Research on the Interaction of TV Programs in the New Media Era

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Abstract: Compared with the traditional media era, a very obvious feature of the new media era is digitalization. This feature breaks through the traditional directional communication method and increases the interaction between the communication subject and the audience. Starting from the various manifestations of TV program interaction in the current new media era, the article analyzes the significance of TV program interaction and the current problems in TV program interaction, and proposes corresponding solutions to the problems.
Keywords: New Media; TV Program; Interaction; Strategy

Introduction

New media is a form of media with the network as the main communication medium. The traditional media's communication methods are generally directional communication, ignoring the needs of users, while the new media is more extensive and interactive, and can grasp the feedback information of users in a timely manner.

1. Interactive performance of TV programs in the new media era

1.1 Digital interaction has become the mainstream interactive mode of TV programs

With the advent of the new media era, the continuous development of network technology and the popularization of mobile terminals such as mobile phones, a new interactive mode, digital interaction, began to appear and gradually became the mainstream interactive mode of TV programs. In order to improve the participation of the audience and obtain better interactive effects, online interaction has gradually replaced the traditional on-site interaction or telephone interaction and has become the mainstream method. For example, an interactive method called "shaking" has become popular in recent years. Users can take out their mobile phones when a TV program is playing. By shaking the mobile phone, they can interact with the program, which not only increases the program is interesting and increases user engagement.

1.2 New media technology provides guarantee for traditional interactive mode

Telephone interviews or on-site interviews are mostly used for reporters' understanding of news events. In news programs, for emergencies, reporters cannot rush to the scene of the incident in time, but due to the timeliness and authenticity of news, news media may not. It is not necessary to understand the real situation of the scene in a short period of time and convey it to the audience. At this time, the advantages of telephone interviews are revealed, because it is not limited by distance, so journalists can keep abreast of the situation through telephone interviews. The most real situation of the scene is displayed to the audience in the form of pictures, so that the audience can see it at a glance, and it can improve the authenticity and reliability of the news program.

1.3 Rejuvenating narrative and strengthening interaction

In the past, TV programs had very little interaction with the audience in the process of being explained by professional hosts. The expression of TV programs in the new media era tends to be younger. In order to meet the requirements of young people in the fast era, many producers have launched There are reality shows and variety shows, and some have also tried the combination of tradition and youth. For example, the program "Renovating the Forbidden City" is to let Deng Lun and other younger generation actors tell the story of the ancient Forbidden City. Let more people know about the Forbidden City, and on the other hand, catch people's attention through young and handsome actors to achieve the effect of interaction with the audience.

2. The Significance of TV Program Interaction in the New Media Era

2.1 Conducive to enriching the form of TV programs

The way and content of TV programs are restricted by economic, cultural or technological aspects, which leads to serious homogenization of TV program types, which causes aesthetic fatigue and leads to a decline in the ratings of the programs. In the era of new media, the continuous development of information technology has greatly enriched the content and form of TV programs. Especially in recent years, with the development of other media forms, TV programs have felt a great threat, and they are constantly looking for the way to increase user stickiness not only promotes the development of TV programs, but also increases the communication between viewers and producers.

2.2 Conducive to improving the user experience of the audience

In the production of traditional TV programs, the audience only acts as a passive recipient of information, and can only be "what others broadcast what we watch". This passive acceptance has been well changed in the new media age. In the era of new media, the audience has become the center, and the production of TV programs is aimed at meeting the needs of the audience. Under this goal, the program production of the producer pays more and more attention to the interaction with the audience, understands the feedback of the audience, and bases on the user's opinions or suggestions. Continuously rectify the program to improve the audience's viewing experience, and sometimes allow users to participate in it, understand the production process of the program and participate in the program performance, so as to continuously improve the sense of participation and increase the ratings.

2.3 Conducive to presenting the value of TV terminals

With the advent of the new media era and the gradual popularization of digital technology, the communication between various TV channels has been continuously enhanced, and the competition situation has gradually formed. In the past, only the signal of the province or the city could be received. With the advancement of technology and the popularization of digital signals, the number of channels received by the audience has gradually increased, and the competition among the channels has gradually strengthened. In order to be invincible in the competition, each channel TV stations must be user-centric and continuously increase their market share by attracting more users. In this process, digital technology can effectively increase the popularity of TV programs, and digital TV terminals can become the carrier of interaction between viewers and TV programs, thereby enhancing the commercial value of TV programs and increasing TV stations' profits.

