

Research on the Innovation of TV News Reporting under the New Media Environment

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ABSTRACT

Under the background of the rapid development of new media, the traditional TV news reporting is facing certain opportunities and challenges. In order to attract more potential audiences and enhance the competitiveness and influence of TV news reporting programs, it is necessary to innovate and improve the content and form of TV news reporting, and fully improve the professional ability and comprehensive quality of news reporting personnel, so that they can better adapt to the requirements of market development environment and meet audience's needs of personalized news viewing experience. This paper will further analyze and discuss the innovative practice of TV news reporting under the new media environment, and aims to put forward specific implementation strategies.

KEYWORDS

New media environment; TV news; Reporting innovation

The current era is a new media era, and the traditional working mode of TV news reporting can no longer meet the requirements of the development trend of the times. TV news media must strengthen their own transformation and upgrading work, combine the market development situation and audience demands, optimize and improve the content and methods of TV news reporting, and comprehensively improve the quality of news reporting, so as to attract more potential audiences, and expand the influence of TV news reporting in the media market. Under the new media environment, traditional TV news media should timely innovate their own working concepts, take the initiative to use new media platforms to strengthen the interaction and communication with target audiences, and combine their feedback and needs to reasonably formulate and implement innovative practice strategies for TV news reporting.

1 Opportunities and Challenges of the Innovative Practice Development of TV News Reporting under the New Media Environment

1.1 Opportunities of the Innovative Practice Development of TV News Reporting

In the context of the rapid development of new media, the opportunities of the innovative practice development of China's TV news reporting are mainly reflected in the following aspects. First, the spread of TV news reporting content continues to expand. The audience of traditional TV news reporting can only passively obtain the news information they need through watching TV programs, which will be restricted by time, space and other factors. Under the support of new media technology, on the one hand, TV media can use new media platforms and radio and television

platforms to carry out convergence media news communication, push news topics that audience is interested in, and realize the real-time and wide dissemination of different types of news reporting^[1]. On the other hand, the operation staff of TV media organizations can use new media to strengthen the interaction and communication with the audience, and take some incentive measures to mobilize the enthusiasm of the audience to participate in the dissemination and comment sharing of news reporting, so as to promote the maximum spread of TV news reports, and enable more people to rely on major media platforms to obtain the latest news reporting. Second, the development of TV news reporting communication channels is diversified. The development of new media provides more communication channels for traditional TV news reporting, and is no longer limited to the production of radio and television programs to disseminate news content. TV news media can make innovative use of mainstream social platforms such as Tiktok, Weibo and WeChat to widely disseminate rich featured news to the market. In addition, TV media can also optimize the design of official websites or Apps with characteristics based on their own development to provide audience with high-quality news reporting communication services, which can narrow the distance between audience and TV media, and increase audience's adhesion to media platforms. Third, the timeliness of TV news reporting is improved. In the dissemination of traditional TV news reporting, the audience can only watch the news programs they are interested in more often in front of the TV and learn relevant information from them. However, the production of TV news programs needs to take a certain amount of time to sort out and edit materials, which will undoubtedly affect the timeliness of news information dissemination. Under the environment of new media development, TV media workers can make use of big data and cloud computing to efficiently process and analyze massive data information, produce high-quality news reporting content in the shortest time, and use major platforms to publish news content in real time to meet the needs of audience for instant access to the latest hot news information, and greatly improve the effectiveness of TV news reporting.

1.2 Challenges of the Innovative Practice Development of TV News Reporting

In the context of the rapid development of new media, the challenges of the innovative practice development of TV news reporting in China are mainly reflected in the following aspects. First, the competition for news reporting in the media industry is increasingly fierce. In the new media environment, traditional media organizations not only face the competition in news reporting among TV media, but also face the competition in news reporting with other new media organizations and we-media organizations. If TV media organizations still rely on traditional radio and television programs to report and disseminate news information, they will not be able to attract potential audience, and will be difficult to compete effectively with new media such as Weibo, Toutiao and Tiktok. Second, the audience's requirement for the quality of news reporting is improved. In the context of new media development, people can rely on various new media platforms to get access to news information from all over the world, which makes audience put forward higher requirements for the quality of news reports. If traditional TV media want to enhance the influence of their own news reporting and attract more users' attention, they must focus on improving the quality of news reporting. On the one hand, TV media workers should strengthen the real and in-depth reporting of news content. They should not only finish the collation and editing of a large number of valuable news materials in a short period of time to provide accurate and complete news reporting information for the audience, but also add their own distinct viewpoints and opinions in news reporting to help the audience deeply understand various social development phenomena. Only in this way can they win the general recognition and favor of a large number of users. Nowadays, the young audience still has personalized experience needs for news reporting communication. They hope that media organizations can provide customized news reporting

