
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202507.00265

Innovative Strategies for Journalist Interview Modes in the Converged Media Era: Postprint

Authors: Jie Fan

Date: 2025-07-09T00:00:00+00:00

Abstract

Abstract

Objective: This study explores innovative strategies for journalist interview models in the converged media era, aiming to provide theoretical support and practical guidance for transforming and upgrading journalistic interview practices.

Method: Leveraging the advantages of converged media technology, this research employs literature review and theoretical analysis to examine the challenges and opportunities facing journalist interview models, and investigates innovative application strategies for converged media technology throughout the journalistic interview process.

Result: Beginning from the operational context of journalist interviews in the converged media era, this article analyzes how journalists can innovate interview models by enhancing their understanding of converged media, utilizing converged media technology to innovate interview formats, and strengthening cross-platform collaboration and resource integration.

Conclusion: In the converged media era, journalists must keep pace with technological development, continuously learn and master new digital media technologies, innovate interview models, and enhance their professional competence and comprehensive abilities. Through technology empowerment, optimized interview processes, enriched reporting content, and enhanced communication effectiveness, the industry can be propelled toward higher-quality development.

Full Text

Innovative Strategies for Journalist Interview Models in the Media Convergence Era

Fan Jie

(Special Reports Department, Haidian District Media Convergence Center, Beijing, 100195)

Abstract:

[Purpose] To explore innovative strategies for journalist interview models in the media convergence era, providing theoretical support and practical guidance for the transformation and upgrading of interview work. **[Method]** Based on the advantages of current media convergence technology, using literature research and theoretical analysis to deeply examine the challenges and opportunities facing existing interview models, and explore innovative application strategies of media convergence technology in the interview process. **[Result]** This article analyzes how journalists can innovate their interview models in the media convergence era by improving their understanding of media convergence, leveraging technology to innovate interview forms, and strengthening cross-platform collaboration and resource integration. **[Conclusion]** In the media convergence era, journalists must keep pace with technological development, continuously learn and master new digital media technologies, innovate interview models, and enhance their professional competence and comprehensive capabilities. Through technology empowerment, they can optimize interview processes, enrich reporting content, and improve communication effects, thereby driving the industry toward higher-quality development in the media convergence era.

Keywords: Media convergence era; Haidian Converged Media; Journalist interview model; Cross-platform collaboration; Grassroots media convergence center

CLC Number: G220 **Document Code:** A **Article ID:** 1671-0134(2025)02-66-06 **DOI:** 10.19483/j.cnki.11-4653/n.2025.02.012

Citation Format: Fan Jie. Innovative Strategies for Journalist Interview Models in the Media Convergence Era [J]. China Media Technology, 2025, 32(2):

Grassroots media convergence centers are media institutions closest to the grassroots population, playing an important role in guiding public opinion and serving daily life at the grassroots level. The Haidian District Media Convergence Center of Beijing (hereinafter referred to as Haidian Converged Media), since its establishment, has been guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, adhered to a people-centered operational philosophy, optimized media resource allocation with internet thinking, deeply cultivated its local area, and profoundly understood the role of grassroots media convergence centers in building a social governance system, creating a “Haidian model” as a mainstream public opinion front and information hub serving the

people. During an inspection visit by Comrade Huang Kunming, Minister of the Publicity Department of the CPC Central Committee, and Comrade Cai Qi, then Secretary of the Beijing Municipal Party Committee, Huang Kunming emphasized the need to advance media convergence center construction, focus on publicizing, uniting, and serving the masses, and build important platforms for grassroots publicity and spiritual civilization construction, as well as for addressing public concerns and conducting ideological and political work. Haidian Converged Media has internalized these central leadership directives, continuously deepened its exploration, upheld integrity while pursuing innovation, and strived to establish itself as a national benchmark for district-level media convergence centers.

