

## The Research on the Situation of Chinese TV News Institutions in the Context of New Media

Xinyuan Guo

The college of Literature and Journalism, Sichuan University, Chengdu, 6100064, China

994730733@qq.com

### Abstract

**With the rapid development of the Internet, the new media has been a hot topic in recent years, and brings many challenges to traditional TV news media. How to boost the existing competence with a feasible new media strategy is both challenging and imminent. In this paper, based on the analysis of the meaning and characteristics of new media, the development of Chinese TV news institutions in the context of new media is being analyzed.**

### Keywords

**New media; TV news; Chinese TV news institution.**

### 1. Introduction

The new media has been a hot topic in recent years due to its lower cost, richer format, and much easier to reach broader audience at no time. Although the news viewership on television remains stable, it becomes more and more evident that the Internet is transforming the long-standing TV journalism [1]. The concept of new media is firstly presented in the late 1990s. with the development of the Internet and information technology, the propagation mode and type of new media have been deeply changed. Compared with traditional media, the position of new media is more and more important. In this context of new media, the traditional definition of “news” and “media” requires a revisit, whereas the changes of production, dissemination and consumption of news have to be carefully examined [2]. For Chinese TV news institutions, how to boost the existing competence with a feasible new media strategy is both challenging and imminent. In this study, based on the summaries of the concept and features of new media, the development of Chinese TV news institutions is being analyzed.

### 2. The meaning of new media

#### 2.1 The general meaning of new media

The object of new media has been deeply changed since the concept of new media firstly proposed. In the development process of new media, numerous experts and researchers give different concept of new media from different point of view. With the popularity of the Internet, the new media industry based on the Internet developed rapidly. The general meaning of new media can be summarized as: the new media is a broad concept; it mainly refers to all the digital tools which can provide timely feedback around the information content[3]. However, the problems like the determination of the applicable scope and the division of the specific research object are still up in the air. Paul Levinson thinks that the media exists before the Internet is the old media, while the media appears after the birth of Internet is the new media. In other words, the new media is generated based on Internet technology which has a variety of media forms.

#### 2.2 The nature of new media

Generally, the media which can spread information to public is all belongs to the mass media. As one of efficient tools to disseminate information, the essential property of Internet is an important form of mass media[4]. The reasons why Internet didn't been recognized as mass media at the beginning are mainly because its containment compared with the broadcast and TV systems which can be clearly divided into the mass media area. The Internet has so many functions such as personal

communications, remote medical treatment, education and so on, the function of mass communication can't bring much attention to public. Meanwhile, because of the Internet's openness characteristics, the traditional media (paper, broadcast, TV) has been always the main role of information spreading with the help of Internet. There haven't exist an Internet media company which can occupy the spread channel of the Internet. Therefore, researchers usually take the Internet as the transmission channels of the traditional media, not the mature mass media. Nowadays, with the development of technology and the popularization of mobile Internet and mobile terminals, the essential attribute of the Internet becomes more and more distinct[5]. Academia and news industry are aware of the Internet, especially the mobile Internet, is becoming the main carrier of dissemination of information.

### 3. The characteristics of new media

#### 3.1 the common characteristics of the new media

Compared the Internet media and the traditional media, the most significant differences between them is the audience characteristics and the transmission characteristics. The biggest characteristic is the strong initiative of audience. Compared with the passive watch of TV or news, Internet users can actively choose the content and form of watching. Another characteristic of new media is the large information capacity, the electronic content of in the virtual space is very easy to store and search, also easy to share and reuse. Most importantly, compared with traditional media, the life cycle of Internet media is very significant. Because of the closely related to the development of new technology, the rise and fall of the new media is far more quickly than traditional media. In 2008, the blog was recognized as representatives of new media, but in just five years later, the microblog has become the new focus of the new media. This can be explained by the Internet product life cycle in figure1.

