Original Paper

A Study on the Application of New Media in Broadcast Newscasting and Writing under the Perspective of Media Integration

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Abstract

The development trend of media convergence is related to user demand, market competition and other factors, based on this environmental background, the broadcasting news industry makes full use of the advantages of new media to innovate the development path, which is the right choice to comply with the changes and needs of social development. The rapid development of new media has brought a variety of information dissemination forms and broadened information dissemination channels, which is a new opportunity and a new challenge for the broadcast news industry. In this regard, this paper starts from the application of new media in broadcast news broadcasting and writing, focusing on the broadcast news industry to play the advantages of new media to promote their own transformation and upgrading. For example, broadcast news industry practitioners can start from the characteristics of the new media industry, revolutionize the concept of work and work thinking, change the writing ideas and innovative programs, improve the interactivity of broadcast news, so as to enhance the audience's sense of experience and improve the competitiveness of broadcast news.

Keywords

media integration, new media, broadcast news, broadcasting, writing

Media integration is a choice made by various media to adapt to the real needs and development trends based on the progress of social development and changes in the environment of the times. According to the "Opinions on Accelerating the Development of Deep Media Integration", "Opinions on Promoting Radio and Television Broadcasters to Become Stronger and Better in the New Era", "Opinions on Further Strengthening the Construction and Management of Specialized Television Channels" and other documents and instructions, the broadcasting news work units should adhere to the deepening of the reform and innovation leadership, and constantly improve and optimize the internal construction, in order to conform to the development trend of the media mobility, socialization, and video, and to ensure the Effectively meet the people's news and information access needs. The emergence and application of new media development, resulting in more intense competition in the media industry, has brought a greater impact on the broadcasting news work. However, the accelerated development of the new media industry has also given rise to a number of new technological achievements, which can be shared by the media industry, and this has brought new opportunities and resource support for broadcast journalism. How to use the new media to revolutionize the broadcasting news work and give new vitality to the broadcasting news is a common problem faced by the whole industry. In this regard, this paper tries to discuss the application of new media in the broadcasting and writing of broadcast news.

1. Changes in the Working Environment of Broadcast News under the Perspective of Media Convergence

Under the perspective of media convergence, the working scene of broadcast news has undergone a great transformation. The organic combination of new media and broadcast news, resulting in more convenient conditions for broadcast news practitioners to carry out their work: first, multimedia reporting requires broadcast news practitioners to continuously improve their personal qualities, media convergence makes broadcast news is no longer limited to sound transmission, broadcast news practitioners need to have cross-media skills, mastering the video filming, editing and processing skills (Wang, 2023); second, colorful forms of interaction Secondly, the colorful forms of interaction promote the close contact between broadcast news practitioners and the audience, media convergence makes the broadcast news have the ability to interact with the audience in real time, through social media platforms, online live broadcasting and interactive features such as comments, broadcast news practitioners can interact with the audience and get feedback from the audience; Thirdly, the data-driven decision-making environment emphasizes that broadcast news practitioners to further improve the quality of the news, media convergence makes the broadcast news process can also make full use of the big media. Media convergence makes it possible to make full use of big data analysis and mining technology in the process of news work, mining news clues and values from massive data information, which can guarantee targeted reporting decisions, but it is necessary for broadcast news practitioners to launch high-quality, featured news reports, to avoid audience diversion caused by homogenization of news reports.

2. The Application of New Media in Radio News Broadcasting under the Perspective of Media Integration

2.1 Improve the Interactivity of Broadcast News Based on New Media Operational Thinking

New media is inseparable from the life of the masses, and broadcast news practitioners will come into contact with all kinds of new media platforms and technologies in their daily lives, and their own concepts will also change under the influence of the overall environment. In this regard, many broadcast news practitioners, based on their own conceptual changes and the need for broadcast news work, will choose to draw on the operational thinking of the new media industry, to take the essence to revolutionize their own way of working, with a different way of thinking to dominate the work of broadcast news. For example, for the broadcast news broadcasting work, some practitioners link the broadcast news broadcasting work style and skills with the new media expression and presentation methods to innovate, integrate the new media technology and operation modes into the studio, and create diversified scenarios according to the content of the broadcast. The announcer, according to the content of the broadcast to appropriately increase some of the audience can "space interaction" statements, compared with the traditional mode of serious, serious, for some of the life of the content to increase the fun. In addition, there are new media voice messages and comments and other interactive

forms have been cited in the broadcast news industry. This can enrich the audience's interactive experience, enhance the audience's sense of participation, and strengthen the close connection between the audience and the broadcast news station.