1. Basic Situation of Haidian Media Convergence Center

1.1 Convergence Resource Advantages

As the core area of Beijing's International Science and Technology Innovation Center, Haidian District is a national leader in economy, science and education, and talent resources. Covering an area of 431 square kilometers with a permanent population of 3.13 million, the district achieved a regional GDP of 950.17 billion yuan in 2021. It is home to 41 universities including Tsinghua University and Peking University, over 100 research institutes, and a large number of leading internet platform enterprises such as ByteDance and Kuaishou. The Haidian District Committee and District Government have consistently prioritized the development of district-level media, establishing a leadership group for the construction of Haidian Converged Media with both the Party Secretary and District Governor as co-leaders. Top officials have repeatedly issued instructions on the development of Haidian Converged Media and coordinated the allocation of government, science and education, and enterprise resources within the district to support district-owned media. The construction of Haidian Converged Media has been included twice in the district government's work report, receiving comprehensive support in terms of system, technology, talent, and funding. The district has also promoted the establishment of the Zhongguancun Media Convergence Development Alliance between district-level media and local universities and leading enterprises, creating comprehensive resource support for Haidian Converged Media through a media convergence studio model.

1.2 Convergence Pilot Initiatives

In 2006, to achieve news resource sharing and improve news production efficiency, Haidian District abolished the District Radio and Television Center and Haidian Newspaper, merging them to establish the Haidian District News Center. This integration of personnel and physical space, along with adjustments to certain news gathering and editing processes, gradually formed a media landscape with comprehensive development of newspaper, television, and new media platforms. In 2016, to enhance the authority and timeliness of government affairs transparency, the District Committee and District Government entrusted

Haidian Converged Media with responsibility for the district's government website cluster. Following the principles of "unified planning, unified construction, unified operation and maintenance, and unified monitoring," Haidian Converged Media undertook the planning, construction, and daily operation of all district government websites and district-level government new media accounts, while monitoring the operation of various government new media platforms across the district. Each year, Haidian Converged Media conducts a "Special Performance Assessment for Government Websites and Government New Media" for all district government departments, gradually forming a "News + Government Affairs" development model for district-level media. In 2017, with support from the Haidian District Science and Information Bureau, the district developed and constructed a new media cloud service platform, connecting various media production systems and embarking on a technology-driven path of media convergence development. In 2018, as the construction of national county-level media convergence centers unfolded comprehensively, Haidian District abolished the District News Center, Zhongguancun Magazine, and the District Cable Radio and Television Network Information Center, merging them to establish Haidian Converged Media as a district government-affiliated fully funded public institution, achieving the convergence of all district-owned media entities.

1.3 Convergence Effectiveness

In recent years, through continuous media convergence reform and development, the grassroots mainstream public opinion front has grown stronger. Haidian Converged Media now operates a comprehensive portfolio including "one newspaper, one magazine, one television station, one mobile client, two websites, and one learning platform," along with over 30 new media accounts such as Haidian Newspaper (weekly), Zhongguancun Magazine (monthly), Haidian Cable Television (daily broadcast), Palm Haidian mobile client, Haidian Website, Haidian District Government Website, Xuexi Qiangguo Haidian Learning Platform, and Beijing Haidian WeChat. The center has obtained an Internet News Information Service License and an Information Network Dissemination of Audio-Visual Programs License, with its new media platforms covering over 13 million users and its proprietary platforms registering more than 400,000 users. The deep integration of media technology platforms and content production, with artificial intelligence and data analytics capabilities becoming important tools for enhancing production efficiency and enriching product forms, has earned the Haidian District New Media Cloud Service Platform the 2019 Wang Xuan News Science and Technology Award. The pathways for grassroots media convergence centers to serve the people and regional socio-economic development have gradually expanded, with cloud-based live streaming supporting business resumption and poverty alleviation efforts, and the Haidian Converged Media Release Hall being selected as a typical case of Beijing Radio and Television Media Convergence.

2. Advantages of Media Convergence Technology

Media convergence technology refers to the collective term for various technologies used in all aspects of converged media content, including collection, storage, production, broadcasting, distribution, transmission, and reception. It involves computer application technology, communication technology, information and network technology, and other complex technical systems. Because it is applied to media, it is closely related to media communication attributes and business processes. Media convergence technology integrates new information technologies such as cloud computing, big data, and the internet into traditional media, accelerating the reengineering of traditional media production processes and promoting intensification, digitization, and intelligence in media production. It has not only profoundly changed the way information is disseminated but also brought unprecedented advantages to journalists' interview work. With its powerful integration, high interactivity, timeliness, and personalization, media convergence technology plays a pivotal role in journalist interviews, greatly enhancing the depth, breadth, and interactivity of news reporting.

