

Changes in Television News Reporting Strategies in the New Media Context (Post-print)

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Abstract

With the advancement of science and technology, new media communication channels have gradually entered the public sphere, generating a new media linguistic environment that has exerted considerable impact on traditional television news reporting and precipitated a fundamental transformation of television communication's former monopolistic position. To enable television media to maintain effective competitiveness amidst intense competition, news editors in the new media era must engage in proactive reflection in their daily work, thereby ensuring that television media can distinguish itself in the vast, diversified information age and effectively consolidate its foundational position. Based on this premise, this paper proposes relevant strategies for television news reporting within the new media context, aiming to provide effective assistance to fellow professionals in the field.

Full Text

Changes in TV News Reporting Strategies in the New Media Context

Abstract: With the development of social technology and the emergence of new media communication channels, a new media language environment has taken shape, significantly impacting traditional television news reporting and fundamentally altering television's former monopoly on information dissemination. To maintain effective competitiveness in this intense media landscape, news editors in the new media era must engage in active reflection during their daily work to ensure that television media can stand out in today's diverse information environment and solidify its foundational position. This paper proposes relevant strategies for television news reporting within the new media context, aiming to provide valuable insights for industry professionals.

Keywords: television news; new media; audience

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With societal development, new media communication forms have rapidly evolved, primarily driven by the widespread adoption of modern devices such as smartphones and the internet. Due to their convenience and vast information capacity, new media has become the preferred choice for many people to access news and information. Audiences now hold more diversified identities than ever before, serving simultaneously as information recipients, consumers, and participants in information transmission. This shift has implicitly impacted broadcast media, affecting the ratings of some television news programs. Consequently, how to increase the audience base for television news and maintain its competitiveness under current conditions has become a significant challenge for news editors. Only by proposing new strategies tailored to these contextual changes and aligning news programs more closely with audience perspectives can this goal be achieved.

2.2 Information Sources Promoting Content Integration

Technological advances have exponentially increased information sources, enabling effective content integration for television programs. During program production, television media integrates information, breaking away from the previous state of single-source information and media institution monopolies. The popularization of networks has broadened information sources and enriched content. Information primarily comes from two channels: information sharing between networks and information support provided by audiences. Through these two channels, television programs integrate information to provide audiences with the most comprehensive information sharing experience.

2.3 Changes in Audience Identity Reforming Information Dissemination Patterns

In the new media environment, the public's right to discourse has changed, accelerating information dissemination speed and expanding shared spaces. This has enhanced audience discourse power to some extent, breaking the previous state where discourse power in certain regions was restricted. The popularization of the internet has provided audiences with platforms to express their opinions, allowing them to share their thoughts without limitations of age, status, or education level. Additionally, the anonymity afforded by online opinion expression has enabled public opinion dissemination to grow exponentially, with popular discourse quickly occupying people's living spaces. In the new media context, the public's right to discourse has changed, accelerating information

dissemination speed and expanding shared spaces, thereby reforming information dissemination patterns.

3.1 Emphasizing Source Authenticity and Maintaining Popular Appeal

News reporting should avoid being overly highbrow in its expression, instead adopting a level that aligns with the general public to more easily resonate with viewers' thinking. News reporting in the new media context emphasizes the connection between people and society, allowing audiences to see how people identify with and express social activities in the new era, thereby pointing society in the most suitable direction. Therefore, television news programs in the new media context prioritize popularized program sources in their content selection, which does not conflict with the seriousness of the programs. For example, in a Daily News Report broadcast on April 21, 2013, covering the Ya'an earthquake, the audio material used was created by netizens. The news program used this music as background, which on one hand expressed blessings for the people of Ya'an, and on the other hand demonstrated respect for grassroots culture. Using grassroots culture to reflect the public's concern for the people of Ya'an represents the transformation of television news in the new media era. This approach effectively aligns with the audience's emotional thinking and creates resonance. In this news report, we can see that incorporating musical materials from grassroots culture into news represents the correct path for innovation in news media characteristics. For television news programs to maintain competitiveness among numerous media channels today, they must be more closely connected with the masses, adopt diverse creative themes, truly achieve the principle of "from the people, for the people," and avoid becoming programs that are too highbrow for audiences to understand.

3.2 Integrating Other Media to Enhance News Synthesis

In the new media context, television media faces increasing competitive pressure. When receiving information, current audiences prioritize convenience and timeliness, tending to use mobile phones and computers to watch news programs, which has significantly impacted television news ratings. In covering the same events, new media and television media exhibit certain differences. New media often discovers events earlier than television news media, but its presentation cannot match the authenticity and intuitiveness of television media, primarily because new media lacks integrated operations. Therefore, television media should integrate the characteristics of new media to effectively leverage their roles. Television news media should collect news materials and integrate them with other media resources, branding them with the television media label to provide audiences with program viewing that carries television media characteristics. Such news production gives temporal events different significance. In new media context television news reporting, simultaneously paying attention to information on the internet and netizens' attitudes toward

information content effectively grasps the direction of audience thinking. In program production, television media should also reference new media broadcasting methods and effectively integrate the two. For instance, by using WeChat, Sina Weibo, and other platforms to collect audience opinions and express “public sentiment” in television news, programs become more flexible and gain audience trust. Through broad topic selection, integration with new media, and expression of public sentiment, television programs can effectively enhance audience attention and further improve program ratings.

3.3 Transforming TV News Live Broadcasting Concepts to Enhance Audience Participation

In the new media era, audiences have more convenient information reception methods and can access timely information from massive, constantly updated databases. However, they also face the false and fragmented characteristics of online information, which cannot compare with the authenticity of news reporting in television media. Although the new media context provides a communication platform for the masses and gives audiences more discourse power, online information has lower authority. In contrast, television media in the new media context possesses certain credibility and plays a guiding role in audience thinking, which is a major reason why television news programs maintain competitiveness. The live broadcasting methods of television media in the new media context effectively demonstrate this point. Television news live broadcasting in the new media context is more open, allowing audiences to experience both the natural events and their dramatic and accidental nature while watching, effectively satisfying audiences’ psychological curiosity and giving them the right to face reality. The live news reporting format effectively integrates the on-site nature and authenticity of television media, enabling audiences to directly watch events as they happen and gain detailed understanding of the entire process. The concept of television news live broadcasting in the new media context differs from the past, breaking the original forms of live broadcasting sites and studio settings to incorporate online live broadcasting formats beyond television, effectively merging the two. This prevents the fragmentation and homogenization characteristics of information in the new media context, allowing audiences to watch certain major events in real time and providing them with the most authentic information sharing. Additionally, the re-establishment of television news live broadcasting concepts in the new media context is of great significance for correctly guiding public opinion.

The transformation of television news reporting changes with the shift in media backgrounds. Due to technological development, media has shown diversified development, and how to cater to audience thinking development has become the main direction of media service concepts, which is also the ideological guidance for television news transformation strategies. In an environment where new media competition is increasingly intensifying, television lacks the immediacy, interactivity, convenience, and simplicity of information acquisition that other

media possess, gradually increasing its competitive pressure. How to maintain television's competitive strength and its high status in audiences' minds has become a challenge for every television news editor. Therefore, making news close to the masses, better fitting the increasingly "visualized" audience, continuously strengthening interactivity with audiences, and making television news reporting more open and dynamic are effective strategies for maintaining television news competitiveness.

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

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