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Postprint: The Development of News Commentary Television Programs in the New Media Era

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Abstract

Under the influence of new media, news observation television programs not only exhibit superior advantages in information capacity, analytical scope, and investigative depth, but can also fully exert their function in disseminating positive social energy, guiding audiences toward spiritual elevation and behavioral regulation. Through the rational utilization of new media's technological advantages to further optimize the value concepts and expressive modalities of news observation television programs, and to intensify their depth of engagement in establishing correct values and formulating scientific behavioral norms, this can undoubtedly create positive auxiliary conditions for the transmission of positive social energy and the guidance of benign social development.

Full Text

Abstract

Under the influence of new media, news observation television programs not only possess advantages in information capacity, analytical breadth, and depth of inquiry, but can also fully leverage their role in disseminating positive social energy, guiding audiences toward spiritual elevation and behavioral regulation. By rationally utilizing the technical advantages of new media to further optimize the value concepts and expressive forms of news observation television programs, and strengthening their effectiveness in establishing correct values and summarizing scientific behavioral norms, we can undoubtedly create positive auxiliary conditions for transmitting positive social energy and guiding healthy social development.

Keywords: New Media; News Observation; TV Programs; Positive Energy

With the rapid rise of new media represented by electronic newspapers, digital media, Weibo, and WeChat, the existing ecosystem of news information dissemination and social culture has undergone significant and profound transforma-

tions. This has led to a consensus in media reform and social development that news observation television programs should be innovated through new media to transmit positive social energy and guide healthy social progress. However, given the diversification of social and cultural consciousness evolution and intensifying competition within the television industry, the utilization of new media and dissemination of positive energy by news observation television programs must also balance information communicability, cultural convergence, and spiritual guidance. First, it is necessary to correctly use new media to truthfully report important real-time information, including significant improvements in economic life, political governance, and group activities, to centrally display positive and active social conditions and demonstrate the mainstream spiritual trend of smooth progress in various social undertakings and steady improvement in public quality, gradually enabling citizens to establish correct value concepts. Second, it should maximize the interactivity of new media to continuously increase the proportion of opinion transmission and analytical commentary. By selecting recent events that have become the focus of national attention, these programs should dissect the selfless support, solidarity, and dedication contained within hot events, effectively stimulating audiences to form spontaneous collaborative and unified collective aspirations. Third, the multi-channel and multi-platform media functions of new media can be utilized to add topical exchange and interaction segments based on news content. Centered on different themes, through active on-site guidance, audience participation, and classic commentary from special guests, audiences can exchange and collect practical and instructive suggestions, enabling them to pay greater attention to social affairs and enhance their enthusiasm for public service. The application of these strategies can achieve mutual success between long-term social system development and the innovation of news observation television programs.

1. Leveraging New Media's Efficient Information Transmission to Guide Audience Value Formation

The rapid rise of new media has prompted news observation television programs to adjust the respective proportions of information capacity and analytical elements to achieve coordinated presentation of both aspects. Programs that previously increased ratings by piling up vulgar content, lacking commentary and authenticity, had essentially become platforms for entertainment information, causing significant audience loss. To regain viewership, news observation programs must deeply investigate how to maintain authenticity while attracting audiences. According to an American news survey, a considerable portion of viewers are abandoning television because they cannot tolerate the inundation of fraud, disaster, homicide, and traffic accident reports, preferring to return to traditional book reading rather than face television's negative energy assault. This phenomenon highlights a new concept eagerly anticipated by the public: the need for positive energy amid the onslaught of commercialized negative forces, providing light and motivation for a society drowning in negativity.

After recognizing this issue, some news observation television programs have begun utilizing new media to gradually improve existing program models. This process should be based on real-time social news combined with events that the public cares about in real life to jointly guide audiences in establishing correct value cognition systems. For example: workers engaging in independent entrepreneurship, the establishment and promotion of rural legal system teams, and urban community elderly voluntarily forming traffic teams to maintain order—these news stories largely demonstrate society’s proactive development trends, positive momentum, and the upward ideological outlook and behavioral patterns of the broad masses, reflecting correct thinking and value concepts among the populace and enabling more citizens to establish objective value cognition systems that promote positive social energy.