2.1 Strong Integration Capability

One of the core advantages of media convergence technology lies in its powerful integration capability. During the interview process, this characteristic enables the fusion of various media forms such as audio, video, text, and images to jointly construct a comprehensive, multi-level, and systematic communication system. The emergence of media convergence technology has broken the limitations of single media. To adapt to and cultivate all-media talent, Haidian Converged Media has equipped every frontline journalist with a work backpack containing multiple devices including recorders, cameras, and microphones. Journalists can use these devices to collect information and integrate these materials into reports distributed across multiple platforms such as WeChat, television, short videos, and newspapers, enabling audiences to understand the full picture of events from multiple angles and dimensions. This diversified information presentation not only enhances the appeal and impact of reports but also improves the accuracy and credibility of information.

2.2 High Interactivity

Interactivity represents another significant feature of media convergence technology. Advanced network information technology enables two-way information dissemination, allowing audiences not only to receive information but also to actively participate in its dissemination and discussion. During the interview process, this characteristic provides audiences with more opportunities for participation and expression. For example, journalists at Haidian Converged Media regularly post interview announcements and real-time progress updates on social media platforms such as the official Beijing Haidian Weibo and WeChat accounts to attract audience attention and discussion. Simultaneously, audiences provide real-time feedback and interaction through comments, reposts, and likes. Under

the joint guidance of the Beijing Municipal Cultural Heritage Bureau and the Haidian District Committee Propaganda Department in 2022 and 2023, Haidian Converged Media produced a large-scale cultural heritage protection popular science program titled *Treasures of Haidian*. The two seasons comprising ten episodes fully showcased the “ancient capital culture,” “red culture,” “Beijing-flavored culture,” and “innovation culture.” The program achieved innovative integrated communication in highlighting Beijing’s “four cultures” by avoiding simple preaching or scenic content, instead delving deeply into the charm of ancient architecture and cultural relics, deconstructing content through storytelling techniques, and disseminating it uniformly via converged media feature programs that present scenic beauty while narrating cultural stories. In terms of broadcast format, the program not only accommodated television broadcasting but also specially incorporated interactive questions for netizens, enabling real-time interaction during the program. This allowed viewers to learn about the Three Hills and Five Gardens while watching and to deeply participate in an “immersive gaming” experience. This interactive communication model not only enhances audience engagement and sense of belonging but also provides journalists with valuable opinions and suggestions to continuously improve reporting quality and service levels.

2.3 Meeting Timeliness Demands

In the field of news communication, information timeliness is crucial. Media convergence technology, with its powerful real-time advantages, enables journalists to collect and publish information immediately. Whether covering breaking events or daily news, journalists can use portable devices such as smartphones and tablet computers to quickly capture on-site situations and transmit them to the editorial department in real time via networks. This immediate collection and distribution approach greatly shortens the time lag between news gathering and publication, allowing audiences to access the latest information instantly. Simultaneously, media convergence technology supports new dissemination methods such as live streaming and short videos, further satisfying audience demands for information timeliness and a sense of presence.

2.4 Achieving Personalized Needs

Media convergence technology also features personalization, capable of providing customized information services based on audience interests and needs. During the interview process, this characteristic makes reporting content more aligned with audiences’ actual situations and psychological needs. For instance, journalists can use data analysis technology to understand audience reading habits and preferences, thereby adjusting reporting styles and topic selection accordingly. Meanwhile, audiences can access content of interest through subscriptions and recommendations. This personalized information service not only improves audience satisfaction and loyalty but also provides journalists with greater creative inspiration and motivation.

