

Change of Base Increment of News Media Based on Chinese TV Industry

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Keywords: TV news commentary category, Development increment, Development law, Future development trend

Abstract: To study the characteristics and development trends of various stages of the TV news commentary category in China, four stages of the development of TV news commentary programs were studied. The common rules and characteristics of TV news commentary programs in the development process were summarized. By studying the laws and characteristics of each stage, the social function of the Chinese TV news commentary column in the development of Chinese society was explored. The development factors of foreign TV news commentary columns were analyzed. The characteristics of the TV news commentary in China and the rules of each stage are discussed and compared with foreign countries. The results showed that social development status, audience, media environment and other factors affected the development direction of TV news commentary. Therefore, the development of the TV news commentary category is determined by a variety of factors.

1. Introduction

The news commentary TV section is not only one of the categories in the TV news section, but also an important part of the TV news section. Nowadays, ordinary TV viewers and scholars of academic research in television academic research and communication will distinguish between the TV commentary category and the "pure news report" TV program represented by "News Network". However, the "Review and Deep Interpretation of News Events" is the TV news section of the main content of the program. Its essence is still the interpretation of news events and multi-faceted reports. In other words, TV news commentary is just another form of news coverage. The deep relationship between TV news commentary columns and news reports and the inseparable pedigree relationship, the development of TV news commentary columns is inseparable from the development of journalism in China (Maleki, Durães, & Portugal, 2016).

At different stages of the development of journalism, due to changes in political, economic, social, and objective realities, the party's expression of control over journalism is different. This trait is an important feature, main cause and distinctive feature of the development of journalism, TV news programs and TV news commentary programs in China. Therefore, before studying the development of China's news commentary program and summarizing its development stage characteristics and development motivation, this is a prerequisite and a major environmental

background that must be clearly defined first.

2. State of the art

From the perspective of media integration, combined with the work experience of Shanghai Oriental Broadcasting News, the combination of broadcast news and new media was analyzed. In the research, the development direction of broadcast news in the new media era is mainly analyzed from two aspects (Filizola, 2018).

New media is motivated by innovation in China's broadcast news. The resistance to the current broadcast news program innovation has been carefully analyzed. However, this study places too much emphasis on innovation in broadcast news programs and ignores the role of other factors in the dissemination of broadcast news. Overall, the master's level of research on broadcast news and new media issues is also insufficient (Kumar, Brian, Atla, Kumari, Bertram, & White, 2016).

The new listening behavior of the broadcast audience was analyzed. The current broadcast listening presents three new trends. First of all, the younger trend of the audience is obvious. The proportion of highly educated and high-income listeners is getting higher. Second, the behavior of the audience tends to be diversified, and mobile listening has gradually become mainstream. Third, the audience's time is more dispersed, showing the characteristics of "fragmentation" (Roberto, Eleonora, Spandidos, & Enrica, 2016).

Media convergence is divided into six types. They are the integration of media and technology, the merger of media ownership, the strategic alliance of media, the integration of media organization structure, the integration of news interview skills, and the integration of news narrative forms (Loeramuro & Angulo, 2018).

3. The development stage of TV news commentary program

3.1. Budding stage (1958-1980)

In the early 1980s, the main form of public opinion propaganda was newspapers and magazines. Among them, the status of the People's Daily, which is the main propaganda position, is even more important. In the newspaper edition of January 1980, the People's Daily first attempted to open a group discussion forum section of the democratic discussion. The opening of this newspaper column has produced a huge diffusion effect and consistent praise among the readers. The China TV news commentary section has a program format for the development of the TV news industry. It began to take off in the study of paper media. The early exploration and attempt of the China TV news commentary column had some positive effects on the development of the Chinese TV industry at that time. The majority of TV practitioners and journalists began to think about how to reflect the news commentary function similar to newspaper broadcasting in the form of TV news. Thus, a group discussion style similar to newspaper columns and comments on social news events began to appear on television.

