

# The Innovative Path and Future Prospect of Interview Programs in the Era of Integrated Media

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**Abstract:** *With the prosperous development of the radio and television industry, people's daily life has become more and more colourful. Television interview programs, with their unique charm, are favoured and loved by the majority of viewers. However, with the advent of the era of integrated media, the way of media integration is constantly changing, and the expression and dissemination channels of interview programs have received impacts and influence. Against this background, how interview programs should innovate needs to be further explored. This paper analyzes the bottlenecks in the development of interview programs in terms of content, form and audience, and puts forward different coping strategies in terms of form innovation, dissemination channels and audience experience, as well as makes an outlook on the future development of interview programs.*

**Keywords:** *Era of integrated media; Talk show; Innovation pathways; Future outlook*

## 1. Introduction

With the rapid progress of science and technology, the deep integration of big data and “Internet +” has led the society into a brand new era! In this era, the dissemination of information and access to information has undergone a fundamental change, cutting-edge information is no longer confined to the framework of traditional media such as newspapers, television, radio, etc., but is rapidly expanding to emerging channels such as cell phones, social media, etc., and there is a fusion of traditional media and new media.<sup>[1]</sup> In the era of integrated media, how to innovate interview programs is a key issue to be solved in the context of the new era. In this paper, we will discuss three aspects of the development bottlenecks, coping strategies and future development of interview programs.

## 2. Bottlenecks in the Development of Interview Programs in the Era of New Media Integration

### 2.1. Increasing homogeneity of communication content

Interview program is a form of television program in which the host invites relevant people and the audience to focus on important issues of general public concern, mainly relying on the topic to cause dialogues between the host and the guest as well as interactive exchanges. Therefore, the smooth running of an interview program is highly dependent on the attention and appropriateness of the topic. If the selected topics lack novelty and seem old and boring, it is difficult to touch the core content of the audience's most concerned, and it is also difficult to motivate the invited guests to speak freely, so it is crucial to dig out in-depth topics and improve the quality of the program's content. However, there is a common phenomenon in many current talk shows: their topic selection focuses on gossip, eye-catching shallow content, and usually after a program selects a certain topic to get everyone's attention, other programs will follow suit to produce related programs.<sup>[2]</sup> It is true that such topics can attract the attention of some audiences in the short term, but in the long run, over-reliance on and frequent broadcasting of such programs with serious homogenization and vulgar topics will undoubtedly undermine the credibility and influence of the media, and it will be more difficult to highlight its proper status as a mainstream media in society.

### 2.2. Single format of program production

The familiar interview program format is often conducted in a relatively centralized studio, where the layout of chairs, sofas and other furnishings become the iconic symbols of the interview program.

In the era of traditional media, such a program format is indeed conducive to the discussion of the topic and the deeper analysis of the meaning behind it, so that the program can reap better results. But today, with the emergence of many new reality shows, outdoor variety shows, entertainment variety shows, etc., the traditional interview format is difficult to keep the audience's attention due to its relatively constrained and standardized space, and a single image will also cause visual fatigue. The visual sense through the eyes has always been the most coveted source of information for human beings. The place where the program is recorded can not only be in the traditional studio, but also expand it to real life, which not only breaks through the closed, fixed boundaries, but also allows the interview footage to add a sense of life and dynamic images, enriching the diversity of the material. In the compact interview period, the audience can obtain more intuitive and diversified information experience through the flexible switching of scenes.<sup>[3]</sup>

In addition, many of the programs are centered on celebrity interviews, focusing on their life journeys and insights. However, these programs are often limited in the form of expression to the moderator and the interviewer's conversation mode, which gradually produces aesthetic fatigue among the audience. To a certain extent, the guest determines the goodness of a talk show, and his or her performance during the interview, the ideas conveyed, etc. will have an impact on the program. Throughout China's interview programs will find that a program will usually find some influential public figures or stars as guests, and these characters may be invited by a number of columns, their stories have been talked about many times, the audience of this simple repetition has long been uninterested, which also led to a decline in the audience's interest and the decline in ratings.

### ***2.3. Changes in audience consumption habits***

With the continuous development of network technology, media consumption habits have gone through a radical change, which puts forward new challenges and opportunities for the innovation path of interview programs. Audiences increasingly prefer fast reading and fast browsing, as well as diversified ways of expression and rich audio-visual experience. In addition, with the emergence of new platform media, it provides more opportunities for audiences to participate, making it possible to make their own views on the content and share it with their friends through pop-ups, messages and retweets while watching it. So the audience is no longer satisfied with passive reception of information, but is eager to participate and interact, which prompts the interview program must be innovative in content and form to adapt to this change.

## **3. Innovative Strategies for Interview Programs in the Age of Integrated Media**

### ***3.1. Innovative program formats***

In the era of integrated media, one of the innovative paths for interview programs is to create diversified program formats through cross-border cooperation. This partnership model not only broadens the program's audience base, but also enriches the depth and breadth of the content. For example, a technology-themed talk show can cooperate with a fashion brand to attract viewers interested in fashion through the incorporation of fashion elements, thus realizing the diversification of viewer groups. Incorporating cross-border cooperation in interview programs is precisely the embodiment of the spirit of innovation in the new media era, which requires program producers to constantly explore new modes of cooperation and forms of content to meet the ever-changing market demand.