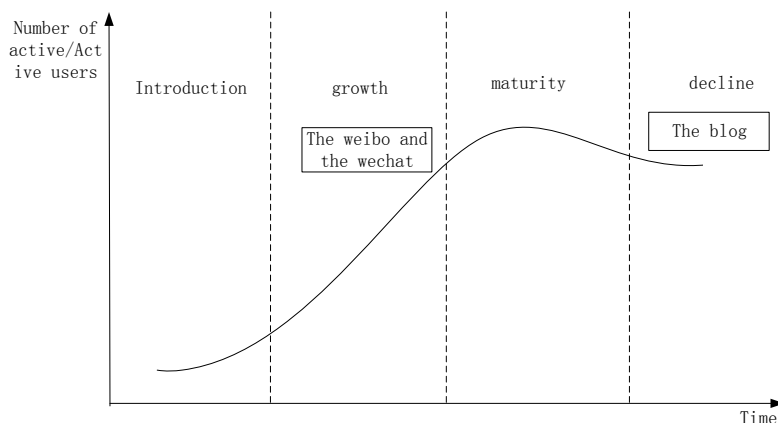


Figure 1 The Internet product life cycle

#### 3.2 the characteristics affect the tradition media

The transmission mode of traditional mass media is point to surface. The way to enhance the transmission efficiency is to reach as much audience as possible in a short time which means to increase the number of points or to improve the surface each point can cover. To improve those two elements, the traditional media will face huge cost. While to the new media, reaching a large amount of audience beyond geographical boundaries in a short period of time at a lower cost is the essential feature of the new media. Especially for the platforms like Weibo, its transmission efficiency is incomparable with the traditional media. The second feature of new media bring by the Internet technology is participation of the audience during the information spreading, it can be a two-way exchange or multidirectional communication. Those two features are the most important advantages of the new media; any form of traditional media is unable to realize those two purposes at the same time. And those two also are the essential characteristics of new media to subvert the traditional media, its foundation is the rapid progress of Internet technology.

#### **4. The development of Chinese TV news institutions in the context of new media**

In China, the growing population of internet users is the foundation of new media business development, also is the big challenge of traditional TV news media. Through the statistical investigation and analysis, it can find out that the present situation of Chinese TV news media is stalled, while the audio-visual media business is maintaining the momentum of growth in China. On one hand, the market shares of new media are becoming bigger and bigger, constantly occupied the share of TV news media; on the other hand, TV news media begin to transform to new media form one after another.

##### **4.1 the audience age of traditional TV news media is becoming older**

For TV news media, it is a cruel reality that the traditional TV media audience is obvious aging which seems to be an unstoppable trend. “the generation of the Internet” don’t read newspapers, or listen to the radio or watch TV. But no matter whether it is willing to accept, change is coming quietly. According to the statistic of SAPPRFT, elderly audience has become the focus of traditional radio and television viewing, their age is mostly concentrated in the years of 40 or older. The stable population of TV ratings is moving closer to old people. Since 2007, the video advertising business begin to turn to the rapid rise of new media. Because of its superior speed and convenient to spread, the new media has a strong and amazing attractive at the advertising market, and the social resources also begin to flow to the new media from the traditional media.

##### **4.2 the influence of traditional media to public opinion is becoming weaker**

In the 1908s, the official media controls the absolute power of voice, while in 2012, the voice of unofficial network media has gone beyond the official media. Using internet events in real time to report and investigate has become the norm way of traditional media. There are many information sources from the network in the traditional media reports. The social value of commercial web site, such as Sina and Baidu, has been widely discovered. The influence of traditional media to the public opinion is becoming weaker and weaker. the unparalleled convenience, diversity of individual feeling, and the rapid speed of development make the audio-visual new media becomes an important market of the audio-visual requirements. The rise of new media will be the inevitable trend under the circumstances of internet and mobile internet, which meets the needs of a large part of new audience.

##### **4.3 the development of multi-screen strategy still has a long way**

Because of the challenges from the new media, the traditional media has tried many ways to approach, such as setting up its own new media operations, establishing their own website, and try to spread in the form of the Internet to realize the multi-screen development. The traditional media has established a pluralistic new media business through independent research and interagency cooperation mode. However, although the transition of traditional radio television industry to the new media has begun, it still has long way to go.

Traditional TV transmission technology is a one-way information dissemination. In the new media era, especially the rise of social media, two-way transmission has become the main way which gives big influence to the traditional media. How to promote the market competitiveness and influence of traditional media under the new situation has become a new topic of the traditional media industry. The traditional media needs professional technical guidance to effectively upgrade their network platform to adapt to the development of the Internet.

#### **5. Conclusion**

According to the analysis above, the new media technology has bought the unprecedented impact on the news communication industry. In general, the system and mechanism of TV news media is the chief factor that caused the lack of competitiveness in the era of new media. While the backward of technology, low quality of staff, and the insufficient of talented person is the phenomenon and consequences the system revealed in the process of real news production. These challenges the TV news media faced can be recognized as the inherent limitations on the organization structure, the

production mechanism, the resulting technology updates, and the personnel reserves. Earnestly study the challenge of the new media era, changing the mechanism which is unsuitable to the new media is the key to solve the problem.

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