

A Preliminary Discussion on Media Convergence Strategies for Television People's Livelihood News: Postprint

Authors: Qin Yuanhao

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Abstract

The advent of the new media era has imposed higher demands on the development of traditional television media. Taking television people's livelihood news as an example, consideration should be given to leveraging media convergence to enhance news quality and attract broader audience demographics. This study will provide a brief introduction to television people's livelihood news and media convergence, analyze the impact of the new media environment on people's livelihood news, and propose recommendations for refining the 'new' people's livelihood content within television news media convergence.

Full Text

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Keywords: "new" media; "new" people's livelihood; TV people's livelihood news; media convergence

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Author: Qin Yuanhao

2. Analysis of New Media's Impact on TV People's Livelihood News

Since its inception, people's livelihood news has possessed a unique journalistic form, earning it the title of "darling" of the news industry. Notably, the arrival of the new media era has brought significant changes to the communication environment, urgently requiring traditional media to undertake reform. TV people's livelihood news must also find a suitable path for survival and development within this new landscape. Therefore, this research on media convergence strategies for TV people's livelihood news holds great significance. "New" media represents a primary consideration for current TV people's livelihood news development, both in terms of media form and platform, because under "new" media conditions, TV people's livelihood news must further optimize its communication forms, platforms, and information acquisition methods, as detailed in the following sections.

2.1 Changes in People's Livelihood News Communication Forms

TV people's livelihood news, known as the "third television revolution," differs from traditional "top-down" news by emphasizing a people's perspective and using civilian language to report on livelihood issues. This transformation in communication form has been understood as a television revolution. In the new media environment, the communication forms of TV people's livelihood news have undergone further changes, with many "new" media communication patterns emerging within this genre.

A closer examination of how new media technologies have altered the communication forms of people's livelihood news reveals two key transformations. First, discourse forms have changed. Before the application of new media technologies, news communication focused on professional journalists as reporters, narrating livelihood content from a people's perspective. Under new media technologies, however, reporters are no longer limited to journalists alone—even ordinary citizens can serve as reporters. For example, the news program *DV Observation* features content filmed by citizens themselves, with editorial staff simply collecting, reviewing, and packaging the DV footage before presenting it to audiences in a near-original state. Similarly, the people's livelihood news program *Urban Watch* introduced new media formats in its special coverage "Subway to Happiness," implementing 12-hour all-media relay reporting with seamless dual-screen integration, a novel presentation style that attracted tremendous attention.

Second, program formats have evolved. Taking *First Report* as an example, the program incorporated internet features by introducing multiple formats such as message boards, videos, homepages, and search functions into its column design, demonstrating clear new media characteristics in its communication form.

2.2 Changes in People's Livelihood News Communication Platforms

Traditionally, TV people's livelihood news emphasized fixed broadcast times and viewing locations, which significantly restricted audience access. With new media technologies, TV people's livelihood news now maintains its own websites and can disseminate content through mobile terminals and internet platforms, enabling audiences to watch programs repeatedly and anytime, anywhere. For instance, Shaanxi TV's *Metropolitan Express* experimented with "mobile livestreaming" during news broadcasts, attracting considerable audiences. Similarly, the TV news program *Nanjing Zero Distance* emphasizes cooperation with portal websites, uploading program videos after broadcast, which are then reposted by numerous platforms such as Sina and Tudou, attracting vast audiences. Thus, under new media technologies, TV news communication platforms are no longer limited to television media, allowing news programs to achieve cross-regional coverage without geographical constraints, expanding reporting scope while greatly attracting audiences.

2.3 Enrichment of People's Livelihood News Information Sources

Previously, TV people's livelihood news primarily gathered information through tip-offs, citizen complaints, and municipal press conferences. Tip-offs provided diverse content from ordinary citizens or professional informants, ranging from gossip and entertainment to accidents, anecdotes, and neighborhood affairs. Citizen complaints typically involved suggestions for urban development or requests for media assistance during difficulties. Press conferences provided official information about people's livelihood issues for journalistic coverage. Some content also required proactive investigation by reporters.

