

A Brief Analysis of Innovative Forms of News Interviewing in the New Media Context (Postprint)

Authors: Yang Cong

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Abstract

With the continuous advancement of science and technology, the internet—supported by high-tech—has achieved considerable development, causing the number of netizens to surge exponentially and bringing about tremendous transformation of the era. New media has changed the environment where news occurs, thereby posing enormous challenges for news interviewing. In the new media era, the difficulty for journalists to gather exclusive reports increases day by day, while standards and requirements for news repeatedly reach new heights; simultaneously, news gathering and editing personnel must rapidly screen and organize massive amounts of information to produce reports with news value. In the new media environment, there are higher-level requirements for news timeliness and the speed of interviewing and reporting by editorial staff, who are also required to proficiently use portal websites and social platforms. In terms of writing, it is necessary to enhance news sensitivity, change previous narrative methods, and continuously broaden news clues and channels. Therefore, this paper analyzes from multiple angles and in depth the problems faced by the journalism field in the context of new media, such as interviewing challenges and new requirements for journalists, and thoroughly explores issues including how news interviewing can innovate methods, improve efficiency, and broaden pathways in the new media era, for reference and consultation.

Full Text

Introduction

As science and technology continue to advance, supported by high-tech innovations, the internet has achieved substantial development, leading to an exponential surge in the number of netizens and epoch-making transformations. New media has altered the environment in which news occurs, posing significant challenges to news interviewing. In the new media era, journalists face increasing difficulty in obtaining exclusive reports. While standards for news continue

to rise, editors and reporters must rapidly filter and organize massive amounts of information to produce newsworthy stories. The new media environment imposes higher demands on both news timeliness and the speed of reporting, while also requiring proficiency in web portals and social platforms. In terms of writing, journalists must enhance news sensitivity, change traditional narrative methods, and continuously expand news sources and channels. Therefore, this paper multi-dimensionally and deeply analyzes the problems facing journalism in the new media context, such as interview challenges and new requirements for journalists, and explores how to innovate methods, improve efficiency, and broaden pathways for news interviewing in the new media era, providing reference and guidance.

Keywords: New media; News interview; Innovative approaches

2. Transformation of Journalistic Interview Methods in the New Media Context

2.1 Challenges of Timeliness and Information Overload

In our country, for a long time we were in the traditional media era, where the audience had a high degree of dependence on news media. When news broke, the audience's need for information and right to know was typically satisfied through journalists' reports, thereby eliminating uncertainty about unexpected events. The arrival of the new media era has changed this traditional situation. Media has become more accessible, information more abundant, and audiences can learn about news events in real time, sometimes even earlier than media outlets can publish. This poses a considerable challenge to news timeliness, forcing journalists to adjust their thinking and utilize news sources to release stories promptly; otherwise, news becomes "old news."

2.2 Shift from Fieldwork to Remote Interviewing

In the traditional media era, to ensure accuracy and reliable sources, news interviews primarily relied on on-site investigation and research. Fieldwork and face-to-face communication enabled media organizations to obtain first-hand information and produce exclusive reports. However, with the advent of the new media era, interview environments and conditions have undergone rapid changes. Remote interviews conducted via the internet have become the trend, while face-to-face communication has become rare. This has objectively led to information distortion and superficial reporting. Consequently, obtaining exclusive reports has become extremely rare, or even virtually impossible.

2.3 Mastery of New Platforms and Multimedia Skills

The new media era has also imposed new requirements on journalists. Editors and reporters must continuously learn to use online interactive platforms and

related software, such as social media like Weibo and WeChat. Simple text, eye-catching images, and even compelling music videos all test journalists' ability to apply new technologies. In the new media context, journalism is no longer merely about demonstrating news writing skills; it also includes mastering the characteristics and usage techniques of various web portals and communication platforms to meet the diverse needs of audiences through distinctly styled news reports.

2.4 Breaking Away from Formulaic Reporting

Traditional news reporting was characterized by formulaic patterns that easily caused aesthetic fatigue among audiences. In the new media environment, "grassroots journalists" bring fresh perspectives and cognitive experiences to audiences through lively, quirky, improvisational, and casual styles. Their colloquial expressions and humorous internet slang are down-to-earth, vivid, easy to understand, and align with user psychology. These changes require news editors and reporters to appropriately apply popular online language and information while maintaining their established styles in the new media context. To maximize audience acceptance, journalists should achieve a balance between sophistication and popularity, enriching their work with both professionalism and engaging elements.

