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Innovations in Television News Production Process and Mechanism in the New Media Era: Post-print

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Abstract

With the advent of the new media era, new media forms have proliferated and attracted widespread audience attention. This paper argues that in the new media context, television news media must keep pace with the times, reform traditional news production and dissemination mechanisms, make timely adjustments to news communication strategies, and innovate audience management.

Full Text

Preamble

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Innovation in Television News Production Processes and Mechanisms in the New Media Era

Abstract: With the advent of the new media era, various new media forms have emerged and attracted widespread audience attention. This article argues that television news media must keep pace with the times in this new media context, reforming established news production and dissemination mechanisms, promptly adjusting news communication strategies, and innovating audience management.

Keywords: television news; new media; all-media journalists

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In the new media environment, both news dissemination platforms and technologies are undergoing significant transformations. The internet has become a crucial channel for news distribution, where content can achieve broader reach through forwarding, sharing, and commenting. This paper explores how television news production processes and mechanisms should adapt to the tide of new media development to maximize news communication value.

1. Innovation in News Production

Traditional news production follows a linear process involving topic selection, interviewing, and production, resulting in a news product that was consumed only once. This model required careful management of content creation, transmission, editing, and production. In the new media era, however, news has broken this single-use convention and gained the potential for continuous utilization. News content can be reprocessed into audio, video, text, and images, which may then be compiled into open databases and shared through third-party software, enabling constant reprocessing and reproduction that continuously expands news audiences.

Faced with this new media tide, traditional news organizations must adjust their workflows and establish systems compatible with digital transmission technologies. New media interactivity should be integrated throughout the entire process, from material gathering to dissemination and interviewing, enabling interaction with audiences to adapt to the rapid changes in new media. Many media outlets have already experimented with establishing dedicated new media departments to publish news and maintain user relationships on social platforms such as WeChat and Weibo. Simultaneously, some organizations leverage new media to gather news leads and obtain audience feedback, allowing everyone to participate in the news process. For instance, introducing public opinion polls on relevant platforms can help improve news quality and serve a supervisory function.

Taking Hunan Television as an example, its news center serves as both production and distribution hub, sharing news content through new media terminals. Platforms like Mango TV, television news column WeChat official accounts, and Weibo can promptly update and distribute messages to audiences, pushing specific report content in a timely manner. Television live platforms can broadcast news events in real-time while also conducting follow-up tracking, commentary, and in-depth analysis.

2. Innovation in Audience Relationship Management

With the proliferation of mobile terminals, rising user numbers, and rapid development of social media, audiences have become an integral part of news production and dissemination, disrupting traditional news workflows. Using WeChat as an example, while users' primary purpose is not news dissemination, they can forward articles or short videos through Moments, group chats, or private mes-

sages. During this forwarding process, many users comment on news items to express their attitudes, subsequently triggering discussions through comments and replies. The widespread use of smartphones has made it possible for anyone to shoot, record, and send news anytime and anywhere. Audiences of major news events are often simultaneously witnesses and participants. For instance, during the fire and explosion accident at Ruihai Company's hazardous materials warehouse in Tianjin Port's Binhai New Area on August 12, 2015, many local residents recorded the explosion scene and subsequent rescue efforts through short videos. These videos spread not only through social media but were also processed and disseminated by news organizations, serving as authentic and immediate material resources. This demonstrates that existing news workflows require transformation in the new media environment—while emergencies can be exposed on the same day, traditional media reporting requires cumbersome procedures like dispatching journalists, resulting in publication delays of a day or more.

In new media, news is rarely disseminated in isolation; rather, it spreads attached to other messages. Within new media social software, news is embedded in broader communication flows. This environment has given rise to the concept of the “all-media journalist,” commonly perceived as a versatile reporter who “can use various interviewing equipment, is familiar with different reporting formats, can provide both text manuscripts and video content, and masters network technology.” Such journalists can write for traditional media while simultaneously gathering news leads through new media. However, the “all-media journalist” we advocate for is not merely someone possessing these comprehensive skills, but rather a professional who approaches news production with an all-media mindset.

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

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