

# Problems and Countermeasures of TV News Broadcasting in the Era of Media Integration

Xie Yifan

*Xi'an Physical Education University, Xi'an, China*

**Abstract:** *With the development of science and technology, TV, as a kind of media, plays an increasingly important role in the national economic and social development. People know and understand the world and society through TV news. When people watch TV news, they are not only satisfied with listening to sound and watching pictures, but also pursue deeper spiritual satisfaction and aesthetic pleasure. Furthermore, the requirements of TV news announcers in all aspects are becoming higher and higher. This paper analyzes the problems of TV news broadcasting in the age of integrated media, and explores how to improve the quality of TV news broadcasting and meet the personalized needs of the public.*

**Keywords:** *broadcasting and hosting; Television news; News broadcast; strategy*

## 1. Introduction

In recent years, TV has brought great influence on people's social life. In particular, people have gained more diversified knowledge through watching TV news. However, with the development of the era of integrated media, it has caused a certain impact on TV news broadcasting. Some TV news announcers lack of appeal and personalized development, and cannot keep up with the rapid development of the times. We can't stick to conventions and stick to the status quo. We should make bold innovations to make TV news programs better close to the public and serve the public, so that TV announcers can play a more active role in the process of news information dissemination.

## 2. The characteristics and requirements of television news broadcast

Television news broadcast refers to a creative activity in which television news announcer broadcasts news in front of the camera or microphone with sound language and auxiliary language as means of transmission. In the process of television news broadcast, broadcast host plays an extremely important role. "Speak with facts, with new moving" is the characteristic of news broadcast. In other words, to the news broadcast sound language expression needs to do: narrative clear, fresh strong. Different from other types of TV programs, TV news broadcasting has more strict requirements on the professional quality of announcers, which requires them to accurately convey news information to the audience, make the audience understand the information content, and timely understand the new developments of the country and society. In the broadcast creation activity, the announcer's language must be solemn and simple, clear and lively. At the same time, the announcer should have certain news acuity, and should deal with the news manuscript professionally in advance and put emotional and political attitude into the news manuscript to convey the information content to the audience. At present, the broadcast of radio and television news program mainly involves news information, news commentary, news special. For the broadcast and reading of television news documents, the announcer is required to correctly understand the content and ideological meaning of the broadcast and reading documents, which is easier for the audience to effectively obtain the information when listening to the news. Keep pace with The Times and pay attention to the timeliness of television news programs; Accurately grasp the tone and measure when broadcasting and reading news; According to different program types and manuscript needs to achieve the diversification of broadcasting and reading styles.

### **3. Problems existing in television news broadcasting in the era of fusion media**

#### ***3.1. Television news broadcasts lack appeal***

At present, TV news broadcasting still adopts a relatively traditional broadcasting method, which uses a fixed station to record in a fixed environment, and the news anchor transmits news information to the audience in the form of live broadcast. Through the television news broadcast, the audience is not only "listening" to the news, but also through the "emotional" broadcast by the news anchor to read the deep thought connotation behind the news information. However, at present, most TV news broadcasts have not established a "spiritual bridge" with the audience, and the audience cannot have emotional connection with the news information. When a news anchor is on the air, it seems like I'm on the air and you're on the air. The anchor is separated from the audience and "plays his or her own trumpet and sings his or her own tune". In the process of TV news broadcasting, there is a lack of information transmission appeal, and the audience's emotions are not drawn into the real event environment to feel the knowledge and spiritual influence brought by the news information on the audience. Most TV newscasters do not pay attention to the specific feelings of the manuscript, do not combine the content of the manuscript with the actual social situation and public opinion orientation, there is no obvious expression of emotion and attitude in the broadcast and reading, and can not make the audience have the same thoughts and feelings, resulting in the lack of infectious transmission effect. At the same time, the traditional way of TV news broadcasting is completely separated from the audience. The medium is knowable but the audience is unknowable. It is a kind of communication between a well-known media and many unknown audiences. This form of "one to many" also fails to enable the audience to participate well and express their true perception and thoughts of news events in a timely manner. In this context, some TV newscaster didn't put the feelings and their own understanding of press releases and comprehend pour at communication process, the lack of interaction with the audience at the same time, will be more a lack of appeal in the television news broadcast, cannot make the expression of the image and voice caused the audience deep understanding and thinking of news and information.

