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On the Communication Mode of TV News Programs in the New Media Ecology (Post-print)

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Abstract

Television news was once the primary channel through which people understood the outside world. However, under the influence of the new media ecology, modern media technology has exhibited numerous new development trends, while the ephemeral nature of television programs and delayed feedback mechanisms have posed severe challenges to television news programs. What changes will transpire in the communication models of television news programs under the new media ecology? This constitutes the core of this paper's discussion and represents a hot-button issue of concern for contemporary media professionals.

Full Text

Preamble

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A Study on the Communication Mode of Television News Programs in the New Media Ecology

Abstract: Television news was once the primary means for people to understand the outside world. However, under the influence of the new media ecology, modern communication technology has witnessed many new development trends. The ephemeral nature of television programs and their delayed feedback mechanisms have posed severe challenges to television news programs. What changes will occur in the communication mode of television news programs under the new media ecology? This is the core issue discussed in this paper and a hot topic of concern among modern media professionals.

Keywords: new media; news programs; communication mode

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1. The Impact on Television News Programs Under the New Media Ecology

The new media ecology has accelerated the speed of information dissemination, exerting a substantial influence on television news. Under this influence, television news programs have undergone tremendous changes from material selection to broadcasting.

1.1 Impact on Material Selection

Traditional television news programs primarily obtained materials through journalists' social practice, interview records, and tips from the public via hotlines. This resulted in unstable, limited, and homogeneous information sources, leading to insufficient material and failing to achieve the desired level of timeliness and richness. Against the backdrop of information explosion and under the influence of the new media ecology, television news material selection is no longer confined to these methods; more materials now originate from internet platforms. Many television program groups have established their own online interactive platforms where audiences can submit fresh happenings around them and hot topics they care about. Journalists can collect news materials through these platforms. This online tip method greatly enriches news materials and sources, proving far more convenient than traditional hotlines.

1.2 Impact on Program Vitality

Traditional television news programs featured few audience interaction segments. After news was broadcast on television at specific times, it lost its value, as the primary function of news is to inform. For viewers who missed the broadcast time, it was difficult to watch again. Therefore, many stations implemented rebroadcast strategies, but rebroadcast news programs lost their timeliness, making it appear that news producers did not value the news sufficiently, wasting station resources and competing with new news for broadcast slots. Moreover, those who did not pay much attention to television programs might not watch even when news was rebroadcast.

Under the new media ecology, television news programs demonstrate greater vitality, bringing more exciting news content to audiences. Influenced by new media, television news no longer relies solely on simple rebroadcasts to satisfy public access to news. Instead, it can utilize internet television to enable viewers to watch news they care about anytime and anywhere. This demonstrates the

vitality of news while making it more convenient for audiences to watch. Furthermore, internet television offers better timeliness compared to live television broadcasting. Additionally, interactive platforms have been opened for audiences to express their views after watching news reports. Increasing interactive platforms not only provides space for public opinion but also allows journalists to discover new news clues. Finding news clues from existing news programs not only extends the original news but also shows respect for the news itself, enabling audiences to see follow-up reports. Under the new media ecology, audiences are not only news recipients and disseminators but also news producers and clue discoverers.

1.3 Impact on Communication Methods

News in the new media ecology features relaxed presentation forms that are more popular with audiences. Therefore, television news program communication should also draw inspiration from this and change its serious atmosphere. News broadcasting can be conducted through more diverse methods. Using visually appealing hosts brings visual enjoyment to people while watching news. Moreover, for news programs that are not particularly serious, hosts will no longer simply sit in the studio but will go outdoors more often, providing commentary and broadcasting on news programs in more vivid and lively ways. In short, news broadcasting should adopt different methods according to different content, making news more life-oriented and effective.

2. Extension of Television News Program Communication Modes Under the New Media Ecology

Digital technology-based new media, with its unique network medium, enables people to no longer be at the mercy of media. They can watch news anytime and anywhere through new media and voice their opinions through new media interactions. New media features prominent personalization, diverse presentation forms, and increased audience choice. Under the influence of the new media ecology, news program communication modes mainly include the following:

2.1 Internet Television

Internet television integrates various technologies such as internet, multimedia, and communication to provide users with multiple new forms of television communication media. Users can access internet television through set-top boxes or computers connected to the internet. Internet television allows users to have highly flexible time choices for personalized programs and provides various online information consultation services.

2.2 Mobile Television

Mobile television utilizes smartphones with video capabilities as a new medium for television program transmission. Mobile television satisfies users' needs for

portability and the ability to watch anytime and anywhere.