Against the backdrop of rapid new media technology development, anyone present at news scenes can now function as a journalist, uploading first-hand visual materials through mobile phones or tablets to online platforms. Weibo, for example, has become the primary platform for obtaining first-hand news materials in recent years, as demonstrated by the Shanghai subway collision and Wenzhou train collision incidents, which were first reported on Weibo. Consequently, many TV people's livelihood news programs have opened official Weibo accounts to collect news leads and listen to audience voices, gaining numerous followers.

3. Recommendations for Improving "New" People's Livelihood Content in TV News Media Convergence

Although "new" media has brought numerous positive impacts to TV people's livelihood news programs, they must also recognize existing problems in media convergence, such as obvious tendencies toward entertainment-oriented reporting and greater focus on commercial interests rather than public affairs. These issues have become maladies constraining the development of people's livelihood

news. Therefore, it is essential to actively explore “new” people’s livelihood approaches and continuously improve news content.

3.1 Expanding the Scope of People’s Livelihood News Topics

People’s livelihood news emphasizes a “people-oriented approach,” staying close to the masses, life, and reality. However, in recent years, the limited scope of topic selection has resulted in repetitive content and gradual audience loss. At this juncture, introducing “public journalism” theory should be considered. Taking Jiangsu TV’s *1860 News Eye* as an early example, the program proposed “public journalism,” emphasizing the replacement of “the masses” with “the public,” thereby transforming people’s livelihood news from “proximity” to “significance.” Currently, most citizens demonstrate high concern for public affairs, and content focusing solely on ordinary people’s lives no longer satisfies viewing demands. Therefore, more public affairs should be introduced. For instance, when covering urban construction topics, TV people’s livelihood news can utilize new media platforms such as Weibo to release relevant information and encourage citizen participation and suggestions. This approach both demonstrates public involvement in public affairs and attracts more audiences to the program.

3.2 Optimizing People’s Livelihood News Reporting Angles

Since its inception, people’s livelihood news has encountered numerous difficulties and bottlenecks, continuously exploring ways to optimize reporting angles. Since the 1990s, American news media has proposed “public journalism” in the context of media convergence, also called “citizen journalism,” which emphasizes addressing public issues constructively through citizen discussions or related activities. Chinese people’s livelihood news similarly needs to seek effective approaches in optimizing reporting angles. Taking *First Report* as an example, the program has shifted its reporting perspective from traditional neighborhood news to public affairs journalism, significantly improving ratings. It should be noted that optimizing reporting angles toward public affairs journalism cannot be achieved overnight; a suitable path must be sought in future development.

3.3 Guiding the Direction of Public Opinion in People’s Livelihood News

“New” media has brought tremendous technological and resource advantages to TV people’s livelihood news, such as numerous internet platforms available at the technical level, and greater access to information leads at the resource level. However, due to the obvious open characteristics of the new media environment, if people’s livelihood news fails to properly guide public opinion direction in its reporting, negative public opinion situations can easily emerge. In response, TV people’s livelihood news should incorporate more rational voices, answer audience questions about social hot topics, and particularly emphasize guiding public opinion direction when pursuing the “public journalism” path. Reporting

should shift from simple information provision to direct analysis of value orientations and interests within news events, guiding the public to draw lessons and establish correct values. By maintaining correct public opinion guidance, TV people's livelihood news can better establish its own authority and credibility, attracting more audiences.

4. Conclusion

How TV people's livelihood news should develop in the media convergence era is a primary concern for current television media. This study provides a brief introduction to TV people's livelihood news and media convergence, analyzes the impact of new media on communication forms, platforms, and information sources, and proposes development strategies for TV people's livelihood news in media convergence, including expanding topic selection scope, optimizing reporting angles, and guiding public opinion direction. Only through these approaches can traditional television media fully leverage new media to improve overall news program quality and achieve sustainable development.

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(Author's Affiliation: Jilin Television Station)

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

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