#### ***3.2. Television newscasters have a weak foundation***

Newscaster is the most eye-catching role in the television news program. His primary task is to convey the news information to the audience accurately. The professional quality of the news host promotes the efficient development of the television news broadcast industry, and the professional basic skills of the news host are very strict. But at present, some newscasters still have some problems in the process of language expression, such as pronunciation mistakes, stumbling phenomena and unclear meaning expression. For example, when broadcasting and reading in standard Mandarin, some announcers did not pay attention to polyphonal words in advance. In addition, the situation of live broadcast is urgent, when encountering polyphonal words, they subconsciously choose pronunciation and broadcast according to their spoken language habits, leading to broadcast accidents. Another example is that some announcers have strong professional ability, but they neglect daily oral exercises and voice training due to long-term laziness in the training of basic skills. Over time, in the process of reading news broadcast, there will be some phenomena such as mouth gourd or poor pronunciation of words, which will weaken the communication effect of TV news programs. The poor foundation of the announcer is also reflected in the handling of the news manuscript. When the news anchor gets the manuscript at the first time, it should be stressed and divided in time to facilitate the natural and smooth broadcast and reading in the process of news broadcast, so as to be able to "say" the news. But some announcers are still very lack of basic knowledge, for the need to stress the words in the manuscript will be wrong to judge, resulting in when conveying to the audience, can not help the audience understand the true meaning of the message. In addition, the division of the stop and continuation of the manuscript is not particularly clear. A long news message needs to be read "in one breath", which leads to the phenomenon of the announcer breathing out and panting in the process of the news broadcast, and does not bring comfortable and good audio-visual effects to the audience. These are due to the announcer's own professional basic skills are not solid and brought. For newscasters, they should not only have enough theoretical knowledge, but also strengthen the training of basic skills and improve their professional quality.

#### ***3.3. Television news broadcast lack of personalized development***

New media is a new form of media developed after traditional media such as radio, television and newspaper, such as short video, live network broadcast, microblog and wechat, etc., showing the

characteristics of fast transmission speed, wide range and low threshold. Television news compared with the form of transmission is very single. Each program is recorded in a fixed studio. The environment of TV news broadcast is relatively immobilized, and the background of the news broadcast picture presented to the audience is very monotonous. Because of authoritative news broadcast and seriousness, broadcast television news broadcasting style would be limited, even though the announcer has diversified expression modality, but is limited by the requirements of the authoritative news, TV news announcers, as a mainstream media in output news and information to the public, only relatively fixed mode is adopted to improve the news broadcast.<sup>[1]</sup>In the long run, the audience will also produce audio-visual fatigue, and can not timely and effectively distinguish the key and secondary key information when receiving news information. At the same time, in the process of broadcasting, the announcer still has the traditional and old way of dealing with large papers, which does not keep up with the development needs of The Times. The content of news TV scripts involves a wide range of political, economic, people's livelihood and so on. In view of the different news information, some news anchors will carry on the "same" processing, so that the TV news broadcast mode is the same. For example, the same broadcasting status and emotional delivery are adopted for some news that is worthy of people's joy and news that is painful, without distinguishing and differentiating the type of news and its impact on society. The cookie-cutter broadcasting method is not suitable for various types of documents, so it is naturally unable to attract audiences to capture important news information in time and produce good television news communication effect. At present, television news broadcast lacks individuation development.

#### **4. Coping strategies of TV news broadcast in the era of fusion media**

##### ***4.1. The announcer focuses on the specific feelings of the manuscript***

Television newscaster should pay attention to the different contents of the news manuscript technical processing, deepen the diversified use of the broadcast mode of the manuscript, so that the audience will have the same ideological tendency when receiving the news information. Television news hosts should try every possible way to put their thoughts and feelings and their own understanding and feelings of the manuscript into the transmission process, and make clear their political attitudes towards different kinds of news information. For example, a series of news information about the good development of China's economic situation requires news announcers to maintain a positive and full broadcasting state all the time, make appropriate adjustments in expression management, and show the joy from the heart to drive the audience's emotion when receiving the news information. Rather than the fixed traditional professional smile, as if to create a layer of estrangement with the audience. As for some catastrophic news caused by sudden and unpredictable destructive factors, when broadcasting and reading, newscasters should also integrate their feelings of deep sorrow and regret for the news event into the manuscript, and make a difference from the positive news mentioned above. In TV news programs, some catastrophic news information not only conveys the superficial news event itself to the audience, but more importantly, triggers the audience to think about the event or helps the audience to produce warning function of prevention in advance. Only when the announcer adds the correct emotional expression and shows a firm stance in the first creation of the broadcast and reading manuscript, can the authority and sense of gravity as the mainstream media communicator be more highlighted, the political opinion guidance can be better guided, and the audience can think deeply about the news information again.