2.5 Innovation and Multi-angle Interpretation

The new media era is "new" precisely because it demands updated and higher standards from editors and reporters. Consequently, cultivating innovation capabilities has become an unavoidable and crucial task for journalists in this new era. Exclusive reports in the new media context must develop distinctive styles and content based on innovation to arouse audience interest and attention, thereby realizing news value. When facing news events, journalists must conduct multi-angle excavation and in-depth interpretation to meet audiences' comprehensive, three-dimensional, and diverse news demands. When selecting topics, they should strive to connect with audience life—being down-to-earth and easy to understand—so that readers can easily resonate with news reports, expanding their dissemination scope and influence. However, it is worth noting that blindly adhering to being "close to reality, close to life, and close to the masses" without innovation will lead to stagnation. Therefore, journalists must learn to observe life, infusing it with fresh vitality and injecting innovative content into news reporting under the guidance of new thinking, concepts, and perspectives, ultimately maximizing news value through innovation.

2.6 Enhanced News Sensitivity

The new media context also imposes higher demands on journalists' news sensitivity. By leveraging new online interactive platforms to expand information sources and making full use of social platforms such as Weibo, WeChat, and

Renren, journalists can filter and organize news information under the guidance of traditional political consciousness. Topics with high public attention and news value become sought-after subjects, and reporting on these topics can expand the audience base. Additionally, as reporters are also readers in this context, journalists should approach reporting from the audience's perspective, incorporating their feedback, opinions, and suggestions to enrich news content.

4. Conclusion

4.1 Embracing Opportunities and Challenges

News interviewing in the new media context inevitably faces tremendous challenges, but it also welcomes broader development space and richer opportunities. Whether journalists can seize the development opportunities of the new media era, promptly update their reporting concepts, and enhance their professional competence and capabilities has become paramount for promoting news communication development in this context. It is worth noting that news reporting in the new media era must continue to emphasize attention to detail, the use of linguistic and non-linguistic symbols, the principle of authenticity, and innovative content. Only by adhering to these principles as a foundation, continuously improving practitioners' editing and reporting abilities and skills, and keeping pace with the torrent of the times can we create more and better quality news works that live up to the reputation of "bearing justice on iron shoulders and writing incisive articles."

4.2 The Importance of Observation and Listening

A quality news piece must be based on journalists' careful observation, delving meticulously behind the news to excavate small details and uncover the big stories hidden within. Only in this way can good news works emerge continuously. This demonstrates that quality news is not as unattainable as traditional thinking might suggest. Clearly, journalists must possess exceptional observational skills, attention to detail, and an exploratory spirit. As the saying goes, "it takes more than one cold day for ice to freeze three feet thick"—exceptional observational ability requires journalists to spend considerable time learning, accumulating knowledge, and practicing repeatedly at their desks. In daily work, editors and reporters should observe life from different perspectives, understand society holistically, and develop the habit of analyzing issues from multiple angles and observing life at various levels. Journalists' unique observational capabilities and strong analytical insights are the guarantee for obtaining good news stories.

As an excellent news editor and reporter, in addition to strong interviewing skills, listening is also a fundamental competency. Listening objectively, extensively, and appropriately to understand the whole story of news events helps grasp their essence, enabling journalists to write truthful, accurate, and heartfelt pieces that resonate deeply with audiences and evoke empathy. During inter-

views, journalists should patiently listen and carefully organize information to maximally restore the news event itself, in addition to observation. On this basis, they should ask questions skillfully and reasonably to stimulate the interviewee's desire to express themselves, while also paying attention to eye contact, facial expressions, and body language communication with news subjects.

In today's new media era, news authenticity warrants careful examination. This requires interviewers to prepare thoroughly before interviews, adopt proper attitudes, clarify interview purposes, and uphold professional ethics to report news events objectively and impartially, making every effort to maintain authenticity. Before interviews, journalists should gain in-depth understanding and accurate grasp of interview topics and subjects to ensure targeted and effective questioning. They must avoid relying on personal emotional bias, eliminate improper motivations, and restore the truth of news events.

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(Yunnan Wenshan Prefecture Radio and Television Station)

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

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