2.3 Digital Television

The entire process of digital television programs, from production to presentation before audiences, employs digital technology. Due to the adoption of digital technology, digital television features high-definition pictures, strong anti-interference capabilities, stable images, and realistic sound. Digital television provides users with richer television content and divides television programs into more specialized channels. Moreover, digital television offers numerous extended functions, including storage, video-on-demand, remote shopping, remote medical consultation, information consultation, and internet access. The advantage of television news program communication modes under the new media ecology lies in their interactivity, enabling news programs to achieve one-to-one communication patterns and allowing users to independently select programs they like to watch instead of passively accepting content as in the past.

3. Development Strategies for Television News Programs Under the New Media Ecology

The development of new media is unstoppable, but this does not mean traditional media should be eliminated. Just as the emergence of television did not cause radio and newspapers to exit the historical stage, the internet will not completely replace television. With its own advantages, new media poses a considerable threat to traditional television media. At the same time, new media also influences the operation mode of traditional media. Traditional media should actively change, gradually adjust survival strategies, and calmly face the impact of new media to progress better and further under the new media ecology.

3.1 Integration and Complementarity Between Old and New Media

There should be not only competition but also cooperation between old and new media to achieve complementary advantages. The further development of television news requires integration and complementarity with the new media ecology by establishing a television network interactive platform. An optimized television news platform should not only allow audiences to click and watch or upload videos but should also be a comprehensive news platform conducive to different content from news channel programs. The integration of old and new media is a trend of technological development, and the development of television news should follow this historical trend as its own development direction.

3.2 Leveraging Strengths While Avoiding Weaknesses

For television media to maintain its leading position among numerous advanced media, it must leverage its strengths while avoiding weaknesses and give full play

to its own advantages. For television media to develop under the new media ecology, the following points must be achieved:

3.2.1 Consolidating Authority and Credibility Nowadays, with audiences having increasingly diverse ways to access news, whoever gains the trust of audiences will have stronger competitiveness. Television media is government-run media, which is a natural advantage of television news. The credibility of new media such as the internet is lower than that of television media precisely because of insufficient supervision. To attract audience attention, exaggerated or even false news runs rampant online. Television news should fully utilize its advantages and eliminate the broadcasting of fake news.

3.2.2 Establishing Brand Awareness and Consolidating Ratings Compared with the extremely open information dissemination and mixed content of new media, television programs are much more refined. Television news has fixed formatting, making it more systematic. This characteristic of news media makes television news more professional and systematic. The existence of hosts in television media is a significant difference from new media. Hosts help audiences better understand news content and reduce the sense of distance between audiences and media. Hosts play a key role in the quality of television news programs. Creating gold-medal hosts can not only improve program quality but also increase ratings to a certain extent.

3.2.3 Focusing on Live Broadcasting to Increase News Timeliness Insufficient timeliness is one of the major disadvantages of television news media compared with new media. To improve timeliness, it is necessary to establish a mechanism for collecting emergencies and conducting reasonable program scheduling for live broadcasting. Television news live broadcasting is an effective reporting form for television media to resist network competition and demonstrate its charm. Television media news producers are more professional than new media news producers, thus having advantages in in-depth reporting. Moreover, they react quickly to major emergencies with high-quality live broadcasting. New media, with its simple and fragmented news, is like fast food without sufficient nutrition, unable to satisfy audiences' need for in-depth understanding of events. For television news live broadcasting, television news media should strengthen resource integration in news production to improve the effectiveness of news and the efficiency of news material usage.

3.2.4 Diversifying Perspectives and Emphasizing Content Communication News content is the soul of news. Without rich content support, no advanced media can survive, whether television news media or new media ecology news. New media ecology news content is all-inclusive, while television news has always been serious and unpopular among young people. Fresh, stimulating, and humorous news content on the internet can better attract their

attention. Television news content mostly consists of conference news and domestic news, with less livelihood news and international news. Television news program groups not only have excellent program production teams but also sophisticated program production equipment, providing favorable prerequisites for discovering rich news materials. Television news media should fully utilize its own advantages, combine various advanced channels of new media, improve news dissemination speed, and maximize the influence of television news. Therefore, television news programs should not only be professional but also adopt the audience's perspective, appropriately compress conference news, increase livelihood news and international news, and enrich news content.

4. Conclusion

Regardless of how times change or technology advances, news will remain an important hub for maintaining contact between humans and the outside world. Digital-based new media has brought enormous impact to traditional media but has also injected new elements into news communication. Therefore, continuously exploring the communication mode of television news programs under the new media ecology is of important and far-reaching significance for the development of television news, and the phenomenon of information globalization is gradually taking shape.

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