

Innovation of Short Video News Programs in the Era of Converged Media——Take "The Anchor Talks Network Broadcasting" as an Example

Peng Yangyu

Wuhan University of Media and Communications, Wuhan, China

Abstract: *In today's era the media pattern and communication form are undergoing drastic changes, and the trend of integrated media development is constantly strengthening. For traditional TV news programs, opportunities and challenges coexist. We must seize the opportunity of short videos, use new media platforms to innovate and continue to develop. This article takes "The Anchor Talks Lianbo" as an example, and points out that the current traditional TV news programs have serious content homogeneity, single media, and lack of interaction with audiences. In order to explore the breakthrough and innovation of TV news programs in the context of media integration by transforming discourse expression, linking discourse platforms and discourse content.*

Keywords: *Converged Media; "The Anchor Talks Hookup"; short video*

1. Introduction

In today's era, with the vigorous development of Internet technology and the increasing trend of integrating media, short videos have attracted the attention of a large number of young users due to their diverse content, short duration, individuality, novelty, rapid dissemination, and strong interaction. As short videos continue to become a popular communication method for audiences, traditional TV news programs have also taken the express train of short videos. On July 29, 2019, CCTV Headquarters produced a short video news program - "The Anchor Talks". The host took the latest major events and social hotspots as the main line, explained in plain language, and explained Released on new media platforms such as Station B, Douyin, Weibo, and WeChat Official Accounts, it has gained a lot of attention and achieved good communication results.

2. The development status of traditional news programs

In the context of traditional media, television, as the mainstream media, is an important source for people to obtain information. Among them, TV news programs have played an important role in information dissemination. Traditional old TV news programs such as "News Network", "Oriental Time and Space", "Evening News" and other traditional TV news programs have won the audience with their high production standards and accurate news communication. trust and favor. However, with the continuous development of new media, the inadequacies of traditional TV news programs continue to emerge, making it difficult to compete with new media.

2.1. The phenomenon of homogenization of program content is serious

"Objectivity" has always been the mainstream value pursued by TV news programs. Before the First World War, journalists did not follow "objectivity", nor did they think of separating facts and comments. At that time, many reporters participated in the First World War. During the period of propaganda, they found that facts can be easily tampered with and processed. The media personnel themselves decide what is newsworthy, what characters are important, and what perspectives should be included in the report, but these decisions are not objective. Therefore, the definition of objectivity is: "faithful to the facts, not credulous comments, separation of facts and comments". This leads to the normalization of news objectivity, it can be found that news from different news media is very similar, this is because reporters all follow a normalized way, follow the same principles, they speak to the same people, use The same format, which is very likely to lead to the homogeneity of the program content. At the same time, [1] There are a lot of TV stations in China, and the strengths of TV stations at different levels are also very

different. Due to the long production cycle, low output and low cost of copying TV news programs, some TV stations tend to use plagiarism or directly cite successful cases in the industry to gain audiences when their overall strength is weak. The embarrassing situation of "a thousand sets".

2.2. *Single media*

The communication media plays an important role in promoting the communication between the transmitter and the receiver of the information, while the traditional news news mainly transmits the information through the print media, radio media and TV media, and the communication media is a little monotonous. Print media, such as newspapers, are the oldest and most influential news media in people's daily lives. Before the popularization of radio and television networks, newspapers became the most authoritative news media by virtue of their wide audience and authoritative interpretation of current political news, making newspaper reading an indispensable part of many people's daily lives. In addition, TV media is the most widely used medium. Through the simultaneous transmission of sound and pictures, it brings a good audio-visual experience to the audience and improves the efficiency of communication. However, driven by network information technology, new media has emerged, with newspapers, The traditional media represented by radio and television are facing unprecedented challenges. Under the double impact of the new media, the behavior of the audience and the habit of obtaining information have changed. The timeliness of information, the wide audience, and the rich content of traditional media no longer have advantages. As the trend of media integration is irreversible, news programs must follow the trend and expand communication channels in order to maintain good contact with the audience and continue to develop in the new media environment.

2.3. *Lack of interaction with the audience*

Under normal circumstances, audiences passively accept news content and have no direct connection with journalists and other media staff. It is often reflected in the obvious lag between news and audiences. [2] Although most TV news programs have set up news hotlines, this form of interaction has great limitations, resulting in a low degree of participation and interaction among the people in the program. , and the emergence of new media platforms, which also provides a new way for the expansion of traditional media such as TV. This is reflected in the production of TV news programs. Through live broadcast, comments, real-time participation in discussion and interaction, expressing your own views, it also promotes the connection between the audience and the program, and can better reflect the audience's views and suggestions in the program. render.