3. Challenges in Journalist Interview Models

3.1 Interview Forms Trending Toward Diversification

In the traditional media era, journalist interview forms were relatively singular, primarily relying on face-to-face and telephone interviews. With the continuous development and popularization of media convergence technology, interview methods are undergoing unprecedented transformation, with interview forms showing a trend toward diversification. In addition to traditional face-to-face and telephone interviews, many emerging interview forms have continuously emerged and gained widespread public favor. Among them, online video dialogue has become a key interview method. For instance, in Haidian Converged Media's program *Direct Access: Interviews with 2024 Beijing Two Sessions Committee Members*, journalists conducted dialogues with Haidian District CP-PCC members and NPC delegates via online video, which not only improved interview convenience and efficiency but also enabled real-time information exchange between journalists and interviewees. This approach breaks temporal and spatial constraints, making interviews more flexible and efficient. Additionally, interactive inquiry through short video clips has become an important interview method in the media convergence era. Journalists can produce short video clips to convey key information in a concise and clear manner. These short videos can not only spread rapidly on social networking platforms but also generate considerable buzz in a short time, thereby expanding news influence. For example, Haidian Converged Media launched the high-quality short video program *Urban Taster*, which combines technology and culture in its creation, innovates cultural communication perspectives, and uses "tasting" instead of "watching" to record urban dynamics. The program focuses on major and minor events in Beijing and Haidian District, presenting them through host VLOG-style short videos that create distinctive "internet celebrity check-in" videos with the host's personal characteristics, forming unique lifestyle exploration video content with a strong sense of everyday life. The series currently includes high-quality short videos on garden scenery, consumption promotion, and the Zhongguancun Forum special edition, which not only suit the fragmented reading habits of people in the mobile internet era, making information dissemination more relatable to audiences' lives, but also attract a unique fan base.

Furthermore, interactive interviews on social media platforms have become a popular interview method. Journalists can post interview topics through social media channels such as Weibo and WeChat to attract audience attention and participation. Audiences or interviewees can ask journalists questions and engage in interactive exchanges through these platforms anytime. This interview method not only lowers the threshold for participation but also enhances the sense of involvement and belonging. Haidian Converged Media has also achieved massive user aggregation and media brand "recharging" by deeply analyzing and applying user habits and traffic rules on commercial new media platforms such as WeChat, Weibo, and short videos, adopting a content distribution strategy of

releasing authoritative information first on WeChat, using hot topics on Weibo to drive traffic, and producing positive-energy short videos. Currently, “Beijing Haidian” WeChat has 610,000 followers, “Haidian News” Weibo has nearly 470,000 followers, “Haidian Converged Media” Douyin has nearly 3.4 million followers, “Haidian Converged Media” Kuaishou has nearly 2.5 million followers, “Haidian Shake” Douyin has nearly 2.86 million followers, and “Haidian First Hand” Kuaishou has 390,000 followers. In summary, in the media convergence era, journalist interview methods have become significantly diversified and more flexible. Journalists can select appropriate interview methods based on different news events and audience needs to achieve optimal communication effects. This diversified approach not only enriches the forms and content of news reporting but also enhances the professionalism and authority of journalism.

3.2 Interview Content Lacking Appeal

In the media convergence era, the rapid development of internet technology has completely transformed the landscape of information dissemination, making it not only faster and more extensive but also creating increasingly diverse and personalized demands among audiences for content quality. Unfortunately, many journalists still adhere to traditional frameworks and mindsets in their interview practices, resulting in interview content that generally lacks novelty and depth, making it difficult to stand out in the vast ocean of information and capture audience attention. Many journalists accustomed to traditional interview models often struggle to accurately grasp audience interest points during information collection and screening, with selected topics mostly limited to daily trivialities that lack appeal and resonance. Meanwhile, numerous new media practitioners have not escaped this predicament, often confining themselves to issues already familiar to the public while shying away from topics with greater social impact and value. This undoubtedly further exacerbates the homogenization of interview content, making it difficult to effectively stimulate audience interest and significantly diminishing interview effectiveness. In the media convergence era, the speed of information dissemination often catches traditional media off guard, with many events being first reported by self-media, particularly the numerous users on social media platforms like Weibo who have gradually become information publishers themselves, shifting the stage of commentary increasingly toward audiences. Consequently, the professional challenges for media convergence journalists have become increasingly formidable.

Traditional journalist interviews typically require in-depth preparation around specific topics to ensure interview content possesses high representativeness and value, a process that often consumes substantial time and energy. However, against the backdrop of rapidly developing self-media information disseminators, media convergence journalists face enormous time pressure that makes adequate advance preparation difficult, inevitably leading to declining interview content quality. Many journalists, in their intense work rhythms, struggle to balance depth and breadth, causing interview content to appear insufficiently prominent

in the information deluge and making it difficult to effectively attract and retain audience attention.