In addition, the use of big data to analyze audience preferences allows for more precise customization of content. For example, by analyzing the social media behavior of the audience, program producers can find out the audience's strong interest in a particular topic and accordingly invite relevant personalities to participate in the program, thus enhancing the appeal of the program. The most crucial content in talk shows includes not only the topic of conversation, but also the feelings, wisdom and experience of the talkers. So in addition to inviting public figures such as politicians and celebrities, program producers can also expand their choice of guests to include a particular industry. There are also many typical characters among ordinary people, and because they are closer to people's lives, they are more likely to resonate with the audience and arouse their widespread concern, thus bringing people closer to each other and transmitting the positive energy of the society through little by little. For example, the radio talk show "Friends Please Listen" is full of life through sincere dialogues with the audience and listening to the voices of ordinary people. Not only does it convey the power of

warmth and healing with its unique perspective and deep insights, but it has also won the love and praise of the general audience

### ***3.2. Increased program interaction***

In addition to innovating the program format, the pioneering innovation of interview programs can also be achieved by introducing real-time interaction with the audience in order to enhance audience participation. Through social media platforms, the program can receive feedback and comments from viewers in real time, so that it can instantly adjust the direction of content and topics during live broadcasts. For example, a time-limited poll can be released through the official account before the recording of the program, and the topics of the following interviews can be decided based on the audience's votes, or real-time comments from the audience can be displayed during the program, so that the audience can feel that their voices are being heard, thus enhancing their participation. In addition to broadcasting the content of the program in a fixed time slot every week, the program can also open a live broadcast after the broadcast of the main program to interview the guests of the current issue and answer the audience's questions, which not only increases the audience's sense of participation, but also further enriches the content of the program and the discussion of the topic of the issue. In addition, the introduction of audience interaction also allows for the use of audience engagement data analytics models to predict viewer preferences and further customize content to make the program more relevant to viewers' needs.

### ***3.3. Expanding communication channels***

In the new media era, one of the innovative paths for interview programs is to broaden their coverage through multi-platform linkage strategies. With the rapid development of internet technology, viewers' media consumption habits have shifted from traditional TV and radio to online platforms such as video websites, social media and mobile apps. Social platforms represented by Weibo, WeChat, and TikTok, with their huge user base and high degree of interactivity, provide unprecedented dissemination opportunities for interview programs. Therefore, interview program production teams can adopt a multi-platform linkage strategy by distributing their content to these different media platforms in order to reach a wider audience base. For example, an interview program can upload the most exciting dialogues or the most fascinating highlights of the program to the official account of Jitterbug after its premiere on TV, using the short video platform to disseminate the program clips. With well-edited program clips that can quickly capture viewers' attention and pique their interest in the full program, viewers can be successfully diverted to the main platform to watch the full content. In addition, using the algorithmic recommendation mechanism of the short video platform, accurate content distribution can be realized to ensure that the program clips can reach the potential target audience, and this strategy can not only increase the exposure rate of the program, but also become an important means to enhance the influence of the program, which provides a broad stage for the dissemination of the interview program clips.

At the same time, it can also attract users' attention and sharing by posting program previews, highlights and behind-the-scenes footage on Weibo, and attracting viewers' discussion by utilizing Weibo's hot topic function. For example, the topic discussion initiated by CCTV's Dialogue program on Weibo has successfully attracted the participation of a large number of viewers, effectively enhancing the program's social influence. In addition, audience engagement can be further enhanced by pushing in-depth articles and interactive quizzes through WeChat public numbers. This multi-platform linkage model can not only expand the influence of the program, but also achieve differentiated dissemination of content through the characteristics of different platforms to meet the needs of different audience groups.

When implementing a multi-platform linkage strategy, talk shows can also optimize content distribution with the help of data analytics tools. By analyzing the viewing habits and interaction data of viewers on different platforms, program producers can adjust the release time, content length, and format to adapt to the characteristics of different platforms. This data-driven decision-making process can help programs reach their target audience more accurately and increase their viewership and interaction rates. Multi-platform linkage is precisely what creates a consistent and strong brand image for talk shows in different contexts.