services for themselves and ensure the high quality of the news reporting content. Third, the technical requirement of news reporting continues to increase^[2]. In the new media environment, if TV media organizations still use traditional news reporting technology to spread news content, they will not be able to attract a large number of young audience and cultivate more loyal fans. If television media want to improve the quality of news reporting and meet the audience's diversified and personalized experience needs to the greatest extent, they must reasonably introduce and apply advanced professional software technologies, and strengthen the training of news editors and reporters, so that they can flexibly use these software technologies to improve the editing level of news reporting and bring high quality news products to the audience.

2 The Innovative Practice Strategies of TV News Reporting under the New Media Environment

2.1 Optimize and Improve the Content of News Reporting and Improve the Quality of News Reporting

In the context of the development of the new media era, traditional TV media must attach great importance to optimizing and improving the content of news reporting, comprehensively improving the quality of news reporting, and winning more audience's recognition and support with diversified and personalized news reporting contents and forms. First of all, TV media staff should timely innovate their own news reporting concepts. They should not only pay attention to national social development issues, but also go deep into the grassroots to understand the daily life of the masses. They should use new media technology to strengthen the interaction with the masses, collect and organize a large number of valuable news materials, and carry out in-depth processing and analysis of them, so as to enrich and improve the content of news reporting, and meet the needs of different levels of audiences to obtain news information. Secondly, in terms of optimizing the production of TV news reporting content, relevant staff should focus on improving the specificity and novelty of news reporting content. On the one hand, they should ensure that the news reporting content is in line with the actual life of the audience to stimulate their attention and interest. On the other hand, they need to add their own unique opinions to report the details of some news events, so as to arouse the audience's deep thinking. Finally, the TV media should strengthen the verification and calibration of the news reporting content to avoid the existence of false information in the news report content, which will affect the correct judgment of the audience. Television media should arrange professionals to be responsible for the verification and calibration of the news reporting content to ensure the authenticity, reliability and accuracy of each news reporting content. Verification and calibration personnel can carry out automatic analysis and inspection of news content with the help of new media technologies or software systems, which can not only reduce their own work tasks, but also improve the efficiency of verifying the quality of news report content.

2.2 Strengthen the Training of News Professionals and Improve the Level of News Reporting

In the new media environment, if the TV media wants to improve its competitiveness in news reporting, it must strengthen the training of news professionals, and constantly improve their comprehensive ability and professional quality, so as to encourage them to perform their job responsibilities, flexibly use new media technology for news reporting, and comprehensively improve the level of news reporting. On the one hand, TV media should strengthen the selection and recruitment of news talents according to the requirements of the development trend of the

times and the job content, and select news reporting talents with high ability and quality^[3]. On the other hand, a sound talent incentive system should be formulated and implemented, and journalists should be regularly organized to participate in professional training and education activities, so that they can grasp the knowledge and skills of new media in a timely manner, and use new media in a reasonable and standardized way for news reporting according to work needs. In addition, TV media can also enable news reporting workers to deeply study and research news communication works with high clicks and comments on new media platforms, deeply analyze and understand the language expression modes favored by audiences, and help themselves optimize and improve the language expression modes of news reporting. For those employees with excellent learning and work performance, TV media can give them appropriate material or spiritual rewards, which is conducive to mobilizing their enthusiasm to participate in training and learning, constantly improving their professional knowledge structure, and enhancing the level of news reporting.

2.3 Optimize the Service Experience of Users and Strengthen the Interaction with Audience

The most significant feature of new media is the interactivity. In the practice of news reporting innovation, TV media should pay attention to optimizing the service experience of users, strengthening the interaction and communication with audience, and enhancing their stickiness to media platforms. TV media should innovatively combine news reporting with social media networks, use major media platforms to widely disseminate rich news reporting, and guide users to click, browse, comment, forward and share, so as to broaden the target of TV news reporting and expand the influence of TV media^[4]. TV media can also take some incentive measures to invite netizens to actively participate in the production and dissemination of news reporting, so that they can become producers and disseminators of news reporting, which can not only enhance the interest and topic of news reporting, but also enrich and improve the form of news reporting content and attract more potential audience.

3 Conclusion

To sum up, in the era of new media, TV news reporting is faced with various opportunities and challenges. In order to stand out in the highly competitive market, TV media need to innovate their own news reporting concepts, optimize and adjust the implementation of reporting strategies based on the requirements of the development trend of the times and the situation of the audience, and improve the quality of news reporting.

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