

Research on the Innovative Model of TV Investigation News Programs in the New Media Era

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Abstract: The rapid development of modern economy and information technology has promoted the rapid rise and popularization of new media. Emerging industries such as e-commerce, self-Media and APP are developing well, and the market is being subdivided with traditional media. In this context, the television media are naturally affected and impacted, especially the TV investigation news programs with unstable communication effects. Facing the audience's entertainment and innovative viewing needs, TV investigative news programs are facing new challenges because of their content characteristics of paying attention to profound social problems and exposing sharp contradictions. In this regard, based on the background of the new media era, this paper combs the relevant research literature on investigative news programs. Based on the current situation of domestic television industry, the author finds that TV investigation news programs are facing many difficulties in development. For example, the phenomenon of audience diversion in TV media is prominent, the material resources are not fully utilized, and it is difficult to achieve horizontal optimization and integration. On this basis, the development path of "one cloud, multi-screen" system, TV application platform and innovative profit model are put forward for reference.

1. Research background

1.1 Literature review

Investigative news programs have long attracted the attention of a large number of audiences and professionals, so there are many related research theories. Guan Xin believes that investigative journalism belongs to the complete accumulation and in-depth reporting of certain social facts and phenomena by reporters. It is a typical in-depth report. Through continuous questioning and verification, a large number of factual evidence are obtained, and the truth is explained in detail (Guan, 2018). Wen Xinying points out that due to its comprehensiveness and depth, investigative reporting can disseminate information completely and clearly. However, in the actual TV news investigation report, there are a few problems of incorrect news standpoints, which need to be discussed and adjusted (Wen, 2018). Yuan Kan's research mentions that the first investigative reporting program appeared in the United States, with the main purpose of exposing scandals and digging news inside. In view of China's national conditions, investigative program reporting can give full play to the social function of supervision and early warning. Taking Shenzhen Radio and Television Group's TV program "I'm Undercover" as the research object, we find that the content of the program is mainly food, drug counterfeiting, financial fraud and so on, which has aroused widespread social concern and controversy (Yuan, 2018). Chen Rongqing believes that the rise and development of new media technology are both opportunities and challenges for traditional TV media. Traditional investigative programs convey information through live television. Under the impact of new media technology, the audience's access to news information has obviously increased (Chen, 2017).

1.2 Research purposes

The development of Internet information technology promotes the vigorous development of new media and rapidly expands the channels of information dissemination. In this context, the market resources of traditional TV media are constantly subdivided and cut, facing severe challenges (Jin,

2017). According to the data from the Internet Information Center, China's Internet coverage has exceeded 50%, and the proportion of mobile netizens has reached more than 90%. China's domestic TV programs began in the 1960s, and after a long period of development, they attracted more audiences, especially middle-aged and elderly people (Zhu, 2016). However, combing the relevant research of domestic scholars, it is found that the content of the research is mostly biased towards TV investigation reports and news programs. However, the impact of new media technology on traditional TV investigative news programs and innovation-related research is less. Therefore, based on the background of the new media era, this paper analyses the development status and main dilemmas of TV investigation news programs, and puts forward practical innovative models, with a view to providing some ideas for promoting the development and reform of traditional TV media.

2. The development dilemma of tv investigation news programs in the new media era

2.1 The phenomenon of audience diversion in TV media is prominent

With the advent of the new media era, many people's information media channels of concern have changed from television to computer. Using new media channels, not only can we read and browse a large amount of information and data, but also can achieve more convenient services (Liu, 2018). As far as shopping is concerned. Although TV programs have opened shopping channels, compared with the richness and timeliness of the new media platform, there are obvious problems of insufficient advantages. Similarly, although TV investigative news programs do not need real-time interaction with the audience, they have to wait for a fixed time to watch the experience mode of the program, which obviously has a great space-time limitation. New media attracts more and more audiences because of its functions of saving, downloading and playback, which break through the time and space limitations. The advent of the new media era has brought about the communication channels represented by network video, which makes the phenomenon of audience diversion of TV media serious. According to the relevant research, about 60% of the viewers retain their original viewing habits, and nearly 40% of the viewers reduce their TV viewing time and spend more on new media. It can be seen that the rise and development of new media, because of the natural characteristics of concretization and diversification, more in line with the personalized needs of modern audiences, so that television media have to face the serious problem of audience loss.

2.2 Material resources are not fully utilized

Investigative news programs usually use in-depth investigation to restore and excavate the truth. In the process of choosing topics, such programs are prone to inaccurate brand positioning and unsatisfactory viewing effect (Li, 2018). Taking "News Survey" as an example, as a typical project of introducing foreign program modes, it has not really reflected its advantages, and its brand performance is relatively general. According to relevant statistical data, among all types of TV survey programs, the largest proportion is public opinion survey programs and thematic survey programs. For example, the emotional touching effect of "Left behind empty nest" is better, but the investigative nature of the program itself is weak; the two programs launched in Hong Kong, namely "Hong Kong Film: Up North" and "Drifting in Hong Kong", deviate from the theme setting of the whole column seriously and do not meet the expected dissemination effect. The convergence and fusion of contemporary information has produced a large number of hot news, which provides rich material resources for investigative news programs. However, the design of basic cultural materials as news programs with communication effect is closely linked with the comprehensive practice of TV column groups. In addition, the openness and advancement of new media make it possible for a lot of focus information to be disseminated and released in the first time. However, the production, recording and broadcasting of a news program need a certain amount of time. With the requirement of news timeliness, the news program column group can not make full use of a lot of material resources.