#### **4. The Future Development of Interview Programs in the Age of Integrated Media**

##### ***4.1. Innovations in the organization and positioning of the program itself***

In the interview program with verbal communication throughout the program, the host plays a pivotal role, its hosting style and professionalism on the overall layout of the program and the quality of broadcasting has a far-reaching impact on the program, and each of its actions, every word is profoundly shaping the atmosphere of the program. The harmony of this atmosphere is directly related to the guest's live performance and participation, thus affecting the overall effect of the program. Therefore, when choosing a host for a program, it is important to carefully consider his or her linguistic talent and ability to control the stage. Interview program hosts should first fully understand the main theme of the interview program, to clearly understand that the program is first to listen to the narrator's story, to the public's feelings as the first point of departure, to guide the establishment of a good atmosphere of chatting and talking field.<sup>[4]</sup> Meanwhile, the host himself should also continue to improve their ability to improvise, because the content of the interview is often not completely in accordance with the established script to unfold and carry out, most of the time are on the spot, temporary, according to the situation and the formation of the initiative of the entire interview tone and direction of regulation, processing.<sup>[5]</sup> At the same time, the host should also be able to keenly capture the subtle changes in the live conversation. By observing the guest's expression, he or she can flexibly adjust the rhythm of the program to ensure the smooth recording of the program and present the audience with an exciting and harmonious interview feast.

The precise positioning of TV talk shows is the cornerstone of their content and form construction. Based on this position, the program can conceive a program name with its own characteristics and attraction. In addition, just as the daily use of electronic products, furniture and home appliances need packaging and advertising promotion, the program can also be used to highlight the program's own personality traits and characteristics of the program, so as to enhance the audience's ability to identify the program. Today's audiences are confronted with a wide variety of different types of programs every day, and viewers have both an active right to choose and a very large degree of blindness. In this context, the role played by packaging is self-evident. An important condition for audience choice is understanding, and packaging is the most direct means of understanding.

##### ***4.2. Artificial Intelligence in Talk Shows***

In the wave of informationization and digitization, the booming development of Artificial Intelligence (AI) technology has brought about an unprecedented revolutionary transformation in the production of radio and television programs.<sup>[6]</sup> The use of Artificial Intelligence not only helps program producers to improve their work efficiency, but also greatly enriches the expression of the program, injecting a strong new impetus for the sustainable development of the broadcasting and television industry. The rapid development of Artificial Intelligence (AI) technology also provides unprecedented possibilities for innovative paths in interview programs.

The use of AI technology not only enhances the automation of program production, but also allows for in-depth analysis of viewer preferences and customized production of content with the help of big data analysis, intelligent algorithms and other advanced means, which greatly enhances the attractiveness of the program. At the same time, it can also achieve instant interaction with viewers through natural language processing technology, bringing viewers more accurate and personalized program recommendations and services. For example, AI can analyze massive amounts of data on social media to identify viewers' reactions and discussion hotspots on specific topics, which in turn can help the production team dig into in-depth topics and improve the quality of program content.

In addition, the program can cleverly use AI technology to create virtual characters that are highly compatible with the program's positioning, making them active members of the program. These virtual characters are not only able to participate in the recording of the program in accordance with the procedures set in advance, but also able to capture the psychological changes of the audience through machine learning, machine training and emotion recognition technology, and communicate with the audience through Q&A, effectively attracting the audience's attention and significantly enhancing the program's interest and interactivity.

### 4.3. Virtual Reality Technology Enhances Audience Experience

Nowadays, Virtual Reality (VR) technology has become an important medium, which can not only provide a realistic virtual environment, but also realize a variety of functions.<sup>[7]</sup> The development of virtual reality technology enables people to communicate freely in virtual environments and obtain an immersive experience, so virtual reality technology is also widely used in TV program production, of which the most representative applications are virtual studio and virtual implantation technology. With the development and iterative updating of technology, VR technology has gradually transformed from being expensive and bulky in the early days to being more approachable and portable, and this trend has also provided new communication channels and audience experience methods for interview programs.

Through VR technology, viewers can immersively participate in the interview program as if they were in the same room as the guests. This immersive experience not only enhances audience engagement, but also opens up new possibilities for depth and breadth of program content. In addition, combined with big data analysis of audience preferences, interview program production teams can customize content and provide personalized viewing experiences for different audience groups through VR technology. For example, based on viewers' viewing history and preferences, the program can recommend specific interview segments or offer different interactive segments. When applying VR technology, interview programs can also draw on "immersion theory", which suggests that immersive experiences can enhance viewers' emotional engagement and memory retention, and that by creating an all-encompassing virtual environment, viewers can focus more on the content of the program, thus enhancing the overall viewing experience. The application of virtual reality technology in interview programs in the new media era can not only bring unprecedented experience to viewers, but also help program producers to stand out in the fierce media competition, and provide a new direction for the innovation path and future outlook of interview programs.

## 5. Conclusions

In order to fully comply with the evolution of the era of integrated media, interview programs need to continue to keep pace with the times and be innovative. In this process, it is necessary to consider the program form, content, communication channels and audience positioning and other dimensions, give full play to its own advantages, to ensure that the program can more accurately respond to the needs of the audience, to broaden the audience base, to attract the attention of more viewers, to enhance the program ratings, and to create a more attractive program brand image. Looking ahead, with the continuous expansion of audience size and the rapid changes in the technological environment, every media worker engaged in program production should bear in mind the mission and take the responsibility, and be committed to creating interview programs with both quality and fun, and with the far-reaching influence and strong competitiveness of the brand, we will be able to make steady progress in the market, and continue to open up a brand-new chapter in the interview programs.

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