

Research on the Development of TV News Communication in the Era of Integrated Media

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Abstract: At present, with the wide application of Internet technology, emerging media have mushroomed, the types and technologies of new media are constantly changing, and people's means and methods of information acquisition are also increasing. At the same time, it also brings some resistance and pressure to traditional media. In order to achieve sustainable development, traditional media must speed up the integration with new media.

Keywords: Financial Media; Television; News Communication

1. Background and significance of media convergence

In the specific transformation and integration stage of traditional media, the characteristics of the all media era are also constantly highlighted, which also brings great convenience to people's life and work. In the new historical period, traditional media will inevitably be closely integrated with emerging media, which is also the key pillar for the long-term development of the media industry. With the transformation and integration of new media and traditional media, TV news media also get better development opportunities: first, it can not only exercise their own thinking innovation ability, but also more effectively implement the relevant principles such as weeding out the old and bringing forth the new, and can effectively have a comprehensive understanding of new things and new situations. If editors want to effectively obtain information, they should open the door of vision and constantly update social thinking ideas, This can better enable editors to always maintain a good working state. Second, through the innovation of TV editing work thinking, it can effectively promote the upgrading and development of this industry. While fully strengthening the awareness of self competition, it can integrate the development ability of the team and effectively improve the comprehensive quality of the team. Third, strengthening the effective upgrading of the television editing industry can also enable some staff to experience the important meaning of refined management in the whole work, and truly polish the development of various programs.

2. Analysis on the path and characteristics of TV news media integration and transformation

2.1 Construction of all media integrated command platform and its development

With the rapid development of new media, the government has provided policy guidance for the transformation and integration of TV news media, which undoubtedly laid a solid foundation for promoting the integration and transformation of TV news media. With the strong support of the government, all major TV news platforms should actively build an all media integrated command platform from their own conditions, and strive to ensure that the platform is interconnected with the traditional TV news broadcasting area and all aspects of the work area. At the same time, it should also cover the areas of their respective division of labor. On the basis of creating a systematic command platform, we should comprehensively integrate all links of TV news, and finally make the news production chain more scientific and reasonable. With the support of the new

command platform, we will accelerate the pace of innovative research and development of all media integration technology system, so that all TV news content can become menu, data and graphic and video, making the storage and utilization of news information more convenient and efficient. In this stage of transformation and development of TV news media, the effective integration of new media and traditional TV news media is mainly reflected in the transformation at the meso level, that is, the great changes in the organizational structure and production process.

2.2 Establishment of TV news media integration center and its development characteristics

The major TV news media can integrate the old and new media into a "media center", and change the main body of business activities accordingly. The establishment of the financial media center has realized the integration of traditional TV news media and new media from the macro level, completed the integration of property rights, and truly effectively realized the integration and transformation of TV news media. The integration and transformation of TV news media is mainly to realize the deep integration of traditional media and new media, which reflects the multi-faceted and multi-level practice among enterprises, businesses and organizations. Specifically, it includes three links: content sharing, technology interoperability - content sharing, and further technology communication - complete content sharing and complete technology interoperability. The ultimate goal is to establish a media integration center, provide the most convenient and fast path for further promoting the integration and transformation of TV news media, and ensure the smooth completion of its integration and transformation.

3. Important measures to strengthen the upgrading and transformation of TV editors in the era of media integration

3.1 Integrating the background of the times and strengthen quality improvement

In the era of media integration, as a TV editor, we should effectively apply wechat, Weibo, Tencent QQ and other related media platforms in combination with the current development background, and fully promote the diversified development of media technology. In this process, relevant audiences can feel the charm of news and TV programs in the process of social interaction, so as to strengthen the sorting of fragmented time. Therefore, under such circumstances, TV editors can strengthen the correct guidance of social ideology through the accurate grasp of the overall form, so that relevant audiences can understand the current development situation and development trend, and expand the development background of TV media as a novel program arrangement, so as to analyze the views of this thing from different angles.