2.3 Horizontal optimization and integration is difficult

Since the rise of the television industry, it has been receiving a lot of attention and questioning. Negative evaluation such as confusion and complexity has become a stereotype of domestic television industry. At the same time, according to the hierarchical system under the administrative level in some areas of the domestic television industry, there really exists fragmentation. Due to the contradiction between the division of regions and interests, disorderly competition and duplicate construction have appeared, which seriously wastes a lot of resources. At the same time, the development trend of global capitalization has promoted the international media industry to enter China gradually, and through mergers and acquisitions or restructuring, the domestic television industry has been impacted and changed. Due to the weak capital strength, relatively single profit model and lack of innovation consciousness, the competitiveness of domestic television industry is relatively declining. At present, the vertical structure of China's television media is divided into three levels: central, provincial and municipal, and the horizontal structure is divided into terrestrial television stations and satellite channels. Generally speaking, the TV industry as a whole has a huge number and a scattered structure, which makes it difficult to realize the horizontal optimization and integration of resources and hinders its development.

3. Innovative path of tv investigation news programs

3.1 Create a “one cloud, multi screen” system, effectively integrate the advantages of the new and old media industries

Both traditional TV media and new media have unique industrial advantages. In order to realize the innovation of TV investigative news programs, we should effectively integrate the industrial advantages of new and old media and build a “one cloud and multi screen” system. Specifically, it can be divided into two levels. On the one hand, we should build a corresponding mechanism to effectively improve the richness and coverage of TV investigation news programs and improve their ability of program dissemination. Mutual penetration and integration of the advantages of radio and television and telecommunications industries, to achieve the traditional mode of media information dissemination, broaden the channels of audience information access. From a practical point of view, the integration of traditional TV media and new media can increase the added value of TV programs. Fundamentally changing the direction of industrial structure reform, from vertical to mixed integration, significantly reducing operating costs and scale effects. In addition, the effective broadcasting of TV investigative news programs in various new media should not be limited to traditional TV media channels, thus further expanding the development path of traditional TV media. Generally speaking, building a “one cloud, multi-screen” system can effectively give play to the communication advantages of different industries. This has an important positive role in promoting the reform and development of TV investigative news programs.

3.2 Following the expansion advantage of new media platform, constructing TV application platform

Compared with traditional TV media, the prominent advantage of new media platform is to expand space. In this regard, TV programs can also follow and learn to build a TV application platform. Of course, from a practical point of view, a single program certainly does not have enough financial strength to build an application platform. To this end, it can establish a cooperative design of APP client. Repackage and deduce various contents of traditional TV media, and provide interactive, feedback, customization and other extended services to enrich the user's experience. As a supplement, mobile websites can also be developed and designed. Many mainstream traditional media have websites, but the effect is not so good, so we suggest designing websites as supplementary projects. At the same time, news client is also one of the main channels to obtain news information. As a supplement and extension of APP business, news client can significantly improve the speed of information dissemination. In this regard, traditional TV media can refer to Netease, Tencent and other news clients to design. In addition, Wechat public number, small

programs and official Weibo platform accounts can also be used as a supplementary form of news programs, regularly recommend column information and value focus to users.

3.3 Strengthen the concept of cultural service and realize the innovation of profit model

The integration and development of traditional media and modern new media is essentially a change and innovation of cultural service concept. On this basis, it can effectively optimize the cultural industry structure and innovate the profit model. With the rapid development of social economy, there are many profit models. In this regard, news investigative news programs should fully absorb the technological advantages of new media and carry out the adjustment and innovation of profit model. First of all, the precise advertising and service sales. At present, from the perspective of advanced technology, new media can effectively achieve precision investment in advertising, quantitative statistical arrival rate and conversion rate. Organic integration of modern network new media and traditional TV media will eliminate the situation of micro-profit caused by homogeneous communication. With the help of new media technology advantages, personalized and differentiated services can be achieved, accurate and effective delivery to target groups, and promote the sale of advertising services. Secondly, the profit model of new social advertising. New media merges traditional TV media and forms new mobile social media. The number of new social media users is huge, and their activity and user stickiness are also high, which attracts the attention of many advertisers. In the process of integration of traditional TV media and new media, it can provide users with “customized” services, instant information and product sales services, and form a multi-channel profit pattern.

4. Conclusion

In short, in the context of the new media era, TV investigative news programs are facing considerable impact and challenges. In the process of continuous development and reform, the traditional television media industry should see the good development trend of the emerging industries such as e-commerce, self-media, APP, fully integrate and imitate its industrial advantages, and improve its market competitiveness. Based on the background of the new media era, this paper combs the relevant research literature on investigative news programs. Combining with the development status of domestic TV industry, this paper summarizes the development dilemma of TV investigative news programs, including the prominent phenomenon of TV media audience diversion, the insufficient use of material resources, and the difficulty of realizing horizontal optimization and integration. It also puts forward some development paths, such as building a “one cloud, multi screen” system, building a TV application platform and innovating profit model. However, there are still many limitations and shortcomings in this study, and we expect that in the later stage, we can conduct in-depth research from the specific integration of technological advantages and development mode.

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