2.2 Fully Utilize the New Media Data to Support the Arguments of Broadcast News

In the age of informationization, "numbers" and "data" are the key contents that everyone pays attention to when they understand the social dynamics, and they are also very important parts in the broadcast news articles. Generally, the announcer will emphasize the "numbers" and "data" that appear in the broadcast news article by means of accents (Tao, 2023). Under the background of accelerated information dissemination of new media, the broadcast news industry can make use of the new media platform and technology to improve the data analysis ability and data processing level, technically identify important and usable data information, and screen out fake data and invalid data. Moreover, improving the efficiency of data information processing can provide broadcast newscasts with sufficient and timely data information to support the arguments. For example, some broadcast news practitioners try to use the new media platform to analyze and process the passenger flow data of the Spring Festival, relying on the big data technology and cloud computing technology carried by the platform, to complete the emergency processing of inserted scripts, and color-coded the figures and data on the broadcast news scripts, so that the broadcasters can clearly know which parts of the content are emphasized, and the accented part of the broadcast is properly dealt with according to the broadcasting skills. This helps the audience to understand the purpose of the news quickly and clearly.

2.3 New Media Platform Artificial Intelligence Technology to Replace the Traditional Broadcasting Method

Nowadays, artificial intelligence technology is becoming more and more mature, and in addition to the figure of artificial intelligence technology that can be seen in the field of new media, the wide application of artificial intelligence technology can also be seen in other fields. Based on the application of AI technology, the new media industry has derived new technologies such as AI broadcasting. The emergence of creative audible language has led to greater competitive pressure in the broadcast news industry. For example, the Baidu AI open platform, Xiaodu intelligent speaker (designed by Baidu), Aliyun intelligent voice service, Tencent AI open platform, Xunfei open platform, etc., support a variety of speech synthesis, speech recognition and natural language processing technologies. "AI anchor" and "AI broadcasting" have become a new trend. Under the traditional model, the selection of broadcast news announcers is very strict, with high requirements in personal image, broadcasting accent, and Putonghua level, etc. However, the application of artificial intelligence technology has made the industry barriers crack. The speech synthesis technology of the new media platform can generate a natural and smooth artificial voice, and turn the news content to voice broadcasting. Speech synthesis technology can not only provide high-quality voice expression, but users can also personalize their settings according to their own needs, so that voice broadcasting meets their personal preferences (Park, 2020).

13

2.4 Cultivate and Develop Comprehensive Anchors to Improve the Quality of Broadcast News Broadcasting

Based on the above, the new media platform has developed artificial intelligence voice broadcasting technology, which can replace the traditional broadcasting method and meet the audience's personalized needs. This makes the market competition environment more complicated and the pressure increases for broadcast news announcers. For broadcast newscasters trained under the traditional model, developing in the direction of comprehensive news anchors is an effective way to ensure their competitiveness. Some units have also tried to revolutionize the training system of professional broadcasters based on the application of new media platforms and technologies, to cultivate the existing high-quality human resources, and to improve the quality of radio news broadcasting. For example, the use of new media to create diversified scenarios to train the announcer's responsiveness, professional skills, and thinking transformation. When organizing announcer training, the broadcast news unit collects several pieces of news in real time through the new media platform, requiring the announcer to quickly organize and memorize them, and choose the language style according to the scene created in the guide room for broadcasting news. In order to promote the comprehensive development of announcers, with the help of professional skills of announcers to broadcast news programs as an assistant, to create a unique style of the program, shaping the program brand.

3. The Application of New Media in Broadcast News Writing under the Perspective of Media Integration

3.1 Transform the Working Ideas and Programs of Broadcast Newswriters

Under the perspective of media convergence, in the field of news, there is a cross-application and integration between traditional media such as radio, television, newspapers and other emerging media such as the Internet and social media. This puts forward new requirements for broadcast news writers: broadcast news writers should enhance their personal cross-platform writing ability and master the characteristics and use norms of different media; broadcast news writers should flexibly use various channels to obtain information and understand the whole picture of the event; broadcast news writers should take into account the innovation of the content and form of press releases to improve the readability and visibility of the news; and broadcast news writers need to be more Broadcast news writers need to pay more attention to the authenticity and accuracy of the news, carefully verify the source of information, and avoid the release of inaccurate information. In the environment where new media are widely used, the thinking of broadcast news writers needs to be changed. From the specific practice, radio news writers basically use the new media thinking in the work process: based on the technical and information resource support of the new media platform, and according to the new media matrix development idea that is gradually taking shape, a lot of news writers put themselves in the position of "news producers" to think and work (Pei, 2023). When the number of individuals reaches a

14

certain level, the number of news writers will be increased. When the number of individuals reaches a certain level, it will drive the entire news writing team to change their thinking. For example, the broadcast news writing team searches and organizes hot news information through the Internet and new media, and completes the press release and program design based on new media thinking.

