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Research on the Impact of the Internet Era on Television News: Postprint

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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 this era has profoundly transformed our lifestyles and modes of social interaction. The arrival of the era of network communication has posed new requirements for the development of television news. The advent of the Internet era has provided opportunities for the development of television news and significantly influences its evolution; therefore, television news must integrate with the development of the times, conform to the trends of the era, and leverage the broader environment of network communication to facilitate its own better development—this represents an inevitable trend of social progress.

Full Text

Preamble

Title: The Impact of the Internet Communication Era on Television News

Abstract: With continuous socioeconomic development and rapid advances in science and technology, we have entered the Internet age. This era has profoundly transformed our lifestyles and social interactions. The advent of the network communication era presents both new requirements and opportunities for television news development. Consequently, television news must integrate with contemporary developments, align with the trends of the times, and leverage the network communication environment to achieve better development—an inevitable trend in social progress.

Keywords: network communication era; television news; strategies

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1.1 The Meaning of the Network Communication Era

To understand the network communication era, we must first comprehend network communication media. Network communication represents a developmental trend carried by network media, also known as Internet media. It refers to the dissemination of news and information through text, images, audio, and other forms, relying on the Internet and computers as carriers. Internet media constitutes a multimedia, digital transmission medium, and the new economic normal triggered by this medium defines the network communication era.

1.2 Characteristics of the Network Communication Era

The network communication era exhibits three primary characteristics. First, it is fundamentally a digital media environment. Information transmission relies on digital signals—including text, images, and audio—which facilitates seamless conversion between different information formats and significantly enhances transmission speed.

Second, the era features unprecedented dissemination scope. Network communication dramatically expands information reach compared to previous models. Traditional media faced numerous constraints in spatial dissemination, whereas network media can, in a very short time, elevate an individual's visibility to global recognition. This represents both the charm of network media and a defining feature of the era.

Third, the era involves massive information volume. Network communication necessitates processing vast amounts of data to identify resources that the public seeks. Consequently, it requires analyzing and filtering massive information streams to extract what audiences need. This curated information becomes most valuable, providing decision-making foundations for citizens and enterprises, thereby truly achieving technology in service of the people.

2. The Impact of the Network Communication Era on Television News

2.1 Transformation of Television News Monopoly

The network era has spawned numerous emerging media platforms, including Weibo, WeChat, and Momo, which challenge television news's traditional monopoly. Before the network communication era, television news largely controlled the entire news industry. However, the advent of network communication has shattered this monopoly, enabling audiences to access information not only through television news but also through these emerging media platforms. This transformation has greatly facilitated information access, saving audiences considerable time and effort.

2.2 Changes in News Dissemination Methods

The network era has fundamentally altered news dissemination approaches. The widespread application of new media has expanded and diversified transmission channels. Audiences no longer rely solely on traditional media such as newspapers, television, and radio; instead, they can access news through Internet-based platforms. This new approach offers tremendous convenience. Furthermore, dissemination methods have evolved from traditional reliance on text and audio supplemented by simple images to multimedia forms incorporating text, images, audio, and video. This innovation enriches content and renders news more vivid, concrete, and engaging.

2.3 Transformation of Audience Status

The network communication era has transformed audience status. In traditional television news dissemination, audiences occupied a passive position, with news publishers primarily being government agencies or institutions while audiences remained in a subordinate role. With the network communication era, audiences have gained agency, able to express opinions through relevant platforms and participate in news operations. With simple actions on their mobile devices, audiences can disseminate news, publish comments, and transition from passive recipients to active participants.

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

3.1 Leveraging New Media Technology for Development

To thrive in the network communication era, television news must harness new media technology. During broadcasts, audiences can use their mobile phones to follow relevant official accounts through WeChat's "Shake" function, express viewpoints on these platforms, provide suggestions for program development, or

offer criticism regarding production quality. This feedback mechanism enables continuous improvement and healthy, sustainable development. While the network era has significantly impacted television news, the industry should not retreat in fear but rather embrace innovation. By connecting Internet platforms with mobile terminals, television news can highlight its content advantages, expand dissemination fields, innovate transmission methods, and advance toward modernization, intelligence, and technological sophistication—an essential path forward.

3.2 Enhancing the Authority of Precise Commentary

The network era has generated numerous emerging media platforms that substantially impact television news development. In this context, television news must recognize and deeply exploit its comparative advantages in talent and interactivity. By leveraging human resources to provide insightful commentary on current affairs and political forums, television news can enhance its authority. Simultaneously, by fully activating its interactive potential and satisfying audience needs, television news can strengthen audience trust and dependence, elevate its profile, and solidify its emotional bond with viewers, thereby ensuring further development.

3.3 Increasing Emphasis on Live News Programs

Live news programs constitute a crucial component of television news development and serve as its backbone. This characteristic attracts substantial viewership. Therefore, to remain competitive in the network communication era, television news must increase emphasis on live programming, mobilizing all available resources and social advantages to enhance program quality, enrich content, satisfy audience demands, align with social trends, and expand dissemination scope, thereby ensuring better development.

4. Conclusion

Network communication methods have enriched news content, improved dissemination quality, integrated numerous advantages of traditional media, and leveraged unique strengths to reach the forefront of news transmission. In its development process, television news must adapt to this era's trends, continuously innovate transmission methods, enrich content, and improve quality to achieve better development.

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