

The Transformation of TV News Integrated Communication from the Perspective of Internet

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Abstract: In the context of the rapid integration and transformation of traditional TV, the professional roles and communication functions of traditional TV news hosts are also facing new challenges and changes. As a news anchor, as the research object, the main body of professional news communication, it puts forward the news anchor of all media ecology of node type communication of composite main body, but how to establish the user awareness and dialogue communication awareness centered on human beings can be analyzed. With the open scene and general form of influence guidance, the public opinion survey guidance consciousness becomes the concept of mixed thinking and personalized interface, sharing the value space with the new mainstream media conversation system.

1. Introduction

With the continuous development of Internet technology and the acceleration of media integration and transformation, the integration of traditional media and emerging media is more and more in-depth. The disappearance of the boundary of communication, the mainstream of the whole production and the continuous change of news reports of the news media have made great efforts to change the traditional media, various forms, many advanced means and competitive new mainstream media[1]. The direct interaction of information between traditional media and audience, and the use of posture as a means of communication between various media, can accurately grasp the spatial expansion of Journalism and strengthen the right to speak. For the sake of various media, please use posture. Actively guide the field of public opinion. This is the topic to be explored by focusing on this report.

2. Reorientation of the Role of News Anchor in the Whole Media Ecosystem

In the current research results on the media integration of news hosts, it is being discussed how news hosts can change their roles in what media environment. The analysis of the innovative passing of the news compares the analysis of the new media environment starting from the point of view of the communication mode centered on the way of news report[2]. These studies are the changes brought about by the traditional news and business of the new media news compare, and the lack of attention to the theoretical controversy from the perspective of thinking. The author believes that the logical starting point of the traditional news business transformation is the profound change of the professional role and communication function of news hosts. The former news hosts were in the closed state of traditional media, and all the commercial areas depended on the traditional media of radio and television. In the era of media convergence, News Hosts need to establish a new concept of integrated thinking in the form of open situation and integration. Thinking about this new concept has effectively promoted the popularization of news in the era of unified media. Taking news announcer as the research object, as the main body of professional news communication, this paper discusses the composition of comprehensive thinking of news announcer from the perspective of user awareness. The exploration of the role consciousness of news hosts is based on the interaction and public opinion investigation of the structure of news

communication subject. This is a professional news communication course composed of professional communication directors. Most netizens, large-scale network companies, and the individuals who constitute the majority of the representatives in the education subject are the feel of all news production. Enter do. In the large-scale information dissemination based on nodes, the authenticity and authority of information sources are greatly challenged. The audience realizes that professional news media is an important information source system. The process of distribution is to establish trust and form a trust network between two parties. It is very important to forge the chain of information supply into the cognitive chain of social trust. Also, the mainstream source of authority. In the future news competition, as the center of TV news report, the news compere cannot be overestimated. In the practice of multi-agent communication, the information provided by News Hosts depends on credibility and media image. Moreover, it can effectively eliminate the audience's one-sided suspicion of information. To provide a general macro and systematic understanding, to curb the negative impact of the current fragmented information dissemination.

3. User Orientation and user Awareness from the Audience

In the traditional linear mode of TV news, the professional characteristics of news announcer are reflected in news broadcast, interview connection, improvisation, live broadcast scheduling and the use of authoritative language, so as to adjust the time. The audience accepted it psychologically. Therefore, to strengthen the communication effect, the party's goals on both sides and to achieve the consistency of value, who "broadcast" and "broadcast methods" tried to master them[3]. At that time, the business scope of news hosts was reflected in the functional responsibility of news programs. User awareness has entered the field of continuous development of new media and news production. Not only accurately grasp the needs of the audience, but also include the production ideas of media content, correct content distribution, and meet the personal needs of the audience. On the other hand, fast food and fragmented news presentation form reduce the audience's attention and make it insufficient. Correct communication based on the preferences of different audiences has become a trend. On the other hand, media technology, especially the new digital social media platform, continues to grow. We are very happy to develop information products that can bring more media experience to the audience. User awareness can not only strengthen the needs of the audience, but also take their experience as a reference to optimize communication strategies. Therefore, news hosts, people tend to have a unified thinking, it is necessary to strengthen the brand awareness of new users, the boundary between the media and the audience, shorten the message sending and receiving, the role of the joy of the interaction between integrity and emotion. New media technology improves the communication ability and effect of traditional media, and expands the means and forms of news reports. The emergence of Internet news products is to meet the personalized and accurate needs of the audience. News announcer deals with text, picture, audio, video and other media information on the new media platform[4]. They can also use new technologies to separate effective information from quality information and mobilize resources. In the new media environment, audiences do not have the energy and time to distinguish the credibility of information, but they like to get information autonomously in limited space and time. Explain. News moderators can reorganize the links between products and users, improve the awareness of news reporting services and services, and realize news value.