##### ***4.2. The announcer strengthened the ability to broadcast and read the manuscript***

Although we have entered the era of integrated media, and multi-types and multi-channels of communication have enriched and diversified media attributes, traditional TV news programs still occupy a high authoritative position in the hearts of audiences. Compared with other emerging media, TV news broadcast is more professional and standardized, which can better reflect the basic skills of the host of news broadcast, and its processing requirements for news documents are more strict. First of all, the rhythm of the broadcast should be smooth and steady, and the speed is one of the key factors to control the rhythm of the broadcast. The broadcast time of TV news programs and the time for audiences to watch TV news are very limited. The announcer should broadcast and read the news information in a crisp manner, and complete the corresponding broadcast and read content in a limited time. If there is too much news information, we should speed up the broadcasting and reading on the premise of ensuring the accuracy of the content. However, if we blindly speed up the speech while

ignoring the original broadcast content, it will lead to the audience's lower acceptance of the news information and bring about poor audio-visual effects. Secondly, the announcer should adopt the combination of virtual and real in the process of news broadcast. For example, some livelihood news will focus on the people, so that millions of people become the protagonist of the news, more in line with the public's social life. Announcers should fully show their own sense of intimacy and actively arouse the audience's emotional resonance. If all the real sound processing methods will make no common with the public, the announcer seems to stand on the authority of the "high platform", unable to pull into the distance between the audience. Only through the combination of virtual and real broadcasting and the establishment of a good communication chain with the audience, can the audience perceive the affinity of the news anchor. At the same time, news hosts should also pay attention to the sense of news broadcast reading objects, appropriate adjustment of their external "serious" image. Even if you are in a studio without an audience, you have to visualize an audience for yourself. Finally, the news host should be able to use the "broadcast cavity" freely in the broadcast. Change the previous blunt and serious broadcast tone, appropriate use of some audience favorite, willing to accept the oral expression, and into the personal style and temperament. This will not only increase the audience's love for the news host, but also greatly improve the audience's acceptance of the news information, produce a good viewing effect, and promote the prosperity and development of television news broadcasting.

### **4.3. TV news broadcasting and hosting need innovation and transformation**

In the era of integrated media, the media are more diversified, which has a certain impact on the traditional TV news broadcast, and the overall news broadcast mode is too traditional. At present, most TV news broadcast in our country depends on the broadcast in the studio, the script broadcast reading by the news anchor and the combination of external painting video and dubbing. It can not adapt to the rapid development of The Times already. Under this background, the traditional television news program can take advantage of the characteristics of new media, fast, interactive, emerging media such as network with a short video, live integration development, innovation broadcast news broadcast the diversity of form, to get more audience's attention, promote the traditional TV news broadcast in the transformation of the development of the era of media. For example, in July 2019, the News and New Media Center of China Media Group launched a short video program called "Anchor Talk" to adapt to the new trend of media reform. Which pay close attention to the content of the current event hot spot, in combination with on or recent major news event, the audience is easy to understand language mainstream sound, build the entire media matrix, let the audience in the limited broadcast time and content, not only to obtain the news fact itself, also can get more knowledge and learn more useful, has obtained the good communication effect. In the "Network Broadcast with Anchors", newscasters will also use some popular words in line with the current social development to establish a common sense with the audience in front of the screen and successfully attract the audience's attention to the news and information. At the same time, news broadcast host should also innovate their own style, better adapt to the audience's personalized needs. The announcer can make the broadcasting mode more diversified under the premise of ensuring the correct content of the news broadcast.<sup>[2]</sup> At the same time, I should strengthen my professional quality and complete the innovation in style, fully consider the personalized needs of the audience, and enhance my own identification and the credibility of the audience to the news information I broadcast.

## **5. Conclusions**

Our country has entered the era of diversified development of media, and the television news broadcast should also follow the development trend of times. When broadcasting news, TV newscasters should not stick to the inherent way, pay attention to the feeling of the manuscript, strengthen the ability to broadcast and read the manuscript, and constantly innovate diversified news broadcasting methods. We put our heart, effort and emotion into TV broadcasting and hosting work, timely meet the personalized needs of the audience, accelerate innovation-driven development, and promote the healthy and efficient development of TV news broadcasting and hosting.

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