3.2. Exploration stage (1958-1980)

"Observation and Thinking" has certain characteristics of TV transmission. It means the beginning of the budding development of the Chinese TV industry. "Television" itself began to explore the TV news column's characterization and specialization. This also marks the beginning of the Chinese TV news commentary from the early stage of simply transcribed newspapers and magazines and began to have "self-awareness and self-voice." The China TV News Commentary section has a program format for the development of the TV news industry. It began to develop in

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At this stage of development, there are also some representative problems in the production process of TV news commentary columns, such as the phenomenon of homogenization of program content, the uneven production level of the program, and the host's high-profile slogan in the language of news commentary.

3.3. High-speed development stage (1993-2008)

In this stage, the news commentary TV column finally ushered in a period of rapid development after the accumulation of the first two stages and its own continuous growth process. At the same time, the development of broadcasting and newspapers in traditional media has gradually declined. The Internet as a new media is still in the midst of news commentary and messaging, and it is unable to form a threatening competition with the TV news commentary section that is already in its mature stage. In addition, with the development of economic level and scientific and technological level, television sets are available in almost every household. This has also created good objective conditions for the development of news commentary TV programs at this stage. At the same time, due to administrative factors and other reasons, the TV news industry has received certain support. At this stage, the audience has developed a viewing habit and a natural trust in TV news products. These objective factors have caused the unprecedented development of the influence of the TV news commentary category at this stage.

3.4. The stage of change (2008-present)

Since 2008, the "China TV news industry is undergoing changes" has been mentioned most in professional journals and commentary articles in TV media and TV news programs. However, with the development of the Internet and mobile networks, the self-media platform provides each viewer with a "one-to-one" position of the discourse space similar to the position of the TV station. The TV section and the audience can theoretically comment simultaneously. Their expression of news facts and opinions is on the same platform. This change in discourse power has placed new demands on the development of television news commentary sections and program content. If TV news media can't adapt to this change in discourse power and make adjustments quickly, a large number of opinions from media commentary and mainstream media commentary are grabbed, and even viewers' comments are better than TV' comments. In addition to the loss of viewers of TV news commentary, this phenomenon may even lead to the lack of credibility of official media organizations. Thus, bigger problems will arise.

4. Analysis of characteristics and rules of TV news commentary columns

4.1. Comparison of Chinese TV news commentary columns with foreign counterparts

The first media organization in the world to operate as a television station was founded in 1936 by the British Broadcasting Corporation (BBC) and began to officially broadcast television programs. However, the prototype of TV news can be traced back to the collaboration of Scottish engineer John Bald in 1932 and the British BBC. The birth of the world's first television station was

the product of the operation and management of capital and science and technology. The first TV news section is also a business activity in which the commercial media organizations take possession of profits for the purpose of capitalism. In other words, the TV news industry in Europe and the United States has grown from a commercial context. The news commentary was born to gain greater profits in the market. Liberalized commercial competition is the main driving force for the early development of the European and American TV news commentary. The European and American TV news commentary columns are characterized by equality, profit-seeking, and privatization under commercial principles, and have been identified at the beginning of the program's appearance (Guirao & Luo, 2016).

The first TV station in China is Beijing TV Station. After the pilot broadcast began in May, Beijing TV station officially broadcasted TV programs to the public on September 2 of the same year. When Beijing TV was just launched, the signal could only cover parts of Beijing. There is a big difference between the birth background and birth basis of the China news commentary TV program and the foreign news commentary TV program. In addition to being a common feature of the TV news industry, such as timeliness characteristics, planning features, branding characteristics, and social characteristics, there are significant differences in field characteristics, audience characteristics, and interactive features. The basis for development is different. These objective differences in the birth of TV news commentary columns have caused the following characteristics of China's TV news commentary column in the overall development. The early development started late, the medium-term development task was heavy, and the later development was uncertain (Huang, Zhong, & Zhu, 2016).

4.2. Changes in the development of TV news commentary columns at different stages

In the early stage of the development of TV news commentary, due to the special political environment and the domestic public opinion environment, the people's right to speak has been suppressed. In the early days of television development, political power was the parental force for TV growth and development. It is the only source of strength to support its development. TV news commentary can only consider political demands. At that time, when the TV industry was just beginning to develop, the technical strength and production level were very weak. This caused the TV news commentary to develop slowly from 1958 to 1980, and the model was single.