3.2 Information Technology Support to Improve the Efficiency of Broadcast News Writing

Many new media platforms based on their own network news writing and distribution business, through artificial intelligence technology to innovate the way news writers work, the launch of self-developed technology products to support the news writing work, and even create a certain degree of recognition of the brand. For example, Tencent News' "Dreamwriter", Xinhua News Agency's "Quick Pen Xiao Xin", Baidu's "Wenxin Yiyin", Xunfei's "SparkDesk" and "SparkDesk". SparkDesk", "Little Dolphin AI" and so on. In addition, there is also the application of big data, cloud computing and other technologies, broadcasting news writers in the modern information technology assistance, has realized the whole work efficiency has been greatly improved. Moreover, under the perspective of media integration, broadcast news writers can carry out news collection through multiple channels, which can not only enrich the variety of materials, but also ensure a wider range of information. For example, the traditional way of working, the need for radio news writers to go to the field, through multiple visits and other forms of access to first-hand information, if the event is more complex, it may take a few days to dig deeper. However, the application of new media has broken the spatial limitations and provided a variety of convenience for broadcast newswriters. Broadcast news writers can restore the original appearance of the event by collecting information through multiple channels, and can release the information to the public after doing a good job of verifying the information, which can better ensure the timeliness of the news. For example, based on the intelligent writing technology of the new media platform, broadcast news writers can monitor the development trend of news events and key information in real time, which helps broadcast news organizations to grasp the direction of the development of events and important nodes faster (Li, 2012).

3.3 Visualized News Presentation Enhances Interactive Communication

New media is characterized by interactivity, immediacy, diversity, customization, globalization and multi-platform. Under the perspective of media convergence, the application of new media in broadcast news writing has revolutionized the presentation of broadcast news and further enhanced the interactivity of news, writers, broadcasters and audiences. On the one hand, the new media platform serves as a carrier for broadcast news, and broadcast news organizations can directly interact with the audience by releasing news content through the new media platform. For example, the broadcast news unit released a questionnaire in the new media platform, the audience through filling out the questionnaire and the broadcast news unit interaction; through the "interactive video" to allow the audience to choose personal more interested in the content; the audience through the platform "pop-up", "comments" and so on, Through the platform "pop-up", "comment" and other functions, the audience interacts with the announcer during the real-time news broadcasting process. On the other hand, the

15

continuous innovation of new media technology promotes news practitioners to introduce charts, videos and other forms of news presentation. In addition to the traditional text presentation form, visual news based on charts and videos can fully ensure the interaction between the audience and the news content, and realize the effective dissemination of news content. In addition, media convergence has helped broadcast news practitioners to revolutionize the arrangement of news. Relying on the technical functions provided by the new media platform, news writers improve the news arrangement method according to the needs of the audience, organically combining the audio transmission with animation, pictures, music, etc., and editing them into different types of short videos. By releasing news content on various online platforms in this way, the effect of information dissemination can be enhanced.

3.4 Improve Personnel news Sensitivity in Professional Training

Under the perspective of media convergence, broadcast newswriters have to face a huge amount of information every day. In order to improve the news sensitivity of broadcast newswriters, some broadcast news organizations will use the new media platform to train newswriters, so as to ensure timely access to valuable news and improve their competitiveness. At present, the following practices are mainly used to enhance the news sensitivity of broadcast newswriters through new media: firstly, guide newswriters to pay close attention to all kinds of social media, so that they can obtain more information and clues by grasping hot topics and events and analyzing the focus of public attention and changes in mood; secondly, strengthen the ability of newswriters to analyze data by using new media, and require them to flexibly use big data technology and digital tools to analyze data; secondly, strengthen the ability of newswriters to use new media to analyze data, and require them to use big data technology and digital tools to analyze data. Second, strengthen the ability of news writers to use new media to analyze data, requiring them to flexibly use big data technology and digital tools to analyze data, and exercise the ability of news writers to interpret trends and dig into the essence of the event, so as to find the focus and highlights of the news event; Third, instruct news writers how to browse professional blogs and forums, and understand the insights and thoughts of their peers through the reading of professional blog articles and forum exchanges, etc., which can also help news writers keep abreast of the cutting-edge of news reporting and trends. Dynamics and trends. For example, some broadcast news writers will browse the hot search lists of new media platforms such as Weibo and Shake Tone, or subscribe to the public numbers of their peers such as "Today's Headlines", so as to grasp the daily news trends, and dig out the news events with high value for reporting and tracking.

4. Conclusion

To summarize, under the perspective of media integration, the application of new media in broadcast newscasting and writing has brought a lot of convenience to broadcast news practitioners, but it also puts forward a new test for broadcast news practitioners.

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