

# Exploring the Innovation Path of Mainstream Media News Reports under the Perspective of Media Convergence—Taking CCTV News as an Example

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**Abstract:** *In the media age, CCTV News, as the traditional mainstream media, has become fused with the new media, during which it has made various changes and innovations from different aspects. This paper focuses on elaborating on how CCTV News, a mainstream media, makes changes and innovations and further release the vitality of innovation in China's media industry from the following three aspects: innovating presenter image and language style, changing the mechanics of news reports and enriching presentation format, and enriching news dissemination channels and innovating new dissemination carriers.*

**Keywords:** *Fusion Media; Mainstream Media; CCTV News*

## 1. Introduction

How mainstream media can make use of information technology to grasp the positioning and needs of the audience and accomplish the task of transformation as soon as possible has become a subject of in-depth study on mainstream media. As the forefront of mainstream media, CCTV News has always been at the frontline of reform and innovation. In recent years, CCTV News has deeply strengthened the development of fusion media, and has achieved remarkable results in the rebranding of presenters, news content, and innovation in means of communication. In-depth analysis of the changing innovations in CCTV news can be explored in three ways.

## 2. Innovating presenter image and language style

### 2.1. Analysis of the image of traditional mainstream media presenters

With the introduction of fusion media, traditional mainstream media has been greatly impacted, and the presenter, an essential part of traditional media programme, which has developed to a certain stage, also encounters many dilemmas. On the one hand, there is the continued loss of traditional mainstream media audiences. On the other hand, with the booming of AI presenters and webcasts, the living space for traditional mainstream media is shrinking and presenters are at the growing risk of being replaced by AI presenters. As a result, to seek new developments has become the top priority of most presenters.

Traditional media used to be one of the channels of information delivery most closely connected to the audience, and centrally carries the resources of audience attention, which endows news presenters with strong discourse power. The dominance of official discourse gives the presenter a high degree of credibility and at the same time gives the audience the impression of seriousness, which in the long run creates stereotypes. As a result, the loss of audiences has accelerated with the creation of new media that are more user-friendly and flexible. The stereotypical and serious traditional mainstream media is difficult to reverse the stereotypes of the audience, which limits the development space for presenters and leads to the plight of traditional mainstream media.

However, the emergence of new media has prompted a sense of transformation in the traditional mainstream media. In addition to making breakthroughs in content selection, change and innovation in presenters are also key to maintaining the status of the main body of public opinion and ensuring the influence of official discourse. Although traditional mainstream media are at a disadvantageous position, they are relatively saturated with talent resources, especially national mainstream media such as CCTV. CCTV has a high threshold in the selection and development of talents for its holders, and it is something

that the new media lacks. To this end, CCTV has revolutionised the construction of the presenter's image, and fully mobilized its original strengths. Not only the excellent talent resources, but also the credibility accumulated by traditional mainstream media over the years can also help transform the image of the presenter. Compared with the new media, the traditional media is more likely to be trusted and recognized by the audience. Therefore, the traditional mainstream media should make full use of their resource advantages and combine with new media so as to constantly propose new ideas to transform the image of the presenter and occupy the main position in the context of convergence media in the long run.<sup>[1]</sup>

## **2.2. Diversification of the images of traditional mainstream media presenters**

In the context of convergence media, CCTV News has continued to make innovations and open up new areas. For example, it expanded its working field by entering the short video platform, and attracted more young users with new mainstream media. However, the most effective way is to create its own talent resource advantage. Once upon a time, with the familiar programmes *News Broadcast* and *News Casino* as a base, CCTV allowed the well-qualified presenters to have a high profile in the minds of their audiences. However, when CCTV, the mainstream media, opened up the new media channel, it did not change its style completely, but combined its strengths with the characteristics of the new media to pursue a balance and provide a new platform for presenters to develop. From *News Broadcast from Anchors* on Tiktok to Kanghui's Vlog on Weibo, mainstream media presenters are communicating with audiences in a new language pattern and state of communication, and eliminating the previous inherent sense of distance in the traditional mainstream media. In addition, it conveys information while highlighting CCTV's unique personalized style features. CCTV has also launched the CCTV Boys, a group of excellent presenters such as Sa Beining, Kang Hui, Nigemaiti and Zhu Guangquan. This group is very popular among the audience and has successfully enhanced the influence of the programme with the presenter effect while promoting the IP image of the presenters.