3.2 Strengthening role transformation and standardize work requirements

In the new era of the continuous influx of new media technology, TV editors should strengthen the timely transformation of roles, so that they can essentially complete the innovation of work. In the process of grasping the program innovation and news content, they should actively perceive the effect of things to the audience through the accumulation of various work, and truly experience the views of different social groups on this thing. For example, in the process of grasping some entertainment programs, we should first grasp the values displayed by this program from an overall perspective, so as to ensure the effect. Through correct guidance, the audience can understand what the current social ideology is, and then strengthen the display of the program broadcasting effect.

3.3 Paying attention to program innovation and strengthen content publicity

In the process of editing and managing TV programs, we should aim at the improvement needs of program innovation and strengthen the satisfaction of the specific needs of the audience at this stage. In this case, it is necessary to combine the content feedback of the audience, further innovate the forms of program creation and broadcasting, and strengthen the display of innovative forms according to the focus of hot content. At the same time, in order to better show a better TV effect, it is also necessary to strengthen the effective integration of resources in the era of media integration, so that viewers can participate

in program interaction on Weibo and other relevant official platforms. Through the feedback of program content, the program group can collect some suggestions for improvement, so as to more effectively improve the audience rating of the overall program. In addition, in the era of new media, it is also necessary to publicize various programs. You can find some well-known experts to effectively innovate the whole thinking of TV editors through negotiation and cooperation with new media content, so as to comprehensively show the characteristics of programs to a greater extent. In the process of fully innovating the technical content, TV news editors can adopt multi-purpose and multi manuscript applications, process news products in multiple types according to diverse perspectives, closely integrate with the network, enhance the appeal of program content, and promote the integrated development of new media.

3.4 Carrying out multi-dimensional cooperation

3.4.1 Introduce merger and acquisition mode

Traditional TV news media have a certain strangeness to Internet technology, and Internet enterprises have begun to sprout interest in traditional TV news media investment, which makes Internet enterprises and the media industry gradually spawn a large number of cooperation and acquisition cases. In recent years, domestic traditional media have frequently taken actions to deal with the impact of different media platforms on traditional TV and news media in the new media era through mergers and acquisitions and cooperation.

3.4.2 Carry out interdisciplinary cooperation

Technological change will inevitably lead to major changes in academic thinking and thinking. The development of new media involves interdisciplinary literacy and knowledge, including marketing, statistics, economics, computer science information, journalism and communication. However, the traditional TV news media does not have a rich reserve of interdisciplinary talents, which requires the journalism industry to actively cooperate with academia, excavate interdisciplinary talents from academia, and find the key path for the breakthrough development of journalism. At this stage, the research on traditional TV media and new media mostly focuses on the fields of operation analysis, precision marketing and commercial communication, partly because new media technology will impact the inherent concepts. At present, under the influence of big data, data news and other theories and their increasingly widespread application, traditional journalism and communication has undergone great changes in the new media era. When elaborating and interpreting data, journalists must have good academic literacy. Journalism graduates should also be based on the deep disciplinary platform of Journalism and communication, and continue to broaden their academic interests and research horizons; At the same time, we should not only ensure the independence and subjectivity of Journalism and communication, but also integrate interdisciplinary theory, so as to promote the growth and development of journalism.

3.5 Establishing an interactive platform for TV news programs

In order to improve the communication effect of TV news programs, TV media should also strengthen the establishment and improvement of interactive platforms. As TV viewers' awareness of participating in news programs continues to improve, the traditional form of unilateral communication can no longer meet the audience's experience requirements. Therefore, TV news media need to improve the frequency and effect of interaction with the audience, so as to improve the audience's enthusiasm for watching. TV news program producers can establish a special message board for the audience on the interactive platform, which can not only improve the participation level of the news audience, but also help the TV media to collect the opinions and suggestions of the audience, so as to continuously improve and improve the news program. TV news interactive platform also needs to be thematic and practical to improve the media competitiveness of news communication. It can also provide the audience with the opportunity to connect on-site through Internet phone and video.

4. Concluding remarks

To sum up, in the era of media integration, TV news editors, in order to better improve their work standards, should

adhere to the technology-based breakthrough point, integrate mobile communication, cloud computing, artificial intelligence and other related technologies, and strengthen the effective innovation of TV news program content, so as to better display high-quality TV programs and news content through the integration of open resources. In the future development process, TV news editors should fully integrate the current development needs, constantly enrich their professional qualities, and then more effectively strengthen the effective innovation of social media content.

References

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