

A Preliminary Analysis of Television News Dissemination Path Selection in the New Media Environment (Postprint)

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Abstract

How to respond to the enormous impact of new media, improve and innovate current news communication forms, maintain a dominant position in the news communication industry, and more effectively fulfill the social responsibilities of news communication has become an urgent issue for China's television media. Based on this, this paper investigates the path selection for television news communication in the new media environment.

Full Text

A Brief Analysis of Television News Communication Path Selection in the New Media Environment

Abstract: How to respond to the tremendous impact of new media, improve and innovate current news communication forms, continue to occupy a dominant position in the news communication industry, and more effectively fulfill the social responsibilities of news communication has become an urgent problem for China's television media to solve. Based on this, this paper studies the selection of television news communication paths in the new media environment.

Keywords: new media environment; television news; communication path; path selection

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The rise and popularization of new media has driven the transformation of television news communication. New types of news media not only have faster

dissemination speeds and more diverse and rich content, but also enable effective interactive communication with audiences. In this context, traditional television news media urgently need to reform in terms of form and nature, and select reasonable and feasible news communication paths to maintain their development momentum in the new media environment.

2. Strategies for Television News Communication Path Selection in the New Media Environment

2.1 Enhancing Interactivity Between Television News Media and Audiences

Television news media should fully leverage their bridging role and strengthen positive interaction with audiences. Additionally, as the country accelerates the construction of “triple network convergence” (integration of telecommunications, cable television, and internet), television news media should expand current communication channels, establish digital and multi-channel information dissemination pathways, and thereby gain more comprehensive understanding of audience needs and questions, taking effective response measures.

To accelerate “dual-screen integration” and achieve “real-time interaction,” as early as 2013, Jingzhou Television began experimenting with “real-time interaction” on its most influential local people’s livelihood news program “Jiangnan Wind,” collaborating with a Zhejiang new media company to develop a mobile interaction APP called “Little Bee.” Audiences could download the software by scanning a QR code displayed at the bottom of the screen. During program broadcast, viewers could upload comments through the app, which would then appear on the television screen. However, the “Little Bee” APP could not support content updates for the “Jiangnan Wind” program, and more importantly, could not solve the problem of video uploads. Subsequently, the station independently developed the “Wireless Jingzhou” APP, which solved the problems of video uploads and content updates, truly achieving “dual-screen integration” and “real-time interaction” between the audience and the station.

1. Problems in Traditional Television News Communication Under the New Media Environment

1.1 Lack of Interactivity

The current communication model of television news media primarily involves one-way dissemination from media to audience, lacking interactivity. Consequently, television media cannot timely and comprehensively understand audience needs and questions, nor take effective response measures. In contrast, emerging internet-based news media not only achieve two-way interactive communication with audiences but also provide more participation space, enabling audiences to freely express their views and needs. As a result, an increasing

number of audiences prefer internet news media, posing a significant impact on traditional television news media [1].

1.2 Slow Content Updates

Restricted by factors such as program broadcast schedules and news production cycles, traditional television media have relatively slow update speeds. In contrast, through internet news media, news audiences can access event-related information anytime and anywhere, tracking the latest developments. In summary, from the perspective of timeliness, the news value of traditional television media is difficult to compare with internet news media that possesses immediacy [2].

1.3 Content Homogenization

With the continuous popularization and development of internet technology, people can access various news programs through increasingly diverse channels, during which their demands for television news content have become more diversified and enriched. In reality, television news media lack innovative consciousness. Compared with emerging diversified and personalized news media, traditional television finds it difficult to gain the affection and attention of most audience groups, causing audience aesthetic fatigue [3].

2.2 Television News Live Broadcasting Channels

Compared with online live streaming, television live broadcasting has shortcomings such as inability to broadcast 24/7 and cumbersome equipment. However, with the development of communication technology, television media professionals have increasingly begun to utilize new technologies to conduct live activities, seizing first-hand news leads, and are no longer slower than mobile live streaming in terms of speed. The most compelling evidence is the Jiuzhaigou 7.0 magnitude earthquake on August 8 this year, when Wenchuan Television interrupted normal programming 40 seconds ahead of time to forecast the impending earthquake, becoming the first media outlet globally to transmit news of the Jiuzhaigou earthquake.

