

Postprint: Programming Techniques for News Broadcast Programs in the Context of Media Convergence

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Abstract

As national economic construction steadily progresses, Internet and other applied technologies have undergone rapid development. Their emergence has, to a certain extent, accelerated information sharing, enhanced corresponding dissemination speeds, and broadened dissemination scope. This has exerted certain influences on the operational and developmental construction of news broadcasting programs. In this developmental context, how to facilitate the optimization and advancement of program scheduling, capitalize on the contemporary landscape, transform challenges into opportunities, and foster the sustainable development of the news broadcasting industry has become the principal focus of current endeavors within the broadcasting sector. Consequently, this paper adopts media convergence as its contextual framework, provides a brief exposition on the primary development trends of news broadcasting within the media convergence landscape, elucidates the necessity of its integration with media, and ultimately presents comprehensive scheduling strategies for reference.

Full Text

Preamble

Abstract: With the gradual advancement of national economic development, internet and related application technologies have experienced rapid growth. This development has accelerated information sharing, enhanced dissemination speed, and expanded coverage, significantly impacting the operational development of news broadcasting programs. Consequently, how to optimize program scheduling under this evolving context, seize contemporary opportunities, and transform challenges into drivers for sustainable development has become a central concern for the broadcasting industry. This paper examines media convergence as its contextual framework, discusses the primary development trends

of news broadcasting within this landscape, demonstrates the necessity of integration with converged media, and finally proposes comprehensive scheduling strategies for reference.

Keywords: media convergence; news broadcasting; impact; scheduling strategies

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As national development progresses, China's news broadcasting industry has gradually experienced a declining trend, with the fewest listeners among all media forms. News programs serve as a crucial channel for information exchange between government and the public, while radio broadcasting offers greater authority and credibility, fostering proximity and interaction with audiences—key manifestations of a news program's vitality. Its development holds significant importance for national construction. Therefore, this paper primarily investigates how to promote the development of news broadcasting programs and enhance scheduling efficiency within the context of new media convergence.

2.2 Research Findings

The development of media convergence has brought tremendous changes to social news dissemination, attracting widespread attention and advancing related research. Current research findings have reached a consensus on developmental objectives: primarily to facilitate news information sharing, deeply excavate news value, and promote further development of the news industry, while expanding and enriching news media communication methods. For news broadcasting media, its developmental deficiencies lie precisely in these two aspects. Therefore, under the backdrop of media convergence, promoting coordinated development between the broadcasting industry and converged media, and advancing scientific program scheduling, are essential for ensuring long-term industry sustainability. Meanwhile, in this evolving environment, the news broadcasting industry cannot remain isolated; it must adopt corresponding measures to innovate its operational models and align with contemporary developmental requirements to facilitate industry advancement.

1. Development Trends Under Media Convergence

Media convergence represents the process of integrating various media forms to create a unified whole that facilitates rapid information dissemination. Within this converged context, advertising media companies, while prioritizing their economic interests, also consider communication effectiveness by actively promoting management strategies to market and sell products within the broadcasting sector. From the perspective of promotional targets and marketing struc-

tures, this process involves two primary stakeholders: audiences and advertising clients.

Examining current social development directions and major trends, media convergence has permeated all aspects of people's production and daily life, playing a positive role while becoming a mainstream trend. However, with the continuous advancement of the news media industry and the development of internet information technologies, the primary mode of media convergence and communication has become internet-based mobile platforms, gradually replacing traditional newspapers and news broadcasting. Regarding the news broadcasting industry itself, its insufficient attention to media convergence development has resulted in significant audience loss, creating obstacles to its advancement. Within this context, the news broadcasting industry must transform its operational models and concepts to improve its characteristics. Its greatest advantage lies in relatively fast information dissemination with strong timeliness, though it exhibits deficiencies in deep information excavation. Moreover, its primary communication method relies on the host's voice and description, which, compared to online news dissemination, lacks adequate vividness and visualization—requiring improvement to ensure long-term industry sustainability. Consequently, promoting media convergence development has become essential.

3. Program Scheduling Technical Strategies

3.1 Topic Selection Techniques

To advance news broadcasting program development and apply program scheduling techniques, the first step involves topic selection—a critical factor for the entire industry's development. This process must be audience-centered, selecting information that resonates with listeners' lives to effectively stimulate their interest. In implementing topic selection techniques, practitioners should identify optimal angles, preferably breaking broad themes into smaller entry points to better connect with audiences and psychologically engage them, naturally drawing their attention to topics and achieving information dissemination objectives. When unexpected issues arise in topic selection, it becomes necessary to understand audience psychology and concerns, selecting appropriate program content based on listener interests to provide information services, attract larger audiences, and promote industry development.

3.2 Guest Interaction Techniques

Given news broadcasting's unique dissemination pathway and its lack of vividness compared to internet video, attracting listeners requires inviting guests to discuss representative news events during program scheduling, enabling deeper analysis and promoting guest interaction techniques. In implementing this technique, initial emphasis should be placed on enhancing personnel understanding to facilitate guest interaction. For government affairs news, participating guests are typically government officials whose speech patterns and habits are relatively

formal and serious due to their professional nature. Therefore, before broadcast, pre-program communication with guests is necessary to implement interaction techniques, helping them adapt their communication style to suit news broadcasting formats. Additionally, guests' competency levels must be assessed to ensure they can clearly express viewpoints and thoroughly understand interview content, guaranteeing substantive contributions. Simultaneously, applying guest interaction techniques should ensure interactive coherence, primarily through standardized formats and patterns to unify news information volume, thereby maximizing the effectiveness of news broadcasting program scheduling and achieving operational objectives.

3.3 News Presentation Techniques

The primary objective of news broadcasting programs is to enhance broadcast effectiveness and provide better listening experiences, with success largely dependent on the host's presentation style. As social development continues, China's broadcasting industry has advanced considerably, with many listeners selecting programs based on the host's image and style—particularly favoring humorous yet appropriate presentation styles that attract larger audiences. Current radio development is gradually becoming format-specific, leading many broadcasting programs to adopt a central-host system where presenters make significant contributions to program development. Consequently, industry requirements for host competency are increasingly demanding, necessitating the application of news presentation techniques. Hosts must possess essential editing and reporting capabilities while properly mastering questioning methods and techniques for guests to enhance participation and discussion, effectively avoiding awkward silences. During questioning, specificity should be emphasized to refine questions, while adjusting and enlivening the on-site atmosphere based on interaction dynamics to effectively involve studio editors. Additionally, attention must be paid to expression methods, understanding audience psychology, and scheduling appropriate breaks according to program timing to prevent listener fatigue and maintain listening efficiency, thereby ensuring effective program scheduling implementation.

3.4 Structural Arrangement Techniques

During broadcast program production, editing and commentary segments are common. This process requires applying structural arrangement techniques to encourage active participation, integrating information from communication platforms before implementation, and strengthening understanding of audience psychology and emotions to facilitate targeted planning. However, this data collection and integration process must follow the program scheduling outline. Subsequently, attention should be paid to controlling program pace and rhythm, making adjustments to promote program novelty. By comparing with traditional opera programs and reality show formats, normal program structure advancement can be ensured, fostering healthy industry development.

4. Conclusion

Under the current social context of media convergence, enhancing news broadcasting program scheduling effectiveness requires strengthening personnel commitment based on the necessity of media convergence application in scheduling work, integrating media convergence across all aspects to promote healthy industry development.

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