3. The program innovation strategy of "Anchor Talks"

3.1. *Direct hits on hot events*

The society is complex, and all over the world, news events of all sizes are happening all the time. It is the responsibility of journalists to screen out the most newsworthy events, find hot spots, and track hot spots. The key to keeping news fresh and alive. [3] Directly hit social hot events, bring fast and accurate information and professional and authoritative interpretation to the audience, respond to people's livelihood concerns, and give full play to the advantages of mainstream media in content production. Most of the topics of "Anchor Talks Network" are selected from the content of "News Network" that day. These topics are usually social issues of public concern, or hot issues that attract the most public attention. The moderator comments on a certain topic, which is closely related to social hotspots and has high social attention and timeliness.

News topics include current affairs news, policy interpretation, major festivals, patriotic propaganda, people's livelihood news, etc., with comprehensive coverage and prominent hot spots. For example, in 2020, when the new crown epidemic broke out, the whole country and the whole country were united to fight the epidemic. In the process of fighting the epidemic, countless medical workers rushed to the front line of the fight against the epidemic. And all the news about the new crown epidemic is a well-deserved hot event. One issue of "The Anchor Talks" focused on the National Commendation Conference for Fighting against the New Coronary Pneumonia, in which Zhang Dingyu, one of the "war epidemic" heroes, was described by the anchor. The strength is cut from a few touching details, one is the staggering and firm pace. The second is a simple but solemn ceremony. The third is special and warm praise. Using three touching details, it not only conveys the hot news information this time, but also expresses the admiration of the heroes in the fight against the epidemic, thereby highlighting the great resistance of life

first, the whole country is united, life is sacrificed, science is respected, and destiny is shared. Epidemic spirit.

3.2. Popularize the language style of the host

What tone, attitude and form are used to report news information, which reflects the host language style of the anchor, and also directly affects the effect of news dissemination. Love, arouse the resonance of the audience, and improve the efficiency of communication. In our traditional cognition, when it comes to "News Network", the image of a "dignified, atmospheric and rigorous" anchor will appear in the mind, and the language of the anchor in the program will inevitably lack affinity. In contrast, the frequent use of Internet language in "The Anchor Talks Network" makes news comments more acceptable to the broad audience, and more resonates with the audience, forming an effective supplement to "News Network". For example, one episode revolved around "Cathay Pacific's" Hong Kong Airlines disrupting the order in Hong Kong. In the video, Kang Hui said, "Today's simulcast will continue to forecast typhoon "Likima". The disaster is still there, the warning is still there, and everyone is united Fight against the typhoon. We want to pay tribute to those who come against the wind. With you, we will see the rainbow after the wind and rain, and there will be prosperity of a country! In contrast, a Hong Kong company named "Cathay Pacific" "The company's behavior in the recent period is really sorry for the name." At the end of the video, the news anchor Kang Hui still kindly reminded: "No zuo no die"! Among them, the expressions of words such as "rainbow after wind and rain, no zuo no die" are very networked and interesting, and have played a good communication effect. In addition to these, there are also Internet terms such as "soul bargaining", "really Europe", "have you got it", "overbearing president", and "really enough water" frequently appear in the column, narrowing the distance with the audience. The language ranges from serious to lighthearted and humorous, from "sitting upright" to "approachable", and is more and more favored by young people.

3.3. Multi-channel dissemination of integrated media

Nowadays, new media platforms are continuously launched, and the speed and channels of information dissemination have undergone many changes, and the trend of convergent media development is gradually emerging. [4] For example, short video platforms such as Douyin and Kuaishou, as well as social platforms such as WeChat, QQ, and Weibo, can integrate information and users to form multi-level communication. On July 29, 2019, the news new media platform of the Headquarters launched the daily short video column "The Anchor Talks Network", and the number of views of the first video on Weibo reached 33.26 million. As of May 27 this year, the number of hits on Weibo on the topic "Anchor Talks Hookup" has exceeded 5.3 billion. On the CCTV News WeChat official account, the number of views of a single article almost exceeds 100,000. At the same time, short videos landed on Bilibili, Douyin, Kuaishou and other platforms, with an average playback volume of 5 million on the Kuaishou platform and a cumulative playback volume of more than 1.5 billion; a single like on the Douyin platform has more than 1 million, and the cumulative playback volume exceeds 1 billion, which has caused widespread concern in the network and multi-level fusion propagation. As soon as the "Anchor Talks Network" was launched, it took advantage of its multi-level communication advantages and quickly attracted a large number of new media audiences. Together with "News Network", a complete network news communication system was formed, which is easier to be in a short period of time. Reach a wider audience.