In recent years, Jingzhou Television has also actively explored new methods of television live broadcasting. For emergencies, it has established a complete set of emergency response plans, continuously enhancing the competitiveness of television media in terms of response time, public opinion guidance, and news content. At approximately 9:30 PM on June 1, 2015, the “Oriental Star” passenger ship owned by Chongqing Eastern Shipping Company capsized instantly after encountering a tornado while traveling from Nanjing to Chongqing. At 2:00 AM on June 2, Jingzhou Television News Channel received a tip from the public about a major accident at the Shishou-Jianli river section. Jingzhou Television immediately activated its major incident emergency response mechanism and quickly arranged for “Jingzhou TV Express” journalists to rush to the

scene. At 6:00 AM on June 2, Jingzhou Television journalists, satellite trucks, and technical support personnel were the first to arrive at the scene. In the coverage of the “Oriental Star” capsizing incident, Jingzhou Television was the first media outlet to reach the scene.

While Jingzhou Television journalists were rushing to the scene, new media editors were already in position, collecting information from authoritative central media such as Xinhua News Agency and CCTV, publishing real-time updated graphic and text messages about the “Oriental Star” incident, and disseminating them through social circles. Notable figures including Phoenix Satellite TV’s Director of Commentary Department and host of “Current Affairs Talk” Cao Kefan also forwarded these messages multiple times, with readership reaching over 100,000. This form of timely updates, first introduced by Jingzhou Television, was affirmed and emulated by various media outlets. Following Jingzhou Television’s model, Hubei Economic Television, Hubei Longshang, Nanjing Television, and others adopted this approach for comprehensive media coverage of the “Oriental Star” incident. In addition to real-time updates, daily WeChat graphic pushes would explore key points from the previous day’s events for detailed interpretation, while the official Weibo account also synchronized authoritative information updates 24/7, demonstrating Jingzhou’s high attention and active rescue efforts regarding this incident, and mastering discourse power in the online public opinion field. In the coverage of the “Oriental Star” capsizing incident, Jingzhou Television’s official WeChat account ranked first in the national prefecture-level city television station WeChat public account rankings, becoming the most influential new media platform among prefecture-level city stations.

2.3 Television News Content

Television news content is a crucial factor in measuring television news quality. Therefore, television news media should not only focus on enriching television news content but also emphasize deepening the cultural connotations of news content, providing correct values and ideological guidance to audiences, and effectively fulfilling their social responsibilities. This requires television news professionals to transform traditional news communication thinking. By creating a positive, constructive, and harmonious public opinion environment, television news content can better reflect core values, thereby enhancing audience satisfaction with television news media [5].

Optimizing supply structure and upgrading to make supply truly effective and meet audience needs is essential. The prominent contradiction in today’s media environment is “too much ineffective supply, insufficient effective supply, and the real needs of the people are not being met.” How to adjust the ineffective supply structure and truly create works needed by the people? Jingzhou Television’s approach is: not following trends blindly, not conforming unthinkingly, but adjusting program production according to audience needs to promote optimization and upgrading of program structure. Currently, Jingzhou

Television operates three major channels: News Channel, Longshang Channel, and Public Channel. These three channels position their program production according to different needs. The News Channel primarily focuses on “news and services.” In addition to daily news production, we have also established sub-columns within the major people’s livelihood program “Jiangnan Wind” such as “Orange Women’s Team” (help-oriented sub-column), “Three Swords of Rights Protection” (rights protection sub-column), and “Xiao Feng Talks Traffic” (traffic service sub-column). These sub-columns correspond to difficult and hot issues that people frequently encounter in daily life.

2.4 Media Convergence and Channel Diversification

To adapt to industry development trends, traditional television media should actively respond to challenges and timely seize opportunities, fully drawing upon and utilizing new media information technology and digital technology, and combining them with their own resource advantages and social credibility to enrich the functionality of television news media. This makes television news media communication content more comprehensive, more three-dimensional, and more attractive, thereby regaining a dominant position in the news communication market and attracting a broad audience. In this process, television news media can integrate television, radio, newspapers, and other traditional media with new media such as mobile phones and the internet, achieving complementary advantages across communication channels, enriching news content and functions, and gaining greater recognition from news audiences.

3. Conclusion

This paper analyzes existing problems in television media and proposes targeted, scientifically rational path selection strategies including enhancing interactivity between television news media and audiences, developing television news live broadcasting channels, enriching television news content, and accelerating media convergence to diversify communication channels. It is hoped that this research can promote improvement and innovation in television news communication media, enabling them to maintain good and stable development under the new media environment, regain dominant position in the news communication market, and better fulfill their social guidance functions.

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

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