resource advantages to develop special planning or exclusive reporting programs, making their broadcast information more unique and less susceptible to copying during dissemination, which significantly helps in capturing media market share.

3.3 Strengthening Service Innovation

The enhancement of traditional media services should primarily focus on improving audience viewing experiences and enabling audiences to obtain more valuable information after watching media programs or products. Based on current audience characteristics, people have expressed higher demands for interactive participation, which will be the focus of traditional media service innovation. When designing media products or programs, it is necessary to strengthen communication with audiences, change the traditional one-way transmission approach, and make programs more attractive to gather larger audiences. Additionally, through communication and exchange, media organizations can fully

understand deficiencies in their broadcast programs or products, attach great importance to them, and address them in subsequent programs, thereby continuously promoting the improvement of media program service quality.

3.4 Innovation in Operational Strategies

Under current rapid scientific and technological development, some advantages demonstrated by new media are unstoppable and represent the general trend of the times. Traditional media should accept this reality and actively explore new operational models that effectively integrate traditional operational models with new media to promote sustainable development. For example, traditional media can collect and grasp real-time information through various online channels, select content with strong practical significance for exclusive reporting, and conduct in-depth interpretation and analysis of relevant information to enhance overall program quality. Furthermore, they should improve product promotion efforts to increase their influence in the current social environment, thereby attracting more attention.

4. Principles Traditional Media Should Uphold in the New Media Era

Although innovation and reform have become inevitable trends for traditional media under the influence of the new media environment, traditional media must adhere to their own principles during this process to achieve better development in the current social environment. First, traditional media should uphold the originality of media programs or works. In the new media environment, many media outlets frequently engage in plagiarism and copying to reduce investment in media works or programs. While this may yield short-term advantages, such practices are not conducive to long-term development; maintaining originality is the proper path forward [6]. Second, traditional media should uphold the authenticity of media programs or works. Although false information or public opinion may attract more attention, its impact is extremely negative and reduces audience trust in media, causing significant harm to media development. Finally, traditional media should also maintain its professionalism, particularly when reporting news programs. It should not simply elaborate on news information but also analyze and guide it from a professional perspective, which embodies the professionalism of traditional media.

In summary, traditional media development faces tremendous challenges in the current social environment. To achieve better development, traditional media must pursue appropriate reforms and innovations in their operations, promote integration with new media, and fully leverage and utilize their own advantages to achieve greater development. During this process, traditional media should also uphold certain fundamental principles to maintain their unique appeal during innovative development.

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

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