In addition to shaping the presenter's image through diverse media channels, CCTV also constructs the presenter's image through reforming and upgrading programmes. Two programmes that have had a high level of discussion on CCTV in recent years are *China in the Ancient Codes and Records* and *The Chinese Poetry Conference*, which have developed a good reputation among their audiences. Although the official tone of the mainstream media is a little former than other new media programmes, CCTV has made significant breakthroughs and innovations in programme format. The Chinese Poetry Conference should be said to have put the focus back on the presenter from the audience. It displays the strengths of the contestants and shapes a more refined personal image for Dong Qing, the presenter of *The Chinese Poetry Conference*. Sa Beining, the presenter, acted as a contemporary in *China in the Ancient Codes and Records*, where he travels through time and space, talks to the sages and reads the classics together with the audience. He sublimates the theme of the programme and attracts a wider audience for the programme. Because the two presenters already have a certain degree of popularity and recognition among their audience, they can better drive the dissemination of the whole programme. This is more favourable to establish a positive and pro-people image of the mainstream media presenters.<sup>[1]</sup>

## **2.3. Innovation in the language style of traditional mainstream media presenters**

In traditional mainstream television programmes, presenters generally maintain a serious, formal and precise language style, i.e., precise and concise language and formal and serious tone. Nowadays, with the advent of the era of fusion media, the language style of traditional mainstream TV news presenters has continued to innovate and exhibit new characteristics, which has provided an important opportunity for TV presenters to create a personalised language style. The lively language style and novel expression is what sets *News Broadcast from Anchors* apart from other traditional mainstream media news programme. Internet buzzword is the passport for mainstream media to evolve in wave of short video, and internet slang is the key for presenters to open the door to this field of news communication in the form of short video.<sup>[2]</sup> There emerges some specific programmes, such as *Climbing the Five Mountains in five days is not just a fast travel story*, *Why village basketball competition is increasingly popular*, *Spring is in full bloom and our good friends are coming*, *With Anxin, there will be peace of mind*, *Mooncakes are for eating, not showing off*, *A new upgrade in food shopping map*, and *Mobile China picks up speed again*. The series of Internet buzzwords combined with hot current affairs are subtly used to bring the presenters of mainstream media programmes closer to their audiences, and to reflect the innovative language style of CCTV as a mainstream media in the context of integrated media.

In addition to down-to-earth language expression, *News Broadcast from Anchors* has also changed and innovated to a large extent in diction, facial expressions and body language. Examples range from

singing patriotic songs in the studio to popular gestures such as manual nods of approval. Although CCTV, as a national mainstream media, has transformed and upgraded itself using new media forms such as short videos in the context of fusion media, it has never separated from the framework of mainstream thinking in terms of the selection of news content, the techniques of expression and presentation, etc. During this period, all innovations are always designed around core values. For example, in the News Broadcast from Anchors programme, the presenter often uses news from government agencies as a source of information. According to statistics, among the 340 videos from 9 June 2022 to 9 June 2023, the presenters mentioned a total of more than 30 leading officials and government agencies, and the types of video topics involved were mostly social and livelihood issues, current affairs news and policy implementation. The presenter made comments on the basis of the news and started his or her position in a straightforward manner, thus avoiding any doubt in the audience about the presenter's language and safeguarding the authority of his or her language.

### **3. Changing the mechanics of news reporting and enriching the presentation format**

#### ***3.1. Evolving from video journalism to fusion media journalism***

Along with the advent of integrated media, the emergence of news vlogs has led to a constant change in video journalism, both in terms of filming methods and presentation. The emergence of news vlogs has made a big difference to news filming and editing methods that was predominated by fixed-camera approach and commonly used in television news reporting. In general, the traditional mainstream media in television news, news commentary, always adhere to the principle of more use of fixed shots and less use of motion shots. However, in the process of shooting news vlogs, as most of the filming equipment has changed to something like a mobile phone, a lighter, more portable and more flexible device. Also with the help of stabilisers and aerials, the shooting technique has changed from mainly fixed shots to a combination of pushing, pulling, panning and moving motion shots and even one-shot shots, which makes the whole work more interesting and watchable.

In the era of fusion media, the audience's demand for news reports is no longer limited to meeting their demand for the right to know news information, they expect more innovative, approachable and interesting news reports through more platforms or channels. It means that the traditional mainstream media news reports have to make a breakthrough in both content and form. Traditional mainstream media have been making efforts to convergence with various media to better meet the needs of their audiences, even injecting virtual reality technologies such as VR technology into news reporting to enrich the presentation formats. CCTV launched the programme of Panoramicly Immersed in Watch Reports in the form of VR+AR and 3D animation. The China Youth Daily's *Convergence Media Cook* has produced a batch of VR news. The Xinhua News Agency also used 5G+4K+VR for its coverage of the National Day parade. All these changes have made the news coverage more interesting and readable. These innovations have made the audience less of a recipient of news and more of a participant and disseminator of news, thus making the news much more interactive.

#### ***3.2. Evolving from traditional forms of reporting to innovative reporting***

Since 2018, Vlog+News has been appeared frequently during the Two Sessions, the Chinese New Year Reports, the Winter Olympics and other major current affairs and sports events, as well as in the live broadcast of arts and culture news. The approach to news reports continues to evolve from traditional forms of reporting to innovative reporting. In addition to using Vlog+News for traditional news topics such as major events, mainstream media outlets need to explore innovative reports that meet the needs of their audiences and satisfy their desire to explore and participate in the daily affairs and lives of the media.<sup>[3]</sup>

Compared to traditional news reporting, Vlog+News is more approachable and interesting in terms of language expression, and allows viewers to get more warm information and closer to the presenters. For example, on March 6 this year, CCTV News released "Special Equipment Part in the General Press Meeting", which took audiences to learn more about what special equipment appeared at the two sessions this year, how the classic images of some special occasions were designed, and how the two sessions were broadcast live behind the scenes. On 18 May this year, CCTV News released the article "What are we preparing before the live airport pick-up"? In this article, they take a look at what journalists are doing behind the scenes of the arrival of Kazakhstan's presidential plane, and how to quickly create DIY props at the airport. The film takes the audience on a first-hand look at new and unfamiliar territory throughout

and evokes a strong desire to explore.

