

How to Improve the Quality of County-Level Television People's Livelihood Programs in the New Media Era (Postprint)

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Abstract

An important component of television news programs is people's livelihood news, which primarily reports on events occurring in people's daily lives and is intimately connected to the lives of the masses. In particular, local people's livelihood news programs exhibit relatively strong appeal for local audiences. Currently, many county-level television stations' people's livelihood news programs are of average quality and suffer from low viewership ratings, representing a significant gap compared to provincial-level and CCTV's people's livelihood news programs. Therefore, to improve the quality of people's livelihood news programs, county-level television stations must conduct a comprehensive analysis of the issues within these programs and subsequently implement effective countermeasures to foster the development of county-level radio stations' people's livelihood news programs. This paper presents a concrete analysis of approaches to enhancing the program quality of county-level radio stations' people's livelihood news.

Full Text

How to Improve the Quality of County-Level TV Station's People's Livelihood Programs in the New Media Era

Abstract: People's livelihood news constitutes an important component of television news programs, focusing on reporting events from daily life that are closely related to the masses. Local people's livelihood news programs particularly attract regional audiences. Currently, many county-level TV stations produce mediocre-quality people's livelihood news with low ratings, creating a significant gap compared to provincial and CCTV programs. To improve quality, county-level stations must thoroughly analyze existing problems and implement

effective countermeasures to promote development. This paper specifically examines strategies for enhancing the quality of county-level people's livelihood news programs.

Keywords: county-level TV station; people's livelihood program quality; problems and measures

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Television represents one of China's most traditional media forms and remains an indispensable part of daily entertainment. As contemporary technology continuously innovates and social development drives new media advancement, the advantages and characteristics of new media have impacted traditional media, gradually reducing TV news viewership. County-level TV stations already have limited audiences, and combined with poor program quality and weak signal reception, they struggle even more to attract viewers. These factors severely hinder development, making research on county-level people's livelihood news programs essential.

1. Current Problems in County-Level TV People's Livelihood News Programs

1.1 Monotonous Formats Failing to Meet Audience Demands

As living standards improve, demand for spiritual and cultural content grows alongside material pursuits. A major drawback of many county-level TV stations is the monotonous format of daily news broadcasts, social affairs coverage, and reports on national leaders' activities, resulting in low viewership. In contrast, some well-known provincial satellite TV stations offer diverse, rich, and entertaining content that has won acclaim from young audiences. However, these satellite channels seldom cover current political hotspots or domestic and international news, revealing a severe imbalance between news/politics and entertainment programming. Furthermore, some county-level stations broadcast vulgar and exaggerated advertisements to maximize profits. Caught between low viewership and the negative impact of such advertisements, county-level news stations struggle to survive.

1.2 Low Video Quality Affecting Viewing Experience

Video quality significantly impacts a TV station's development, and poor image quality stems primarily from outdated facilities and low technical proficiency among staff. Station leadership should address this issue with serious corrective measures. The fundamental purpose of television media is to present news to audiences in the most intuitive manner possible. When viewers are subjected to poor visual quality, they cannot resonate with the content, directly undermining

their viewing experience.

1.3 Outdated Equipment and Inadequate Staff Awareness

County-level TV stations face numerous challenges, including insufficient funding, poor working conditions, outdated equipment with low technological content, and inadequate operational awareness among staff, all of which contribute to low program quality. The machinery and equipment at county-level stations have been in use for many years, resulting in poor image quality that hinders post-production editing and distribution. Additionally, some technical personnel at the county level lack sufficient theoretical knowledge and maintain a perfunctory work attitude—merely completing tasks without deeper engagement—showing little passion for their work and failing to keep pace with the times.

