

Format Innovation and Transformation of Television News Programs in the New Media Context: Post-Print Version

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Abstract

With the development of economic globalization and information technology, China has entered the new media era, where modern news formats are continuously innovating. The emergence of new media has significantly expanded the channels for modern information dissemination. Under the impact of new media, the survival and competitive pressure on traditional media continues to intensify. To achieve development, they must pursue format innovation and reform, emphasize media convergence, and enhance their own competitiveness. Taking China's television media as the research object, the innovation and development of television news program formats can improve the professionalism and pertinence of news, thereby enhancing the competitiveness of television news. Grounded in the foundation of television news program development, this article analyzes the impact of the rapid development of contemporary new media on traditional television media, examines the issues in television station news program creation, and attempts to explore innovative pathways for television and radio news programs in the new media environment, thereby enhancing the core competitiveness of modern television news media.

Full Text

Preamble

Title: Form Innovation and Transformation of TV News Programs in the New Media Era

Abstract: With economic globalization and the development of information technology, China has entered the new media era. Modern news formats continue to innovate, and the emergence of new media has significantly expanded channels for information dissemination. Under the impact of new media, traditional media face increasing competitive pressure for survival. To achieve

development, they must undertake form innovation and reform, emphasize media convergence, and enhance their competitiveness. This study focuses on China's television media, arguing that innovation and development in TV news program formats can improve the professionalism and relevance of news while enhancing the competitiveness of television journalism. Based on an analysis of TV news program development, this article examines the impact of rapid new media development on traditional television media, analyzes problems in TV news program production, and explores innovative pathways for television and radio news programs in the new media environment to enhance the core competitiveness of modern television news media.

Keywords: new media; TV news programs; media innovation

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2. Issues in TV News Program Development Under the New Media Background

In contemporary society, the development of information technology has created favorable technical conditions for the emergence of new media. New media forms are rich and diverse, playing an important role in modern communication and effectively expanding channels for information dissemination. However, it cannot be ignored that the continuous development of new media has posed a tremendous impact on traditional TV news programs. The survival pressure on traditional TV news programs continues to increase, making program revision and form innovation necessary prerequisites for the sustainable development of modern TV news programs. To achieve innovative development, TV news programs must not only innovate program content and improve editing forms but also innovate program scheduling formats. Additionally, they need to establish good relationships with modern new media to improve the quality of news information and promote the development of TV news programs.

2.1 Narrow Audience Base for News Programs

Currently, TV news programs in China face the problem of a narrow audience base. The main reason is that with the rise of internet news, young people in society tend to prefer the greater freedom of online news. Younger demographics typically watch news programs through mobile phones, computers, and other devices via networks or Wi-Fi. New media breaks the constraints of time and space, meeting the needs of the general public. In contrast, the audience for modern TV news programs consists mainly of middle-aged and elderly groups with relatively abundant free time. The audience base of traditional TV news

programs has been strongly impacted by new media, and the loss of young audiences has resulted in a narrow audience base for TV news programs.

2.3 Lack of Independence and Innovation in News Programs

In the new media environment, traditional TV news programs suffer from a lack of uniqueness and innovation in production, which seriously hinders their development. The lack of innovation in TV news programs is mainly manifested in the uniform format of many programs. Although television programs have undergone reforms and this phenomenon has improved to some extent, there remains a significant gap from the desired outcomes. Moreover, TV news programs are currently in a critical transition period. Due to various external factors, both content and format of news programs fail to achieve effective innovation, leading to aesthetic fatigue among the general public.

3. Form Innovation and Development of TV News Programs Under the New Media Background

In the era of rapid new media development, form innovation and transformation of TV news programs represent a key means and necessary preparation for achieving sustainable development. To gain momentum for development in this rapidly evolving new media landscape, TV news programs must continuously innovate their formats, organically integrate television news with online news, and enhance program appeal through interactive elements to promote healthy development. Additionally, improving the professional quality of staff, innovating their conceptual approaches, and enhancing program creation quality are essential for realizing sustainable development of TV news programs.

3.1 Conceptual Innovation for TV News Production Staff

In the new media context, TV news program production must adhere to correct political positions and clarify that news serves the public, modernization efforts, and socialist path development. In TV news program creation, staff must innovate their concepts. First, they should clarify program positioning to build a news program brand. Second, they should package the program image to create a deep, positive impression on the public. Third, they must emphasize content innovation, using vivid, objective, and authentic news content to attract public attention. Finally, they should establish effective program marketing strategies to attract audience attention through promotional efforts and achieve the ultimate goal of news information dissemination. In TV news program creation, staff must innovate concepts, maintain a sustainable development mindset, engage in lifelong learning, accept new knowledge and technologies, enrich creative content and forms, and improve program quality.

3.2 Innovation in TV News Production Forms

In the new media environment, to enhance the competitiveness of traditional TV news programs and attract public attention, it is crucial to emphasize innovation in production forms, increase the distinctiveness of TV news programs, and avoid homogenization. Form innovation for TV news programs includes multiple dimensions: content innovation, program scheduling format innovation, and program broadcasting format innovation.

For content innovation, TV news programs should select unique, highly representative, or distinctive news materials and apply unique editing methods to avoid information convergence. Additionally, the presentation format of TV news content should be continuously innovated by organically combining news materials with audio elements and using audio-visual arts to present news content, leaving a deep impression on the public. Furthermore, TV news programs can employ popular methods such as commentary, inviting experts to provide news analysis. Finally, through live broadcasting and offline connections, audiences can directly participate in news programs through journalist interviews, thereby enhancing program authenticity and bridging the gap between news programs and audiences.

To achieve innovation in program scheduling formats, traditional news production methods should be transformed. News programs can be organically integrated with studios to enable expert analysis, or adopt live broadcasting methods with on-site reporting by journalists to enhance program authenticity. Additionally, news production can employ a “storytelling + commentary” approach, as seen in programs like *Focus Interview*, which provide professional analysis of specific news events. For example, CCTV’s *Legal Online* uses storytelling methods, with legal professionals or relevant experts explaining illegal behaviors and proposing correct handling methods, thereby providing legal knowledge to the public and fostering respect for the law.

TV news program broadcasting can be integrated with modern new media through a “television + internet” model to expand audience reach, compensate for the time limitations of TV news, and thereby improve information dissemination efficiency.

4. Conclusion

In the era of rapid new media development, form innovation and transformation of TV news programs represent a key means and necessary preparation for achieving sustainable development. To gain momentum for development in this rapidly evolving new media landscape, TV news programs must continuously innovate their formats, organically integrate television news with online news, and enhance program appeal through interactive elements to promote healthy development. Additionally, improving the professional quality of staff, innovating their conceptual approaches, and enhancing program creation quality are essential for realizing sustainable development of TV news programs.

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

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