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Postprint: The Sustainable Development Path of Television News Live Broadcasting

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Abstract

As technology continues to develop, the television news industry is being influenced by new media convergence, and television news live broadcasting faces tremendous challenges. Television news live broadcasting plays a significant role in information dissemination and current affairs reporting. In the new context, the sustainable development of television news live broadcasting in China deserves deep reflection from media professionals. To promote the development of television news live broadcasting, this paper explores the path to sustainable development for television news live broadcasting in China.

Full Text

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Abstract: As technology continues to evolve, the television news industry faces significant challenges from new media convergence. Television news live broadcasting plays a crucial role in information dissemination and current affairs reporting. In this new context, the sustainable development of China's television news live broadcasting warrants deep reflection among media professionals. To promote the development of television news live broadcasting, this paper explores the path toward sustainable development for China's television news live broadcasting industry.

Keywords: Television News Live Broadcasting; Live Broadcasting; Sustainable Development

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1. The Inevitability of Television News Live Broadcasting

News reporting is characterized foremost by its uncertainty, particularly in major news events where this unpredictability enhances authenticity and attracts audience attention. Television news distinguishes itself through its authenticity and timeliness, consistently delivering the most comprehensive reports from the scene to satisfy audience demands. With technological advancement, television live broadcasting models continue to evolve. The integration of television broadcasting with communication satellites enables the most authentic and timely reporting of news events, achieving synchronous tracking capabilities. Every detail viewers witness originates from satellite-captured footage, often accompanied by expert analysis and detailed background information, thereby compensating for potential analytical deficiencies in television news.

When the 9/11 attacks occurred in the United States, television cameras focused intently on the World Trade Center, capturing the moment of its collapse. This powerful visual imagery created an immersive experience, making viewers feel present at the scene. Audiences were profoundly shaken, deeply concerned about the unfolding events. Occasional glimpses of victims, the anguished cries of families, and the sounds of vehicles at the scene were all presented clearly to viewers. In such moments of unpredictability, no one could foresee what would happen next, creating the most compelling tension that commanded complete attention—this represents the essential appeal of live television broadcasting. Research on this event demonstrated that during terrorist attacks, television ratings surged dramatically, with many networks breaking previous records and achieving significantly higher viewership than during conventional conflicts.

Similarly, when CCTV reported on the Iraq War in 2003, this form of live broadcasting provided the most direct and best interpretation of dynamic news developments. At the war's outbreak, CCTV-1, CCTV-9, and CCTV-4 all altered their original programming schedules to provide extensive coverage. Programs such as “CCTV Special Report on the Iraq War” on Channel 1 and “Focus on Iraq” on Channel 4 dedicated themselves to covering battlefield scenes, enriched with military experts in the studio analyzing and predicting war developments, thereby satisfying widespread public curiosity. CCTV's survey data revealed that ratings on the war's first day reached historic highs, continuing to increase daily.

In recent years, Xiamen Television has adopted a large-scale live broadcasting model for its annual summer and autumn typhoon coverage, combining on-site live connections with expert interpretation and audience interaction segments. This approach has achieved remarkable ratings performance, with live broadcast periods generating more than ten times the usual audience share for those time slots. The special anti-typhoon reporting has received high social acclaim and has been incorporated into the municipal government's comprehensive emergency response plan. From typhoon formation through its movement, entry into warning zones, and activation of emergency responses, we deploy various

technical means—including satellites, 4G, fiber optics, microwaves, and telephone connections—to provide comprehensive, extended coverage. This extensive application of television news live broadcasting techniques has significantly reduced casualties and property losses from typhoon disasters, enhancing society's overall capacity to prevent and resist such disasters. The effectiveness of live broadcasting is undeniable, warranting our continued attention to this medium.