4. Interactive Consciousness from Broadcasting

As the spokesperson of traditional media, the news announcer carries out the final integration and publication of the news in the announcer station, conveys the release information and reflects the will of the media in which he works. News announcers play the role of media microphones on the basis of imitating the traditional one-way manufacturing of microphone environment. Recently, various news exchange subjects "news" as news resources and news texts have gradually formed a model. In the online world, their eyes and the changing news facts around them are displayed through nodes. "News reports, news exchanges between different subjects. The main function of

news report is the public dialogue caused by the construction of political society in the stadium. Therefore, as the final output of TV news report, in the production of all media ecology news, the news anchor is to strengthen the consciousness of interaction, and it is necessary to establish a dialogue mechanism based on the unified meaning interpretation and value judgment of interaction. The two parties' cognitive crossroads constitute a common experience through interaction of preconditions. The information translators and the Internet users are totally required to consider and maintain the same attitude. Similar knowledge interaction and similar knowledge base of both parties, cognitive ability, desire and cultural belief, you must understand. The meaning of netizen, or friends' club news, my own explanation. For example, during the live broadcast of the special program "discovery" on Chongqing Chongqing TV news channel, the radio conversation of the news anchor, the feeling of using you and your more objects. Then, the news characters and audience of the program feel exciting; please interact with the audience and ask questions. This is the hotline of traditional TV news programs, and wechat public is limited[5]. For the purpose of popularizing the social view collected by netizens, we should make use of the interactive columns of wechat or inactive dialogue and reading and live broadcasting. The interpretation of meaning is gradually clear in the process of dialogue, consultation and discussion. Sometimes coexistence of different meanings is necessary. More people are waiting for their own judgment to form. The special significance of Jill Feifei Feifei is that the characteristics of news broadcasting not only reflect the judgment of the color and value of the strong emotional color of television broadcasting, but also embed specific cognitive behavior in the process of dialogue, and the interaction between voice and emotion can be expected.



Figure 1 Live interaction of Chongqing discovery

5. Make Good use of Circumstances, from the Awareness of News Publicity to the Awareness of Public Opinion Guidance

News programs have more open and interactive forms, so news hosts have specific creative space. That's both the voice language performance and the improvisational performance content, with the specific right to speak by sending messages. Public opinion is the sum of belief, attitude, opinion and emotional expression of social reality and various social phenomena and problems. The news information brought by the information and communication technology and the complex public opinion ecology changed the conversation space of traditional media, especially the time advantage of Internet communication and the influence of comprehensive social communication[6]. As a result, the public opinion of the government and the mainstream media lagged behind and became enthusiastic. The environment of news and public opinion investigation gradually focused on both online and offline, real and virtual. The Internet is a free and diverse opinion market. Public opinion can be the right object to discuss. When using the right to speak in the field of online public opinion, news anchors must be active and prudent. Public opinion consciousness refers to the public opinion consciousness of news broadcasters in the process of news release[7]. Have a clear grasp of new people's education, values and cultural aspirations. Focus on the distribution of conversation power and the balance of viewpoints. Meaning is not a one-off interpretation, but a continuous process of interpretation. What can be generated continuously through different understandings formed in different contexts? News broadcasters should establish public awareness in the practice

of the right to use the media to speak. The first choice is to strengthen the understanding and grasp of the content, theme and logic of news broadcasting. They are good at putting macro facts in macro facts. Second, the news moderator, the spiritual and emotional understanding of the society, and the appropriate emotional color of the way to use the news broadcast popularization process, which is based on the rational thinking of strengthening communication, please re link. Media organization is an important space for news presenters to give comments, or to try to "briefly explain" TV presenters, and actively encourage radio and television voices based on news to introduce them along the comments[8]. In the communication and field, news hosts should respect their own identity definition and grasp the specific and overall truth of information. Facing the complex and complex field of network public opinion, we adhere to the objective and just position, it is necessary to make necessary adjustments from the closed self world, content, perspective, and speech methods. It is necessary to find the sustainability of social life, communication action, cultural awareness and morality. The deep root of power is to really express emotional demands and opinions and guide the construction of social interaction through vocal language.

6. Conclusion

Generally speaking, in the future, the new mainstream media will aim to share the discourse system and value space and reduce the friction between public and private opinions. As the representative of media credibility, news hosts must consider the transmission of traditional media and the characteristics of the whole media[9]. The difference of new mainstream media is that all media communication must consider the higher level of information integration, judgment and dissemination. The development of news announcer's comprehensive thinking mainly depends on learning and practice, especially the new knowledge of new media and new format, and the practice of news announcer's practice and creation of new media products. Therefore, news anchormans must really move from the studio to the changing media industry and the rapidly changing social scene.

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