1.4 Lack of Depth and Substance

People's livelihood news programs focus not on major national affairs but on the trivial matters of daily life. County-level TV stations have relatively narrow news sources, drawing primarily from local residents' everyday experiences. In their eagerness to gather more material, many journalists indiscriminately collect any available content regardless of its value, resulting in news stories that lack novelty and substance. Without impactful content that reflects meaningful social phenomena, viewers may perceive the news broadcast as mere farce. Some county-level people's livelihood news programs adopt superficial perspectives, failing to conduct in-depth analysis during post-production editing. Their surface-level viewpoints prevent them from truly excavating the value inherent in news materials.

1.5 Weak Connection to People's Lives

People constantly encounter trivial matters in their daily lives, and people's livelihood journalists interview and edit these stories for broadcast. However, many news stories are interconnected—numerous seemingly isolated incidents may share underlying connections, and certain conflicts may stem from common causes. With limited broadcast time, if a station cannot cover all local people's livelihood events or clarify the relationships between them, news quality inevitably suffers.

1.6 Lack of Characteristics and Innovation

County-level TV news programs primarily cover local events, and each region possesses unique characteristics that people's livelihood news should reflect. In reality, however, many county-level stations produce generic, indistinguishable content. Constrained by limited funding and resources, these stations maintain rigid interview patterns. Moreover, journalists often lack comprehensive professional qualities and the spirit of perseverance, showing reluctance to visit rural grassroots communities to understand real people's conditions. Consequently,

they collect only commonplace news from county peripheries, resulting in highly similar headlines, content, and structures across stories [2]. Without innovation, people's livelihood news struggles to attract audiences over the long term.

2. Measures to Improve the Quality of County-Level People's Livelihood News Programs

2.1 Enrich News Content

Compared to CCTV and provincial TV stations, county-level people's livelihood news programs possess certain developmental advantages. Their smaller scope allows them to focus on local residents' daily lives, creating natural connections with audiences through shared geography and culture. To improve quality, stations must enrich news content. While many stories report single events, they often reflect broader social phenomena. People's livelihood news programs should adopt the people's perspective, prioritize public interests, and address social issues to generate meaningful impact.

2.2 Truthfully Reflect People's Lives

During news gathering, material collection should examine issues from the public's viewpoint, reporting actual conditions based on local happenings to achieve "everything based on the people, everything for the people." Journalists should actively identify, discover, and solve problems, advancing with the times and pioneering innovations to make content targeted and provide audiences with fresh experiences. Additionally, when reviewing public submissions, attention to detail is crucial, as highlights always exist for those who seek them. This approach enriches news content, brings it closer to public opinion, and thereby enhances quality.

2.3 Build Characteristic People's Livelihood News

Although news programs disseminate events, county-level stations can integrate local characteristics into their people's livelihood news. Different regions have distinct customs and cultures, and people's livelihood news focuses on daily life—incorporating local features can enrich content. With many cities now having large migrant populations, characteristic people's livelihood programs can also help these newcomers better understand local culture and distinctive features.

2.4 Improve Professional Competence to Meet Work Demands

Producing news programs that meet quality standards demands higher professional competence from journalists. However, due to funding shortages, limited recording locations, poor working conditions, and low salaries, highly qualified professionals seldom remain at these stations. Many county-level journalists lack formal training and sufficient work experience, having entered the field

from other professions, and their grasp of theoretical knowledge is inadequate. County-level TV news departments should provide functional training tailored to staff capabilities. Adequate news material preparation directly affects program quality, and every step of the interview process requires careful planning to enhance news reporting. Furthermore, staff should develop contingency plans to respond effectively to emergencies.

2.5 Optimize the Editing Process

Television news relies heavily on post-production optimization, with video editing being a critical component. This process inevitably encounters issues that require further modification and refinement to perfect content. Simultaneously, employing multiple techniques to segment footage from various angles is essential for ensuring multi-perspective presentation, which plays a decisive role in television news quality.

3. Conclusion

People's livelihood news, focusing on the lives of the masses, represents an indispensable program format. In recent years, as living standards have continuously improved, people's livelihood news programs must innovate alongside the times, optimizing reporting forms, enriching content, and closely connecting news with people's lives. By continuously improving program quality, county-level stations can promote their healthy development.

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

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