3.3 Interview Efficiency Needs Improvement

Under the traditional journalist interview model, many journalists relied on face-to-face interviews, requiring transportation to physically reach interviewees. However, in the media convergence era, this interview method appears inefficient and cannot meet the demands of high-speed dissemination. In a media convergence environment, journalists on site can fully utilize wireless communication transmission technology to send interview data instantly, enabling rapid transmission to editorial departments and faster presentation to audiences. Big data technology has also brought great convenience to interview work. Through big data platforms, journalists can easily track hot topics or public events of local interest and accurately grasp the core issues that concern audiences. By using data analysis technology to conduct in-depth analysis of audience interests and needs, journalists can more targetedly determine topics, thereby improving the efficiency and quality of gathering and editing work. Moreover, big data technology ensures that hot issues of audience concern are comprehensively incorporated into interviews, better meeting actual audience needs and enhancing the relevance and impact of news reporting. Additionally, the introduction of cloud computing technology has greatly enhanced the flexibility of interview work. Through cloud platforms, journalists can access and store interview data anytime and anywhere, no longer constrained by equipment or location. This highly flexible work model enables journalists to collect and process information more efficiently while further improving information timeliness and accuracy. Furthermore, the popularization of mobile terminal devices has also contributed to improved interview efficiency. Smartphones, tablet computers, and other smart devices not only possess excellent communication capabilities but also integrate diverse collection and editing functions, allowing journalists to shoot, record, edit, and even publish news content anytime and anywhere.

Despite these advantages brought by media convergence technology, many journalists currently fail to fully utilize these benefits in their interviews, forming truly new interview approaches centered on media convergence. This phenomenon not only limits the efficiency and breadth of journalist interviews but also makes it difficult to fully satisfy audience demands for diversified and personalized information.

3.4 Post-Production Lacking Creativity

In the media convergence era, the challenges journalists face extend beyond information collection to the post-production of interview content. Many journalists often lack the ability to transform interview footage into directly usable video resources—that is, the capability for secondary production. However, in today's mature digital media technology landscape, interview content without meticulous post-production struggles to gain a foothold in audiences' minds and

may even be ignored. Against this backdrop, the role of journalists has quietly transformed; they are no longer mere collectors of information but also publishers and disseminators of content. In the media convergence era, journalists must not only rapidly capture information during interviews but also consider how to disseminate this information more widely and effectively. This requires journalists to possess innovative thinking when designing post-production content, presenting interview material in more eye-catching and easily understandable ways. To this end, journalists must strengthen their learning of new media production technologies for graphics, text, and video. By mastering these technologies, journalists can more flexibly process interview videos through various means such as editing, dubbing, and subtitling to enhance content interest and readability, thereby attracting more audience attention. This also helps journalists convey interview information to audiences in more vivid and intuitive ways, strengthening communication effectiveness. Therefore, journalists in the media convergence era should continuously enhance their professional skills, becoming not only proficient at gathering information but also mastering post-production, striving to transform interview content into works that possess both depth and appeal to meet audiences' increasingly diverse and personalized needs.

4. Innovation Strategies for Journalist Interview Models in the Media Convergence Era

4.1 Improve Journalists' Understanding of Media Convergence

With the rapid development of network technology, the media environment has undergone earth-shaking changes. For journalists, correctly understanding and recognizing media convergence is not only a requirement for career development but also a responsibility entrusted by the times. As an emerging concept in the media industry, media convergence integrates the advantages of traditional and new media, breaks original media boundaries, and achieves diversified, interactive, and intelligent information dissemination. Journalists need to fully utilize this advantage to rapidly capture social hotspots and public concerns, producing timely and in-depth reports through thorough interviews and careful planning. Simultaneously, they must pay attention to audience feedback and promptly adjust reporting angles and depth to meet the needs of different audience groups. During the interview process, journalists need to place greater emphasis on interaction with audiences. They can engage in real-time communication with viewers through new media channels such as social media and short video platforms to understand their thoughts and viewpoints, thereby making reports more relevant to audience life and enhancing their appeal and impact. To keep pace with the media convergence era, journalists also need to continuously improve their professional competence and comprehensive capabilities. They must possess not only solid interviewing and writing skills but also master the use of internet media software and products, as well as multimedia skills such as short video production and photo editing. Only in this way can they enrich interview content and produce more professional, influential, and

audience-attracting reports. In summary, improving understanding of media convergence is not only necessary for journalists to adapt to the demands of the times but also crucial for enhancing their professional competitiveness and realizing personal value. In this media convergence era full of opportunities and challenges, journalists need to continuously learn, dare to innovate, and meet the challenges of every interview and report with a more open mindset and more professional skills.

