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Postprint: How to Better Integrate Television News with New Media in the New Media Era

Authors: Ren Yanbing

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Abstract

The present era is characterized by informatization and networking. Under conditions of rapid scientific and technological advancement, a multitude of new media have emerged. Media communication modes have progressively transitioned from newspapers to radio and television, with news dissemination channels becoming increasingly diverse, ultimately evolving toward internet-based news propagation. In this context, traditional television media has encountered substantial impact. Consequently, in the new media era, the question of how to facilitate better development of television media has become a noteworthy issue. Drawing upon my professional experience in the media industry, this discussion will address methods for innovating television news development approaches in the new media era to enhance the competitiveness of television news.

Full Text

How TV News Can Better Integrate with New Media in the Digital Age

Abstract: We live in an information-driven network era where rapid scientific and technological development has spawned numerous emerging media platforms. Media dissemination has evolved from newspapers to radio and television, with news distribution channels multiplying exponentially. Today, news propagation relies primarily on internet-based media, posing significant challenges to traditional television broadcasting. Consequently, how to ensure the better development of television media in this new media era has become a critical question. Drawing from my experience in the media industry, this paper discusses innovative approaches for television news development to enhance its competitiveness in the digital age.

Keywords: new media era; television news; current development status; strategies

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Author: Ren Yanbing

1. Current Development Status of Television News

The internet has permeated every aspect of modern life, including the media industry. It has transformed not only how people communicate but also how they access information. Initially, news dissemination relied primarily on newspapers; subsequently, radio and television emerged, and today we witness diverse media forms integrated with internet technology. In this rapidly evolving new media landscape, internet television and mobile TV pose substantial challenges to traditional broadcasting. To address these challenges, television news must leverage its inherent strengths while actively adapting to new media transformations to foster continuous growth. The following sections analyze the characteristics of new media technology and explore strategies for better integration between television news and new media platforms.

2. Characteristics of New Media Technology

New media, grounded in digital technology, eliminates barriers between different media forms and overcomes geographical limitations in information dissemination. Its specific features include:

2.1 Enhanced Personalization for Audience Needs Traditional media, constrained by technological limitations, tended toward mass-market content. In contrast, new media excels at satisfying individualized demands and catering to personal preferences. Users can locate precisely the news they need on new media platforms—whether content combinations are similar or vastly different. In traditional media, audiences could only passively consume uniform content tailored to majority tastes. This personalization represents a defining characteristic of new media technology.

2.2 Expanded Audience Choice and Participation Advancing new media technology empowers everyone to become both a news publisher and an information recipient. Audiences can now search for news according to their specific requirements online, breaking the traditional limitation where only news organizations could publish information. While conventional media followed a “mass-oriented” model, today’s viewers enjoy greater autonomy in selecting content based on their preferences.

2.3 Diversified News Presentation Formats New media offers richer news presentation formats by seamlessly integrating text, video, and audio while enabling timely, unlimited content expansion. Enhanced information storage capabilities allow various resources to be uploaded online, satisfying audience demands for accessing news anytime, anywhere. Additionally, users can leverage search functions to locate desired content instantly—even retrieving news from days or years prior—with remarkable convenience, accessing national and international news from home with simple clicks.

2.4 More Timely Information Dissemination Unlike traditional media, new media overcomes temporal constraints, enabling real-time news publication. Relying on internet-based web pages ensures continuous news availability. Traditional television news, by contrast, operates on fixed broadcast cycles ranging from daily to weekly schedules, limiting immediate information access. Consequently, new media's information release speed is incomparable to conventional media. Furthermore, new media demonstrates strong interactivity, as its internet-based platform allows audiences to select content freely rather than being constrained by publishers, while also facilitating diverse forms of interaction between viewers and news providers.

3. Strategies for Television News Development

3.1 Integrating Multimedia Technology in Television News Many television stations have developed mobile news applications under new media influence, yet these often fail to inherit the quality of traditional television news while incurring expensive data costs that most audiences find unacceptable. This raises an important research question: how can quality television news be effectively promoted in the new media era? Television news organizations should leverage new media platforms for self-promotion by establishing official websites that provide audiences with accessible channels to understand and engage with high-quality news programming, thereby improving ratings.

By drawing on new media advantages, television stations can create proprietary websites that integrate and upload all news resources, ensuring broad public access to news from any time period. Simultaneously, stations can disseminate television news through new media platforms, achieving effective integration that promotes sustainable development.

3.2 Providing Platforms for News Commentary Television news can adopt new media's interactive commentary model to enhance development. By building communication platforms that facilitate audience interaction during program broadcasting, stations can increase engagement. Additionally, dedicated news commentary programs can attract viewers through in-depth analysis. To ensure commentary quality, stations should recruit high-level commentators whose independent perspectives can better capture audience interest.

For instance, CCTV’s “News Probe” and “News 1+1” represent exceptionally high-quality news commentary programs that achieve higher ratings than other news shows. However, developing such programs requires cultivating outstanding commentators, as talents like Bai Yansong who excel in commentary remain relatively scarce.

3.3 Establishing Brand Awareness Unlike new media’s vast information volume, television news prioritizes quality. Stations should leverage this advantage by building high-profile, audience-favorite anchor teams. This requires more logical production processes with greater emphasis on authenticity and quality. Television stations can apply “brand effect” strategies from commerce to enhance brand awareness during development.

anchors play pivotal roles in news programs by expressing personal insights, explaining content, and interacting with audiences to bridge the distance between hosts and viewers. A strong anchor can attract more viewers and highlight distinctive program features—an advantage new media lacks. Therefore, stations should capitalize on this characteristic by selecting anchors with stronger capabilities and higher professional competence to create superior hosting teams.

3.4 Emphasizing News Quality and Mastering New Media Characteristics Regardless of media format, news quality ultimately determines survival and development. Even with perfect dissemination methods, poor content quality makes sustainable growth difficult. Conversely, traditional media’s long-established history provides independent production teams and excellent equipment, laying a solid foundation for creating high-quality programs.

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**(Author Affiliation: Tianzhen County Radio and Television Station,
Datong City, Shanxi Province)**

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

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