

Enhancing the Communication Influence of Traditional TV News Programs in the New Media Era: Postprint

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Abstract

With the rapid development of modern information technology, television programs have exhibited increasingly diverse and colorful forms. However, television news programs in our country suffer from insufficient audience appeal, resulting in suboptimal viewership outcomes. As one component of this rich and varied television landscape, television news programs fulfill a crucial function of social service, playing a significant role in the construction of social morality and in fostering understanding of national conditions and development trends in our country.

Full Text

On How Traditional TV News Programs Can Enhance Communication Influence in the New Media Era

Abstract: With the rapid development of modern information technology, television programs have evolved into diverse and colorful forms. However, China's television news programs suffer from insufficient audience appeal, resulting in unsatisfactory overall viewership effects. As an integral component of the rich television landscape, TV news programs serve a crucial social function, playing an important role in China's social moral construction and public understanding of national development trends.

Keywords: new media era; television news programs; enhancing communication influence

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With the rapid development of modern social economy and information science and technology, our daily lives have been profoundly influenced and transformed, not only meeting people's material needs but also enriching their pursuit of spiritual and cultural life. In particular, the emergence of diverse modern television programs and the rise of social network media have significantly impacted traditional television news development. Against this backdrop, this paper examines how to change the current state of traditional TV news programs and promote the enhancement of their communication influence.

1. Current Situation and Challenges Facing Traditional TV News Programs in the New Media Era

1.1 Diversification of News Program Formats

The development of modern information technology has led to diversified channels and methods for accessing news. In contemporary daily life, real-time news is no longer obtained solely through daily newspapers as in the past. In the new media era, people can acquire news about society, current affairs, and other topics through various forms such as self-media, public accounts, WeChat, and Weibo. Traditional news programs, by contrast, primarily broadcast at fixed times through television. As society develops, this format is gradually being overshadowed by an increasing number of alternative program forms and platforms. Faced with the convenience offered by multiple video news sources and technological means, people no longer choose to wait for scheduled broadcasts, resulting in declining viewership. If modern news programs fail to adapt, they will eventually be replaced by other news formats, and the communication influence of traditional TV news programs will continue to diminish.

1.2 Diversification of Audience Choices

The development and application of new media technology have provided greater convenience for people to access news. Audiences can conduct real-time searches to quickly obtain and understand information rather than being restricted to specific time slots. Over time, this has reduced the communication influence of traditional news programs among the masses. In the modern new media environment, after reading about social and current affairs news, people can also express their own views and opinions on relevant platforms, while simultaneously seeing comments from others in the comment sections. This significantly increases public participation in events and enhances communication between individuals. Traditional news programs only allow viewers to understand relevant events, with discussions mainly limited to family members, creating inherent limitations.

1.3 Diversification of Professional Qualities for News Anchors

Traditional TV news anchors primarily relied on hosting artistry that encompassed overall demeanor and professional qualities. Given the visual nature of modern TV news programs, greater emphasis is now placed on anchors' professional competence and appearance. During news broadcasts, anchors mainly delivered information from documents in an oral format, creating a serious and rigid impression for audiences. However, modern new media news broadcasting demands much higher standards, requiring anchors to pay attention to their demeanor while possessing strong oral communication skills and physical expressiveness. Simultaneously, the application of modern new media information technology enables audiences to gain more concrete understanding of relevant events through images, text, or live video formats, creating a more relaxed and lively broadcast atmosphere.

2. Strategies for Enhancing the Communication Influence of Traditional TV News Programs in the New Media Era

2.1 Integrating TV News Program Content

The primary strategy for enhancing the communication influence of traditional TV news programs in the new media era is to integrate relevant content. With the development of modern information technology and the diversification of information data, people's acquisition of information has increasingly trended toward "fast-food" consumption—audiences are uninterested in preliminaries and focus mainly on the substantive content of news. Given the fast-paced nature of modern work and life, people gradually form habits of not spending half an hour or an hour to understand news. Therefore, integrating TV news program content by organizing key news components and presenting them to audiences in a more timely and targeted manner can enhance the influence of TV news programs.

2.2 Creating Thematic News Programs

Creating thematic news programs involves combining relevant news information and utilizing modern new media technologies and channels to concentrate related materials into specific modules. Through careful editing and creative production, these materials can be transformed into thematic programs with special connotations, thereby promoting audience cognition of entire events and understanding of their profound meanings, which enhances the communication influence of news programs. While modern new media technology is indeed widely applied, most presentations of relevant news events appear scattered and fragmented. Moreover, the chaotic nature of the modern online environment leads to frequent information distortion. Traditional news programs inherently possess certain authenticity and impartiality, making their broadcast content more likely to attract attention and generate stronger public trust.

2.4 Exploiting New Media Communication Advantages

The primary advantage of new media communication lies in enhancing public participation in news. For instance, modern news programs facilitate audience participation primarily through relevant news platforms or WeChat and Weibo, where people can express opinions on news events and effectively supervise event development and handling. This approach strengthens interactivity between programs and audiences, thereby enhancing news program influence. Additionally, it is essential to recognize that with continuous progress in era and science and technology, relevant communication methods also require innovation and must keep pace with the times. Outdated or inadequate aspects of TV programs should be eliminated or transformed and optimized to ensure their development remains current and enduring.

2.5 Developing New Media Technology Advantages

Developing new media technology advantages primarily involves effectively combining TV news programs with contemporary and flexible new media methods, particularly regarding enhanced communication with audience groups. For example, relevant TV news public platforms can be established based on modern TV news programs to facilitate post-broadcast discussions of news content. Audiences can propose their viewpoints and comments on relevant news events, and suggestions from the masses can be heard for effective improvements. News programs can also be video-clipped and posted on platforms for synchronized online broadcasting, thereby increasing news program influence. Furthermore, news anchors can communicate with audiences through modern technical media, promoting effective communication that breaks down barriers and deepens audience impressions and favorability toward anchors.

2.6 Enhancing the Personality Characteristics of News Programs

Enhancing the personality characteristics of news programs should proceed along two dimensions. First is the creation of distinctive program personalities, which can be achieved through the classification of news events. For instance, unified news can be divided into different segments such as people's livelihood news, current affairs news, and other specialized blocks. Alternatively, topics of greater audience interest can be selected for broadcast to enhance program ratings. Second is establishing distinctive personality traits for news anchors. Since modern news anchors exhibit consistent expressions and demeanors during broadcasts, audiences often fail to form deep impressions of them. Establishing anchor personalities—for example, highlighting one anchor's excellent oral expression skills while emphasizing another's rich facial and physical expressiveness—can perfect the personality of news programs.

3. Conclusion

Due to the development of modern new media, channels for accessing news have become richly diversified, significantly impacting traditional TV news programs. How can traditional TV news programs achieve effective development under new media conditions? What changes should be made? Against this background, this paper investigates how traditional TV news programs can enhance their communication influence in the new media era. The first part of the article analyzes and elaborates on the current situation and dilemmas facing traditional news programs in the new media era, while the second part proposes six strategies for enhancing their communication influence, focusing on both internal program development factors and the utilization of rapidly developing new media information technology to comprehensively elevate the communication influence of TV news programs.

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

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