4.2 Innovate Interview Forms Based on Media Convergence Technology

Against the backdrop of the media convergence era, information dissemination speed and breadth have reached unprecedented levels, placing higher demands on journalists' efficiency in information collection, editing, and publication. This requires journalists not only to utilize advanced tools such as mobile interview equipment and AI technology to accelerate information collection, editing, and publication processes but also to leverage cloud computing and big data technologies to more accurately understand audience needs, thereby creating content that better suits audience preferences. Information forms in the media convergence era are no longer limited to traditional text and images but also involve audio, video, and other formats that have become important components of information dissemination. This demands that journalists continuously enhance their comprehensive qualities, mastering diversified interview and reporting skills such as video shooting, audio recording, and social media operation. Innovative programs such as Haidian Converged Media's *Urban Taster* use short video formats for quick browsing and sharing, while *Sci-Tech Innovation Power* incorporates high-tech elements like the virtual host "Hai Xiaojia" and AR technology to create three-dimensional visual effects. The *Treasures of Haidian* program adds interactive segments to enhance audience participation, enabling viewers to deeply experience the cultural charm of the Three Hills and Five Gardens area. These innovative forms and content not only improve program quality but also further enhance news dissemination effectiveness.

4.3 Strengthen Cross-Platform Collaboration and Resource Integration

Media competition fundamentally hinges on talent competition, and media advantages corely depend on talent advantages. Against the backdrop of rapid digital technology and network information technology development, information dissemination is no longer limited to single media platforms but spans multiple platforms and channels. Therefore, journalists need to strengthen their cross-platform collaboration capabilities and learn how to work efficiently across different media platforms. To enhance this capacity, Haidian Converged Media has focused on cultivating key position talents and optimizing its existing talent structure to accelerate the "dual transformation" of editorial staff in both mindset and business operations. On one hand, the center conducts annual professional

training in collaboration with top universities such as Renmin University of China and Communication University of China to elevate the new media application skills and professional quality of its news teams. On the other hand, through “paired transformation” and “convergence media mini-classroom” initiatives, traditional media employees and new media employees fully leverage their respective strengths, teaching and learning from each other. Through a “veterans mentoring newcomers while newcomers energize veterans” approach, the center promotes transformation across the entire staff. Through workflow settings in “Haidian Cloud,” journalists are required to contribute to all-media platforms, with performance evaluations weighted toward new media and metrics such as content traffic and user feedback incorporated into the assessment system, compelling editors and journalists to accelerate their transformation. Since 2022, through training guidance and elimination pressure, all journalists at Haidian Converged Media have acquired the ability to publish across all-media platforms, with personnel possessing only single skills largely eliminated. Simultaneously, the center has established a rotation system for core positions including outstanding editors, project managers, product operators, and business managers, boldly selecting and employing “high-potential” individuals with strong learning, adaptation, and problem-solving abilities. This has cultivated a group of versatile talents who deeply understand the operational philosophy of their media organization and adapt to its ecosystem.

First, mastering multi-platform operational skills to enhance professional standards. In the media convergence era, information sources are more diverse, and dissemination platforms are numerous, including social media, network platforms, and traditional media. Information dissemination patterns have completely broken the limitations of single media platforms, achieving comprehensive cross-platform, multi-channel communication. Therefore, journalists need to continuously learn and master the operational methods and characteristics of these platforms, strengthen cross-platform collaboration capabilities, and learn how to work efficiently across different media platforms—for instance, how to effectively use social media for real-time interaction, how to publish in-depth reports on network platforms, and how to maintain authority and credibility in traditional media. This can not only broaden the reach of information dissemination but also enhance the diversity and interactivity of news reporting, thereby better meeting audience needs.

Second, enhancing team collaboration awareness to achieve resource sharing and efficient communication. Cross-platform collaboration means journalists need to work closely with colleagues from different media platforms. Therefore, strengthening team collaboration awareness is crucial. Journalists should learn to utilize team collaboration tools such as project management software and cloud storage platforms to achieve resource sharing and efficient communication. By sharing interview materials, news leads, and editing progress, teams can rapidly integrate information, reduce duplicate work, and improve work efficiency. Meanwhile, regular online or offline meetings help team members exchange ideas, share experiences, and collectively enhance cross-platform col-

laboration capabilities.