In addition to the approachable news vlogs, selecting different perspectives has also injected new energy into the news reports. For example, on 20 April this year, the CCTV news client released *Welcome home! Gabon' national anthem music is played in the Great Hall of the People* is an extension of the traditional TV news topic of state visits, which is often covered by voiceover. The video is interspersed with commentary footage to give the audience a deeper understanding of the importance of the event.

This new model of journalism has opened up the perspective and scope of news reports, allowing audiences to find hidden news information in otherwise serious subjects. Along with the rapid development of Vlog+, the selection of news reports has become richer, from traditional current affairs news and livelihood news to the innovative reporting of today's lifestyle.<sup>[3]</sup>

#### **4. Enriching news dissemination channels and innovating news dissemination carriers**

##### **4.1. Breaking stereotypes and information cocoons**

As a mainstream media, CCTV News has always been responsible for spreading the voice of the state, telling the story of China and shaping the image of the country. It is also because of the strong political colors of CCTV news, coupled with its crystallised and stilted approach to news reporting, that it remains a serious and highbrow stereotype in the psyche of its audience as. Even if it is at the top of the TV listings all year round, it struggles to attract younger audiences. This is very detrimental to the spread of mainstream media voices. However, in 2013, Today's Headlines, a popular app, launched personalised information distribution, which tracks the audience's online behaviour, carries out big data and algorithmic technology to project the audience's favourite preferences, and makes accurate pushing notifications. This gradually traps the audience in an information cocoon. This situation weakens the effectiveness of the mainstream media to a great extent and is not conducive to its dissemination.<sup>[4]</sup>

In the face of this situation, the mainstream media should change, and take the initiative to approach the young audience. In addition, it should resonate with them through a series of innovations, and deepen the communication power of the mainstream media. Only by breaking the inherent stereotypes in the audience and breaking the information cocoon can we bring more possibilities to the future of mainstream media.

##### **4.2. Building a communication matrix and removing media barriers**

In this era of fusion media, media forms have become more diverse. It is a question that mainstream media should consider whether they can perfectly integrate various media to make their own voices heard, so that the effect of communication can be gradually expanded. As the leader of mainstream media, CCTV has taken the initiative to respond to the changing times and the development trend of the integrated media era. Besides, it has taken the initiative to build a communication matrix, breaking the media barriers with the linkage within the matrix and achieving resonance with young audiences on the same screen. For example, CCTV News launches the short video programme News Broadcast from Anchors in July 2019 and achieves a combination of new commentary and short video. Subsequently, CCTV News moved into TikTok and Bilibili, two Chinese popular apps, gaining a young audience On New Year's Day 2020. CCTV News also entered the Himalaya, and the number of followers exceeded one million in just one day of its launch. *Good Morning! Here Comes the News*, *CCTV News*, *News Broadcast from Anchors* and *Reading at Night*, the four main columns, also had a total listening audience of more than 6 million and set a record for the fastest attraction of fans by a media organization to Himalaya. All these examples prove that CCTV News is deeply promoting media convergence, opening up all channels of content distribution across the network and building up a healthy and efficient communication matrix.

##### **4.3. Multiple media to enrich communication channels**

Although CCTV News constantly enters platforms such as TikTok and Himalaya, an analysis of the user characteristics of the new media platforms shows that they are mainly aged 18 to 34. Some middle-aged and older people rarely use short-form video platforms to access CCTV news releases, and most still use their television sets to watch the news. Therefore, CCTV news needs to fully integrate the relationship between traditional media and new media, constantly enrich the channels of news dissemination, meet the news exposure needs of some middle-aged and elderly people, and achieve all-

round audience coverage. CCTV can also function as a WeChat video account, as most middle-aged and elderly people have fewer social accounts and WeChat has become their main tool for communicating with people around them and is the main channel for obtaining information. As a result, CCTV News can disseminate information on WeChat video accounts to make up for the lack of other platforms for the needs of the middle-aged and elderly audience. Only with multiple forms of media going hand in hand can we continue to enrich our communication channels so that mainstream media can achieve effective communication and promotion.

## 5. Conclusions

In the era of convergence media, mainstream media should always maintain a sense of urgency and mission and constantly uphold righteousness and innovation. Also, it should insist on building a communication matrix and constantly eliminate media barriers. Furthermore, it need break the stereotype of seriousness and overcome the drawbacks caused by the information cocoon, as well as change the shooting method of news report to enrich the presentation format, strengthen the emotional interaction with the audience and establish a deeper connection, so as to better convey the voice of China to the nation, convey the spirit of positive energy, and lead and promote the mainstream value melody.

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