Contemporary news observation television programs generally utilize multimedia, digitalization, and other new media forms, adopting interactive methods of real-time frontline recording combined with studio commentary. This approach can most efficiently display the positive aspects of public demeanor and spiritual worlds within different information contexts, effectively moving audience groups and facilitating their identification of personal shortcomings to form correct values. For instance, CCTV-13 News Channel’s *Common Concern* and Phoenix TV’s *Social Visibility* often feature news content about the self-struggle and growth of ordinary social groups. These programs use new media such as WeChat, Weibo, and digital newspapers to highlight left-behind rural children who study diligently with extraordinary maturity, enduring the pain of separation from parents while caring for elders—truly arduous and challenging. Beyond these entry points, they also share the entrepreneurial journeys of young people in Beijing, Shanghai, and Guangzhou, witnessing their inner voices and transformative life experiences. Through these programs, we can observe that they do not deliberately approach themes through news reporting formats. Instead, while maximizing authenticity, they incorporate many moving stories that enable citizens to profoundly feel society’s positive aspects, thereby better forming correct social and value perspectives.

2. Utilizing New Media’s Dynamic Interactivity to Analyze Hot Events and Foster Collective Ideological Appeal

Compared to new media, news observation television programs require long-term accumulation to achieve expected effects due to their inherent characteristics, making it difficult to produce highly attractive programs in short timeframes. Currently, news observation television programs have increased the proportion of analytical commentary and opinion transmission in events. In this process, through host explanations and guest commentaries, they summarize excellent personality qualities, maximizing the stimulation of mutual assistance and win-win cooperation consciousness while deepening the concept of collective mutual aid.

Considering new media’s prominent advantages in platform interactivity, multi-

dimensional interaction has become a key focus of news observation television programs. Most programs first lock onto one or multiple recent news events with the highest social attention to initiate discussion, motivating audience groups to engage in on-site topic discussions within a harmonious and positive program atmosphere to mobilize their participation in social affairs. Programs such as Beijing TV's *Special Attention*, Shenzhen TV's *Key Insight*, and Guangdong TV's *What Would You Do* represent prominent examples of strong exchange and interactivity. Among them, Shenzhen TV's *Key Insight* specifically examines audiences' ability to deduce news topics' implications through logical reasoning and psychological analysis. Each episode invites news event participants and experts as guests, listing and disrupting various information elements within news events to test audience judgment through storytelling, after which the protagonists reveal correct answers and on-site guests provide progressive commentary to ultimately derive effective solutions. This novel program format stimulates public participation enthusiasm while collecting different strategies, effectively mobilizing audience participation in social service and enabling the correct values guided by news observation television programs to be manifested.

In today's rapidly popularizing new media environment, a series of domestic news observation programs have also fully utilized this medium to expand program exploration and depth. Examples include CCTV News Channel's *News Investigation*, Phoenix TV's *Current Affairs Commentary*, *Three Tough Men*, and *Daily Newspaper Reading*, Dragon TV's *Depth 105*, and Shenzhen TV's *Live Broadcast of Hong Kong, Macau and Taiwan*. Among them, CCTV's *News Investigation* is particularly distinctive. While fully presenting hot news events, it focuses on 挖掘 (excavating) positive spiritual appeals and behavioral norms, deeply elaborating through guidance on the important auxiliary role of collaborative collective concepts for individual and overall social development, thereby enabling the public to form positive spiritual pursuits and ideological orientation. For instance, in several episodes from April to July 2015, *News Investigation* focused on issues of great public concern such as shantytown renovation, online entrepreneurship, and taxi monopolies. Through combinations of background analysis, narration, and on-site dialogue, it presented the voices of shantytown residents, the hardships of entrepreneurs, and the real conditions of taxi drivers. In-studio face-to-face dialogues and discussions with relevant parties further highlighted news authenticity and impact. In this process, the program also demonstrated positive consciousness of sacrificing individual interests, not forgetting one's homeland while seeking common development, and sincere hope for win-win harmony. For broad audiences, watching these information stories that are not distant from their own lives can provide enlightenment and stimulate the formation of collective ideological appeals, enabling more coordinated integration into society.

3. Building Comprehensive Interaction Platforms Based on New Media to Mobilize Audience Participation in Social Service

While new media refreshes public cognition of information dissemination forms, it has also made the pursuit of personalized and diversified consumer culture a national trend. Against the backdrop of increasing news observation television programs and expanding autonomous choices, audiences hope to highlight their value through independent participation in information dissemination and expressing their opinions. From this we can see that to satisfy this consumer demand, continuously increasing interactive topic segments has become a trend. Many news observation television programs invite relevant industry experts, hosts, and audiences to discuss hot topics and share experiences during programs. Centered on different themes, through host guidance, guest commentary, and audience questioning, participants exchange opinions to obtain valuable strategies. In this process, audiences gain a sense of achievement and belonging through participation in exchanges and interaction, thereby maximizing their enthusiasm for serving the public.

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