

The Promotion of the Influence of TV News Communication under the New Media Environment

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Abstract: *With the rapid development of Internet technology and the rapid popularization of the Internet, many new media platforms have emerged, adding a broad audience to watch news channels. However, compared with new media, traditional TV news is faced with great challenges due to its single mode of communication and low efficiency. The urgent task of traditional TV news industry is to make use of modern information and network technology, combine traditional news with new media, break the shackles of traditional communication methods and create communication methods advancing with The Times. With the help of new media platforms, it has established its own public marketing account, Microblog account and short video account, opened bullet screen and comment area to increase communication with the audience, and established a sound complaint feedback mechanism to better accept public supervision. Only by advancing with The Times and innovating constantly can the influence of traditional TV news be improved and made to advance continuously under the background of The Times.*

Keywords: *New Media Environment, Television News, Spread Influence*

1. Introduction

With the rapid development of Internet technology and the rapid popularization of the Network, many new media platforms emerge at the right moment, which also increases the channels for the vast audience to watch news [1]. The popularization of new media platform urges the audience to release news to everyone and at any time, while the transmission speed of traditional media is relatively slow. The rapid development of new media also has a great impact on traditional media, which also urges traditional media to begin to reform themselves. While the traditional media is actively transforming itself, it also exposes some shortcomings of itself. The number of fans of a large part of short video "we media" marketing accounts is more than that of official media, which also shows a problem from the side, that is, traditional official media is slightly inferior to "we media" platforms in terms of communication influence. How to improve the influence of TV news in the rapid development of new media has become the primary task of traditional media industry [2].

2. The Transformation Pressure of Traditional TV News Transmission

2.1. The Traditional TV News Dissemination Urgently Needs to Realize the Network

The timeliness of news is the key to news reporting. People want to get the story right the first time. In the process of event reporting, traditional TV news is usually limited by time and location, and needs to be checked and verified before broadcast news, which seriously hinders the timely reporting of news events. However, new media can spread events in a timely manner by virtue of the rapidity of network transmission, which has nothing to do with time and place. When people learn about news events through new media, they will lose freshness in traditional news media, which leads to the declining influence of traditional news media [3]. In addition, "traditional TV news has a single mode of communication, most of which only rely on TV stations and newspapers for news release and dissemination. The mode of communication is mainly single communication, which reduces the sense of participation of the masses in the process of communication". The new media through the network has made up for this defect. Through comments, forwarding and other ways, the social masses can better participate in the news transmission, which is undoubtedly another great challenge faced by

traditional TV news. Although the advent of the Internet era has brought great challenges to traditional TV news [4].

2.2. Traditional TV News Transmission is in Urgent Need of Digitalization

On traditional TV media and new media after comparison and analysis, it is not difficult to find that the traditional news media production and the need to spend a lot of time, especially on television news, its broadcast time is constant, the lack of effective communication with the audience at the same time, it is difficult to accept for people under the informatization in the diversification of the current development, People have high requirements on the ways and means of news transmission, but the traditional news media cannot meet the needs of the masses because of its weak content creation and single reporting form [5]. For new media, the distance between the news release and the audience is closer, the content of the report is relatively rich, and it is easier to be favored by readers. At the same time, new media classifies different types of news through big data, analyzes people's preferences and pushes relevant types of news reports to ensure the diversification and digitalization of news information. With the help of various interactive platforms of public opinion, audiences also participate in the discussion of TV news. Through this kind of communication, TV news publishers can learn the direction of people's attention and feedback suggestions, and make follow-up reports and corrections. This is what traditional TV news media lacks and urgently needs to make up. In the context of the rapid development of new media, traditional TV news is in urgent need of digitalization, so that it can make continuous progress in the integrity and diversity of news content, as well as the interactive effect and communication influence [6].

3. With the Help of New Media Platforms to Enhance the Influence of Tv News Communication

3.1. Establish an Official Account of Short Video APP

With the promotion and popularity of mobile devices, mobile and fragmented reading has become the norm. Mr. Liu Guanqi once pointed out in China Press: Under this trend, short video has become a basic form of information transmission [7]. For example, kuaishou and Douyin, the two giants in the short video industry, actively encourage users to record their lives through videos and communicate with other users through likes and comments. At the moment when short videos are prevalent, traditional TV news media can also establish their own official accounts to push news and information videos, so as to meet the fragmented reading needs of audiences and improve their own news influence [8].