The TV news commentary section entered the second stage of development. Due to the gradual opening up of the market economy, people who have become rich have begun to have an initial demand for aesthetics and consumption. In the context of business development, capital began to enter the television advertising system, and people hope to see more aesthetic forms in television programs. Although the commentary program as a news program did not undergo marketization at the time, the intervention of political forces on the form of television broadcasts began to gradually relax. The comment function of TV news is enlarged without limit. The audience can use a variety of means to explain and demonstrate the interviews and investigations of facts. The growing Chinese TV program is presented on television in an extremely attractive program package. A large number of excellent TV news reviews were born. However, in the face of the tremendous social changes and the transfer of rights brought about by the reforms, these are far from enough. Because in the television industry, all forms of television are undergoing a new division of labor and deployment.

With the changes in social reality in the 1990s, this way of managing TV news commentary was adjusted again in the 1990s. In the mid-1990s, the program type and program division of TV screens were very clear, and TV programs generally had distinctive TV aesthetics. The special features of the structure and function of various types of programs are also evident. It is worth

noting that at this stage of the development of this TV news commentary, the definition of “success” in a news commentary column has also changed. In the criteria for defining the success of Focus Interview, the most important factor is that the program has only received a few hundred million yuan in advertising revenue per year during the broadcast period of ten minutes per day. This short-term marketing effect accounts for 10% of CCTV's annual advertising revenue. The positioning of successful commentary columns has shifted from the consideration of social benefits to the current economic and social benefits. It is the imprint of the era on the Chinese TV commentary.

The audience of the new era is no longer satisfied with the single channel viewing experience. Therefore, after experiencing political power to promote its emergence, political changes to promote its changes, and social and economic elements to promote its development, the development of China's news commentary TV column has ushered in a new round of challenges led by technological development and aesthetic changes. The rapid development of the media has brought about a change in the voice of the TV audience. Schramm proposed a basic formula for communication: the probability of choosing a medium = the guarantee of the audience to get paid / the degree of labor of using the medium. The reward and intensity of traditional TV news commentary are higher than that of new media and self-media. Under this background, the diversion of audience is normal.

4.3. Development strategy of TV news commentary column under new media environment

In this study, the impact of Internet technologies and mobile Internet terminals on the TV news industry and TV news commentary columns was highlighted. The Internet's involvement in the media has made the television news media emphasize the dissemination of time-sensitive facts. The completeness and comprehensiveness of the report is emphasized. The competitive aspects of the news media include competition for speed, perspective, implementation methods and logic.

First, the accuracy of column positioning

TV news commentary in contemporary communication strategies and trends must meet the needs of personalized culture, information, aesthetics and perspectives as much as possible. By targeting the identified columns, the cultural needs of some people are better met according to the classification of the audience.

Second, the integration of the whole media

The communication characteristics, modes of communication, and channels of communication of new media are integrated into the TV news commentary. On the one hand, it can maintain the freshness of the TV news commentary column and the news; on the other hand, it can take advantage of the new media communication characteristics to make up for the shortcomings in the traditional TV news commentary column that do not match the characteristics of modern media. In the current media environment in China, the survival strategy of TV news commentary may be more important than “adjusting superior resources” in addition to blind advancement and competition.

Third, the socialization of the column communication method

Television news transmission, including TV news commentary, is often one-way. The one-way characteristics of the spread of TV news commentary are even more obvious. The main body of the news commentary program is the commentator representing the media image as the ultimate publisher of the expression of the news attitude or the publisher of the conclusive commentary. This one-way communication has no longer adapted to the current media environment. The media also needs more ways to realize that the TV news section can become a social cluster of real users and viewers.

5. Conclusion

Generally speaking, relying on China's political and economic environment and following the propaganda of news, the development of China's TV news commentary column is closely related to social aesthetics, technological development and cultural needs. The factors influencing the TV news commentary column are superimposed one after the other. The various elements of each stage are integrated. The influence of each element on the development of the column changes with the current social status and social demands.

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