3.4. Focus on the audience, strengthen interaction and communication

In the era of new media, more and more emphasis is placed on user-centered user thinking, in-depth understanding of audience needs, dissemination of information in a way that audiences like to hear, production of programs, and establishment of interactive relationships with audiences, [5] and even allowing audiences to participate in content creation, enhancing Stickiness, through multi-channel dissemination and instant interaction, enhances the audience's attention and discussion on related issues. The video content released by mainstream media on the short video platform can get timely feedback from users, and the comment area of the short video provides an opportunity for communicators and users to communicate one-on-one. This communication is a two-way, equal interaction and at the same time public in nature. "Anchor Talks Networking" has changed the serious and solemn attitude of the mainstream media in the past, and adopted a popular and humorous way to convey positive energy. The comments of netizens are often quoted in the column, and the interaction with netizens is becoming more and more frequent. For example, there is an issue of "The Anchor". Talking about the National Day

special program, which is the netizen talking about the network, listening to netizens talking about work, life, and ideals, etc., and put netizens on the screen. Netizens of different ages, different genders, and different positions are bold The voice for oneself makes the program "The Anchor Talks Network" more close to the people. In addition, the interaction with the audience in the comment area is also very interesting, such as "1.4 billion people follow online updates", watching "The anchor said the broadcast" and so on. On various new media platforms, netizens often comment on some of the programs in the program. The wonderful video clips were edited and uploaded to the Internet, so that the program "The Anchor Talks Network" really entered the hearts of the audience.

4. The innovative path of short video news programs

4.1. Transformation of discourse expression

In recent years, CCTV male host Zhu Guangquan has relied on the "earth will not explode, we will not have a holiday, the universe will not restart, we will not rest, we will all be here waiting for you in the wind and rain during festivals" during the Spring Festival. The key point of the rapid popularity on the Internet is to change the expression of the discourse on the premise of ensuring the clarity of the meaning, and broadcast the meaning of "the news broadcast during the Spring Festival will not stop" in a light-hearted and humorous style. Dubbed "Duanzishou" by netizens, the sentences are easy to understand, which can make the audience laugh and learn about some recent events. For example, the meaning of expressing praise can be expressed by Internet buzzwords such as "double-click 666, C-bit, like, call". In the era of new media, short video news programs must actively grasp and utilize the discourse form in the new media environment, grasp the current development trend of network culture and the latest needs of netizens, adopt practical language forms, change discourse expression, and change from "sit on top" to "approachable". For example, in the program, the host starts with "Dear audience friends, I have a special event that I can't wait to share with you today". It can not only adapt to the discourse characteristics of the new media, but also maintain close contact with the audience, so that Makes it very different from traditional TV news programs. In addition, after changing the expression of speech, it also needs corresponding body language to set off. The host can add appropriate body movements in the process of expression to make the expression more vivid.

4.2. Linked Discourse Platform

In today's era of information explosion, the trend of integrating media is unstoppable. It is necessary to link different discourse platforms, improve the efficiency of information dissemination, and require more audiences to obtain more information in a shorter period of time. Short video news can be based on the new media. The characteristics of secondary production, the edited short video will be sent to platforms such as Douyin, Kuaishou, Bilibili, etc., plus WeChat, Weibo and other content, while broadening the communication channels and comprehensively deploying the media integration platform, it greatly enhances the Communication effect, linked to the discourse platform, to achieve integrated media communication. Therefore, short video news programs can establish accounts on short video platforms, which is also one of the ways to quickly accumulate fans and spread information. At present, short video platforms with a large number of users and large traffic include: Douyin, Kuaishou, Station B, etc., taking advantage of the advantages of short video platforms to achieve efficient dissemination of information. In addition, short video news programs are not necessarily limited to short video platforms, but can also be linked to social platforms, such as WeChat public accounts, Weibo, QQ, etc. Although these platforms do not focus on short video features, their text + picture + video features The form can make the expression of short video news more diverse, and make the dissemination of information more diverse.

4.3. Content of innovative discourse

With the continuous development and progress of society and the increasing number of content providers, the quality and quantity of short video content currently created have been significantly improved, and a large number of excellent short video content creators have emerged. Therefore, short video news programs can continuously absorb the discourse content of more excellent short videos, and on this basis, continue to innovate the discourse content. For example, when Gangqiang was broadcasting the news, he affectionately called China "Brother Azhong" and "Brother Azhong in the future" must be the most beautiful boy in the world. When Ouyang Xiadan reported regional news, he directly used the

dialect, "In Wuhan dialect, don't panic, don't panic in case of trouble, so that more vocal highlights are possible." In addition, short video news columns should not only focus on political, economic and other aspects. It is necessary to pay attention to other aspects closely related to people's life, such as social and people's livelihood themes, entertainment and fashion themes, sports themes, etc., which are not only closely related to the audience's life, but also increase the stickiness between the audience and the program.

5. Conclusions

The current public opinion environment and media landscape are undergoing profound changes. In the new media era, in order to stand out in an increasingly competitive environment, TV news programs can only change their thinking and achieve integrated development. The key to the development of integrated media lies in "integration". Therefore, to accelerate the integration and development of traditional media and emerging media, especially the innovative integration of traditional TV news programs, we must actively embrace new technologies, make full use of new platforms, and realize the innovation of communication technology. Actively embrace the new era, meet challenges, and find a way to integrate with new media.

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