In the age of information, the public has become inseparable from mobile devices. Based on the analysis of relevant data, modern social masses are willing to use mobile terminals to browse information quickly, but lack of immersive reading. The length of short videos themselves is very short, and combined with the improvement of network editing functions, they can provide good fragmented reading effects, and the spread scope and influence are also gradually improving [9]. The most important thing is that the content of short videos is basically directly targeted at the theme, so that the audience can have a clearer view of the received information and a better viewing experience. Therefore, the traditional TV news industry pushes official news videos through short video apps, which can effectively attract people's attention and increase the page views of news and information. Through the establishment of short video accounts, traditional TV news can push all kinds of news and information to the public in real time, to meet the first time requirements of news, increase the news value. At the same time, with a large number of users based on short video apps, traditional TV news can push news to more people, thus expanding its spread scope and enhancing its spread influence.

3.2. Create an Official Account and Microblog Account

With the promotion of wechat, wechat public marketing accounts also rise. Wechat public account is a web-based interactive platform that can be connected to mobile terminals and spread various kinds of information according to mobile terminals. With the continuous expansion of public accounts, wechat is no longer limited to become a simple social tool in people's life, and its dissemination value in news and information is gradually being valued by today's society [10].

Compared with traditional news media, public accounts and weibo accounts can push all kinds of news to readers in the first time, which has obvious advantages in the timeliness of information

transmission. Whether it is newspaper, magazine or TV program, it takes a huge amount of time to obtain information, edit, produce and finally release, which inevitably affects the timeliness of news. While the public account and microblog account are easy to make and widely released, users can receive news in real time through mobile phones and other devices, and understand the latest news.

With its powerful user grouping function, the public account and microblog account can be grouped according to different indicators such as region, gender, hobby and demand, which provides a foundation for the realization of classified push. The traditional TV news industry can create its own public account and microblog account, and push relevant news and information according to different users' preference, which can not only effectively avoid users' acquisition of excessive invalid information and increase their sense of experience, but also give full play to the effective value of various media and realize the influence of traditional TV news.

4. Integrate and Utilize New Media Communication Channels for Diversified Publicity

4.1. Building Online Communication Channels

With the increasing popularity of smart phones, people can freely use their time to receive the news and information they care about, which causes people to gradually turn to new media and the pressure on traditional TV media is multiplying. As a traditional TV news, in order to improve its own spread and influence. We must break the original propaganda framework and pattern, and use various network channels to expand their own information distribution channels. Traditional TV news is generally transmitted in the form of radio and TELEVISION, but special network applications such as "Himalaya" can be built to spread news and information. Therefore, TV news media can use mobile phones and the Internet to establish a communication platform with broader media participation through media aggregation, and integrate TV broadcasting and communication networks to spread TV news and expand TV news communication channels.

4.2. Push News with Artificial Intelligence

Since entering the 21st century, intelligent home has been entering the life of the public. From the sweeper, dishwasher that works alone at the beginning to now integrated kitchen, language TV and so on, traditional household moves toward intelligence gradually. In this context, traditional TV news can be combined with the development of artificial intelligence, set up a professional program structure to automatically push news.

A series of artificial intelligence devices such as "Xiaoi classmate" and "Xiaodu Xiaodu" continue to enrich the lives of the masses, and people can realize their own needs with the help of intelligent devices. In this scenario, developers can use such AI to push news to users. Through the establishment of a similar memo program form, in the lunch break automatically broadcast the latest information of the day "today noon news reminder", evening voice reminder "to the evening news time! Let's take a look at what's happening at home and abroad today." They can also communicate with the audience through voice to discuss news and information. This not only achieves the function of spreading news and information, but also enables users to form a good habit of listening to news, and enhances the communication influence of traditional TV news.

5. Conclusion

With the development and popularization of Internet technology, numerous new media platforms emerge. Compared with traditional media, the transmission speed is slow and the content is single. New media not only adds ways for the public to watch news, but also realizes efficient and fast transmission. The rapid development of new media has also caused a great impact on traditional media, which also urges traditional media to begin to reform themselves. While the traditional media is actively transforming itself, it also exposes some shortcomings of itself. If traditional TV news programs want to develop rapidly, they must integrate with new media, get rid of impetuosity, master the essence, use new media resources, improve the quality of TV programs, get close to people's lives, and interact with people actively and effectively. Only by actively and effectively interacting with the general public can they maximize the value of TELEVISION news. And serve more people. Expand your influence.

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