Third, paying attention to platform trends and audience feedback to flexibly adjust communication strategies. Compared with traditional media, the greatest advantage of converged media lies in its ability to achieve two-way interaction with audiences, receiving and effectively responding to audience opinions, suggestions, and feedback in real time. In this rapidly changing information era, the development trends of different media platforms and audience needs are constantly in flux. Therefore, journalists need to maintain keen insight into market dynamics to timely adjust communication strategies. For example, when users on a particular platform show preference for short video content, journalists can promptly increase short video production and distribution to meet audience preferences. Meanwhile, when audiences show strong interest in certain types of news, journalists can carefully plan interview programs based on the type, theme of news leads, and audience characteristics. In this process, tools such as online voting or questionnaires can become effective means to optimize interview programs, helping journalists more accurately compile and determine interview outlines and details. By closely monitoring platform trends and audience feedback and combining them with the characteristics of news leads, journalists can identify the most suitable communication methods for each platform, thereby maximizing information dissemination effectiveness.

Media convergence is not merely a simple integration of traditional and new media but represents an entirely new information dissemination ecosystem that requires journalists to possess cross-media thinking and flexibly apply multiple media means for information collection, editing, and dissemination. Therefore, the media convergence era should continuously optimize and improve journalist interview models through measures such as enhancing journalists' understanding of media convergence, innovating interview forms based on media convergence technology, and strengthening cross-platform collaboration and resource integration, thereby meeting diverse audience needs and supporting the sustainable development of the industry.

References

- [1] Liao Chenxing. Analysis of Methods for Newspaper Journalists to Improve Interview Skills in the Context of Media Convergence [J]. *News Research Guide*, 2020, 11(20): 179-180.
- [2] Zheng Kai. Strategies for Enhancing Journalists' Interview Capabilities in the Media Convergence Era [J]. *Reporter's Cradle*, 2020(10): 26-27.
- [3] Guo Wenyu. Exploration of Innovative Models for Journalist News Interviews in the Media Convergence Era [J]. *Satellite TV & IP Multimedia*, 2024, 21(20): 62-64.
- [4] Liang Junpeng. Enhancement of Interview Skills for Television News Journalists in the Media Convergence Era [J]. *Satellite TV & IP Multimedia*, 2020(11):

290-291.

[5] Zhang Bo. Analysis of Journalist Interview Techniques in the Context of Media Convergence [J]. Reporter' s Cradle, 2024(10): 99-101.

[6] Song Xiaolei. Discussion on Innovative Models for Journalist News Interviews in the Media Convergence Era [J]. News Culture Construction, 2020(10): 15-16.

[7] Ma Fangling. Innovative Exploration of Interview Forms for Radio and Television Journalists in the Context of Media Convergence [J]. China Media Technology, 2020(7): 85-87.

[8] Jiang Yan. Innovative Paths for News Gathering and Editing Work Based on Media Convergence [J]. Collection, Writing and Editing, 2024(10): 23-25.

[9] Li Zhou. Research on Enhancing Interview Skills for Print Media Journalists in the Media Convergence Era [J]. Reporter Observation, 2023(27): 44-46.

[10] Xiao Wei. Strategies for Enhancing Journalist Interview Skills in the Media Convergence Era [J]. West China Broadcasting & TV, 2021, 42(14): 167-169.

[11] Li Feng. Conceptual Transformation and Difficulty Breakthrough—Reflections on Innovating Television News Interview Models in the Media Convergence Era [J]. West China Broadcasting & TV, 2023, 44(23):

[12] Yin Qiang, Zhang Mengyao. Innovative Strategies for Journalist Interviews in the Context of Media Convergence [J]. China Press, 2024(16): 98-99.

[13] Huang Qifeng. Analysis of Enhancing Interview Skills for Newspaper Journalists in the Media Convergence Era [J]. Reporter Observation, 2023(29): 136-138.

[14] Song Jicimu. How to Conduct “Cloud Interviews” Well in the Media Convergence Era [J]. Cloud, 2024(41): 84-86.

[15] Gao Le. Paths for Enhancing Journalists' Interview Capabilities in the Media Convergence Era [J]. News Dissemination, 2020(12): 102-103.

Author Bio: Fan Jie (1982–), female, Beijing, Master's degree, Chief Reporter, Chief Announcer, research direction: journalism practice.

Editor: Li Yansong

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

Source: ChinaXiv –Machine translation. Verify with original.