2. Current Status and Problems in Television News Live Broadcasting

Despite rapid development, television live broadcasting faces numerous challenges, most notably insufficient production refinement and unclear picture quality. Live broadcasting demands high standards for production and visual clarity. While news events take diverse forms with varying presentation and communication effects, not all events can be effectively presented to audiences. Many programs and columns align with news formats, yet live broadcasting content is typically novel and thus easier to select for quality, whereas conventional content abundance makes selection difficult, resulting in less-than-ideal live broadcasting outcomes. For instance, during a pet festival, hosts should carefully select and introduce specific animals. In such cases, news live broadcasts typically focus on promotional content about pet care and animal welfare rather than pure news value, making it difficult to achieve optimal broadcasting effects.

Currently, many television broadcasts claim to be live but are not truly live, merely advertised as such. Although live broadcasting directly demonstrates the advantages of television media, various constraints—including policy, technology, and personnel—limit the full demonstration of live broadcasting's functionality, making its effects less apparent.

Furthermore, breaking news and social news are rarely featured in live broadcasts. Audiences increasingly prefer gaining experience from social life and deriving insights from real-world events, yet China's television live broadcasting remains inadequate in this regard. For example, when a young girl fell into a deep pipeline in California, television stations erected antennas at the scene for two days of continuous live coverage until her rescue. In Japan, a robbery case was broadcast live for four hours until the suspect was apprehended. Through such real-time broadcasts, audiences gain understanding of society and its authentic conditions. These events represent society's most genuine aspects, and such live coverage can reduce unhealthy social trends while increasing news ratings.

3. The Path to Sustainable Development for China's Television News Live Broadcasting

Television news programs employ various topic selection methods that often generate controversy and problems. Achieving sustainable development in China's

live broadcasting requires enhancing journalists' ability to select appropriate topics and materials—a crucial factor for success.

Multiple elements determine whether a news event can be successfully broadcast live, with editing capability for live materials being particularly important. Therefore, daily broadcasting practices must emphasize material editing and organization. Journalists require keen insight and observational skills, maintaining sensitivity to news events and strong control capabilities. At scene locations, live broadcast information is abundant, and on-site staff must rapidly identify critical information from numerous sources—this represents the key to successful live broadcasting. Currently, most television news live broadcasts cover emergency events, requiring journalists to distinguish which information demands immediate broadcast versus which requires processing before airing.

For instance, following an earthquake, most affected residents spontaneously evacuate the scene, making it susceptible to looting. Journalists must therefore report selectively. When entering victims' homes, direct reporting should be avoided as it may cause psychological trauma. Instead, journalists should shift perspectives, advise residents to protect their belongings, and only then can audiences hope to watch the program with understanding. In live news broadcasting, news personnel must coordinate with public security officials before entering the studio, with cameras transitioning to police interviews. Through oral accounts from the public, journalists can report on-site developments while preventing panic. At the scene, journalists can also comfort victims, calming their emotions before broadcasting, thereby warning potential criminals.

4. The Technologization of Television News Live Broadcasting

In this new era, China has entered a self-media age where new technologies and methods possess inherent advantages and value, particularly for on-site news reporting. Major international events can be broadcast live via satellite connections and mobile video links. Additionally, platforms like Weibo and WeChat can be utilized for synchronized live broadcasting to maximize impact.

However, confronted with rapidly evolving communication technologies, China's television live broadcasting technology lags behind, lacking new equipment and advanced transmission methods. Research and practical application capabilities for advanced technology and transmission methods remain insufficient, particularly regarding the imperfect integration between television news live broadcasting and new media, which requires strengthening.

In summary, the future of China's media development depends on television news broadcasting capabilities. With increasingly fierce competition in the television industry, programming content must be refined to present well-produced television programs. Programs with inadequate production should be promptly eliminated to ensure sufficient human and material resources are invested in the refined production of television news live broadcasting, thereby enhancing

live broadcasting capabilities and promoting continuous development of China's television news industry. Furthermore, journalists' capabilities—particularly in responding to emergencies—must be improved to deliver more distinctive news coverage.

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

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