3. Problems existing in the interaction of TV programs in the new media era

3.1 Homogenization of interactive forms and lack of innovative awareness

The emergence and development of new media has improved the interactivity of TV programs. At present, many TV programs have begun to pay attention to the needs of the audience, put the audience in the main position, and increase the interaction with the audience. However, when the interactive methods of some TV programs are positively responded by the audience and achieve good results, some other programs of the same nature begin to copy the original ideas. This leads to the

phenomenon of homogeneity in the interaction process and the lack of innovation consciousness. This way of imitating other programs not only fails to be sought after by the audience, but also causes the audience to suffer from aesthetic fatigue and even feel repulsive to the program.

3.2 The interactive content is single, failing to consider the diverse needs of users

With the development of information technology, on the one hand, the information resources of TV programs are also rich and colorful, providing a lot of materials that can be used for reference and application for the production of TV programs. On the other hand, the personalized needs of users have also increased, and higher and higher requirements have been placed on the content of TV programs. They not only want them to be fun and attract attention, but also require them to have a deeper meaning.

3.3 The interactive product is single and lacks a diversified industrial chain

Judging from the current business strategy of TV programs, generally after the success of online programs, some offline products will be launched immediately. These products are generally derivatives of programs, in order to obtain more profits. From the perspective of the operating effect of TV programs, due to the lack of a certain sense of innovation, these derivatives lack creativity and produce a single product. Due to the lack of innovation awareness, the generation and innovation of offline derivative products has become a key issue for TV programs. If a single interactive product is still generated, regardless of the needs of the audience and the reality of diversified development, the generated products will be If it is not welcomed by the audience, the interactive effect will not be effectively improved, and the profit of the program will not increase accordingly.

4. Optimization strategies for strengthening interaction of TV programs in the new media era

4.1 Understand user needs in a timely manner and enhance user experience

A typical feature of the new media era is user centralization, that is, the importance of audiences in the entire communication process is increasing. With the advent of the information age, the types of communication media are constantly enriched, and the competition pressure of TV programs is increasing. Therefore, the main body of TV programs has gradually changed from the producers to the masses. Only by winning the love of the audience can the ratings of TV programs be increased, so as to make profits, so that the TV programs will not be replaced by other programs. Therefore, in the new media era, the audience has become the basis for the survival of TV programs. In order to adapt to this change, the production of TV programs must put user needs in an important position. Before production, research must be done to grasp the interests of users in time and capture the hearts of users.

4.2 Continuously innovating profit models and launching related derivatives

The profit method of traditional TV programs is mainly to earn advertising fees through interstitial advertisements. With the advent of the new media era, the methods of TV program profit are gradually diversified. In addition to advertising fees, it is also possible to create derivatives related to the content of the program. Taste. In the new media era, the characteristics of fast information dissemination and rich channels make TV programs constantly innovate profit models and develop derivative products. For example, the star-child reality show "Where Are We Going, Dad" series has also produced a series of spin-off products at the same time, such as games and movies of the same name. When the online program is welcomed by the audience, it will launch related derivative products, and then innovate the profit model.

4.3 Strengthen cooperation with new media and enrich interactive forms

In the era of traditional media, the interactive form of TV programs is too simple. With the advent of the new media era, the importance of audiences in TV programs has gradually increased. Therefore, many programs have begun to seek newer and more comprehensive interactive methods. The media is in it, in order to increase the participation of the audience, and innovate the form of interaction. For example, the reality show "Extreme Challenge" broadcasted by Dragon TV allows the audience to choose the game that the resident guests will play next through voting on Weibo. Interests, cater to the needs of the audience, and can strengthen the interaction and connection with the audience.

4.4 Listening to user feedback to achieve two-way interaction

Strengthen the interaction with the audience, listen to the user's feedback in a timely manner, and expand the influence of the program. Among the audience's suggestions, many are positive and feasible, and these suggestions can be implemented in the program. The production team should also actively make corrections for the shortcomings of the audience's feedback program. The program team should pay attention to the information feedback from the audience, and make corresponding rectifications to the program by collecting the audience's evaluation of the program in the comment area. For example, in the program "Ace vs. Ace" broadcast by Zhejiang Satellite TV, at the beginning of the program, the audience commented that there were too many game sessions, and it was too old-fashioned and lacked innovation. In response to these problems, the program team not only increased the types of games, but also added a classic part of the conference after the game, allowing the audience to review the previous famous film and television programs through the program, and at the same time, the theme of the entire program has been sublimated.

Epilogue

The ultimate goal of making a TV show is to get more viewers. Therefore, the audience is the first in the production of the program, to increase the viewing rate of the program, it is necessary to increase the user's viewing interest and understand the user's needs. Especially in the era of new media, the competition of TV programs is more intense. In order to obtain higher ratings, it is necessary to put the audience first, strengthen the interaction with users, and listen to user feedback. Only in this way can TV programs be neutral in the competition. in invincibility.

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