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Proactively Enhancing the Public Opinion Influence of Television News Communication in the Media Convergence Era (Postprint)

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Abstract

The advent of the information age has witnessed the vigorous proliferation of diverse new media forms. These various new media continuously fragment audience groups originally belonging to traditional media, while simultaneously transforming the conventional media landscape, particularly that of television. Consequently, traditional media institutions in numerous cities and regions both domestically and internationally are actively exploring strategies to respond to the arrival of the information age, leveraging the momentum of the technological information era to forge an integrated framework combining traditional and new media. Grounded in the current patterns of media convergence, this paper explores strategies for enhancing the influence of television news dissemination on public opinion under present circumstances.

Full Text

Abstract

The advent of the information age has given rise to a vibrant array of new media forms that are continuously diverting audiences from traditional media and reshaping the media landscape, particularly affecting television. Consequently, traditional media organizations worldwide are actively exploring strategies to respond to this transformation, leveraging technological advances to create an integrated framework that combines traditional and new media. This paper examines current media convergence trends to explore strategies for enhancing the influence of television news communication in public opinion.

Keywords: media convergence era; enhancement; television news communication; public opinion influence

1. Analysis of Television News Communication's Public Opinion Influence in the Media Convergence Era

Public opinion influence is not a product of the contemporary era, nor is it unique to certain countries or regions; rather, it has emerged throughout human social development to meet evolutionary needs. Objectively speaking, public opinion influence plays a crucial role in promoting social development, which is why it receives significant attention from all nations and organizations at every stage of societal progress.

Different scholars define public opinion influence differently based on their knowledge structures, cultural backgrounds, and perspectives. In this paper, the concept refers specifically to the capacity and effect of social opinion circles to pay attention to, respond to, and resonate with news events reported by media outlets. In other words, it is the force generated among audiences after television news media disseminate newsworthy events. From this perspective, public opinion influence varies in magnitude.

Public opinion influence represents the fundamental marker of news existence and development, as well as a basic criterion for measuring news quality. More precisely, influence is not merely an attention economy but also a communication outcome. So how do we measure the magnitude of public opinion influence? Based on relevant literature, the determining factors are media's communication power and guidance power. Simply put, the greater a medium's communication and guidance power, the greater its public opinion influence; conversely, the smaller these powers, the weaker the influence. These factors exhibit a positive correlation, though influence also depends on a third element: appeal.

The greater a medium's public opinion influence, the stronger its ability to mobilize public sentiment among audiences. In fact, television news's greatest value lies in its capacity to gather audiences through its appeal and engage them in discussions about social affairs, thereby exerting deeper influence on their ideology and values. According to fundamental cognitive principles, news's public opinion influence is not achieved through one or two interventions but requires accumulation over time and quantity.

2. Strategies for Enhancing Television News Communication's Public Opinion Influence in the Media Convergence Era

2.1 Optimizing Topic Selection for Television News Media

In the context of media convergence, traditional television news actively integrates with various new media forms, achieving positive transformation by highlighting its own advantages while leveraging new media's strengths. One major manifestation of this transformation is increasingly efficient news dissemination. Under high-speed information flow, audiences' willpower becomes

weakened, and audience loyalty in traditional media declines with the arrival of the new media era, intensifying competition between television and new media.

Given this situation, television news must fully recognize its own advantages, accurately grasp its specialties, and achieve integrated innovation by incorporating new media features. When selecting topics, news events can be categorized into three major types: major events, typical reports, and breaking news.

Major events generally fall within the scope of current affairs news, which are closely related to national and social interests. When collecting materials, producing, and processing reports on these events, it is essential to accurately and rigorously grasp the central or emphasized content according to relevant policies and national guidelines. This not only establishes correct public opinion guidance but also builds credibility and authority for television news in the minds of audiences.

Typical reports should highlight distinctive features and be genuinely moving. These are targeted reports focusing on outstanding deeds or individuals that emerge within similar groups over a certain period. Typical cases can be either positive or negative. Negative examples serve educational purposes by helping audiences perceive adverse consequences more profoundly and regulate their own behavior. Positive examples provide inspiration and motivation, encouraging people to align themselves with good models and elevate their behavioral awareness. Regardless of whether the reported content features positive or negative models, television news organizations must maintain the social mainstream melody, promote socialist values and concepts, and guide public opinion toward standardization.

Breaking news reporting requires speed and timeliness. Such events typically attract significant social attention, so television news media must stand from the position of the Party and the people to actively guide public opinion, state positions, and explore solutions to problems underlying the incidents.

2.2 Enhancing Television News Media Timeliness

Under media convergence, information spreads extremely rapidly, requiring television media to possess more acute sensitivity in discovering newsworthy issues. After identifying socially significant topics, they must provide 24-hour uninterrupted attention and feedback on event progress. Through integrated channels such as news apps, official websites, and forums, television news should release real-time updates on news events, communicate with audiences online, promptly understand public concerns, and adjust news focus accordingly to satisfy audience psychology, thereby winning trust and goodwill and achieving public opinion influence.

2.3 Strengthening Communication with New Media Audiences

In the information age, various new media forms attract audiences precisely because of advantages that traditional media lack, particularly their capacity for personalized content and real-time audience interaction. Based on this reality, television news in the media convergence era should establish and improve audience communication channels—for instance, by integrating with the internet and leveraging its real-time communication advantages to achieve continuous dialogue between television news and audiences, resolve audience doubts, and exert subtle guidance.

2.4 Broadening Television News Distribution Channels

New media's diverse forms provide television news with more distribution channels, including electronic newspapers, the internet, news apps, WeChat, Weibo, and forums. These varied new media platforms attract large audiences, meaning people now access news through multiple channels. Therefore, to achieve efficient and comprehensive news distribution and reach more audiences, television news must rely on new media dissemination channels to cover as many audience groups as possible.

2.5 Reforming Television News Communication Methods

With rapid technological development, personalized new media forms tailored to audience preferences continue to emerge, creating a media environment characterized by relaxed public opinion atmosphere, fierce media competition, and diverse communication methods. In such an environment, television news faces considerable pressure and challenges for survival and development, yet these challenges also represent opportunities.

By fully leveraging its own media advantages, drawing on new media strengths, innovating communication methods, developing through convergence, and creating innovation within integration, television news can maintain its irreplaceable position. Specifically, television news should actively adopt new media advantages by utilizing online platforms while accurately understanding the internet development pattern, establishing reasonable and efficient talent teams, innovating communication methods, expanding communication channels, and building communication platforms to cater to audience preferences and achieve more efficient news dissemination.

3. Conclusion

In summary, television news in the media convergence era faces unprecedented development pressure and challenges. Only by fully leveraging its own advantages and actively integrating with new media can television news achieve rapid development, effectively enhance its public opinion influence in the increasingly competitive information age, and thereby secure its position.

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