

## Research on the Development of TV English News Program under the Background of Cross-cultural Communication

Jie Ding

Jilin Agricultural Science and Technology University, Jilin City, China

jiding\_001@126.com

**Keywords:** Cross-cultural communication; TV English news program; Development status; Development trend

**Abstract:** The Chinese TV English news program has gone through nearly 30 years of development. At the beginning of development, there is a large room for reform in both the type of program and the quality of the program. In the later stage of development, based on stable political factors, high-speed economic development and a more open cultural environment, China's TV English news programs have also undergone qualitative overflights. At present, China's TV English news program needs to pay more attention to communication and cooperation with international media in order to truly obtain its proper status.

### 1. Introduction

Intercultural communication has a long history in China. With the development of the times, the form of cross-cultural communication has become more and more diverse. The vigorous development of TV media has effectively promoted the development of cross-cultural communication. As the most popular world language today, English plays a pivotal role in the process of cross-cultural communication. There is no doubt that television programs have long been an important platform for spreading local culture and introducing foreign cultures. Since the launch of China's first TV English news program in 1986, TV stations across the country have created different types of English programs. Wuhan TV's "English News", Shenzhen TV's "English News", and so on. However, in the course of development, these TV English news programs have been suspended. The reason is mainly because the quality of the program is not high, the program setting is not targeted, and the audience's attention is not high. However, at present, there are still a large number of TV English news programs active on TV screens in China, such as Shanghai TV's "English News", which developed into an independent "English TV Channel" in March 2006, 2008 1 The month was renamed "International Channel". The channel currently broadcasts 18 hours of English programming every day. Although China's TV English news program currently has a certain share in TV programs and has formed a relatively complete model, in the new situation, the status quo of English programs is still not optimistic. Program reports are not targeted, professional practitioners are in short supply, and information sources are insufficient. Such problems are still the bottleneck in the development of TV English news programs. Therefore, this article focuses on the development of Chinese TV English news programs, and attempts to analyze the problems and challenges and the corresponding development strategies from the current situation of TV English news programs in the context of cross-cultural communication.

### 2. TV English News Program Features

Since ancient times, people have to adjust their thinking and ways of action to understand the needs of social change and development by understanding changes in the external environment. In ancient times, people used rope knots to make messages.

With loud shouts; when the enemy invaded, the campfire became an emergency signal that people

passed danger. With the development of the times, people have entered the paper-based era of information dissemination. Along with this, the birth of electronic media has accelerated the speed of information dissemination, and the scope and influence of communication have been expanded to varying degrees. It can be said that people's demand for information has promoted the development and progress of communication methods, which is also the root cause of the emergence of television media. Therefore, news communication is one of the most basic and important functions of TV programs. Intercultural communication with TV English news programs as a means of communication has the role of information dissemination and communication.

Because television broadcasting has the advantages of speed and wide influence, TV programs have become an important position for social education in modern society. No matter what type of program, news program, cultural entertainment program, or information service program, it more or less reflects the social education function. Science and education programs reflect this function more directly and obviously.

The TV English science and education program, with the advanced media of TV, popularizes English knowledge and conducts English education, presents the audience with a comprehensive and complete cultural customs of different nationalities, helping people to understand the outside world intuitively and thoroughly. Compared with other traditional forms of social education, TV education has more extensive coverage and more vivid content. Therefore, in this respect, cross-cultural communication can be said to be a veritable "air school" and "school without walls".

In the face of complicated social life, "people need to abide by social order, and must strictly abide by their own words and deeds in accordance with social norms and standards. At the same time, in order to survive and develop better, people also need to withstand the pressure from all aspects of life." Faced with a fast-paced life, we must face severe challenges from time to time. In order to alleviate this tension, everyone's body and mind need to relax. Malinowski said in the book of "Culture": "Game, entertainment, sports and art recreation, liberating people from stereotypes, eliminating the tension and restraint of cultural life... making people entertain I can reinvigorate the spirit and spare no effort to bear the burden of culture. "It is obvious that people's demand for culture and entertainment is a natural demand, and of course it is also of great significance to people lives. With the popularity of television as an electronic medium, the form of TV programs has gradually appeared diversified. Various TV programs that meet people cultural and entertainment needs have appeared on the screen, and have gradually become the preferred entertainment method for the audience.

The times are constantly evolving and changing. At one time, a large number of products have flooded us: satellite communications, computer networks, digitalization... Human beings have entered the information age. Under such an era, the economy is developing rapidly and people live. The level is constantly improving, which will inevitably lead to the increasingly prominent information service function of TV programs. It is closely related to people's lives, and programs with strong service and practicality are becoming more and more popular.

The same as the TV media, China's TV English news program, like the Chinese program, also has the four functions mentioned above. For example, TV media at all levels, including CCTV, have English news programs and have undertaken the function of news dissemination. In addition to TV media, many well-known English training institutions in China have also established or participated in the establishment of English teaching programs, which can be said to be an extension of the TV media social education function. In addition, in the process of cross-cultural communication, the cultural entertainment function and information service function of TV English news programs also have their own embodiment.

### **3. The Status Quo of Domestic English TV Programs**

In recent years, the development of domestic English TV programs has gradually received more attention. With the strong support of relevant departments, domestic English TV programs continue to grow and develop. In the past, most domestic English TV programs were produced and broadcast

by the CCTV English Channel. Now, the number of local English TV programs is increasing and the form is constantly enriched. Analysis of the development status of domestic English TV programs will help the audience to more deeply understand the practical significance of English TV programs. In general, the analysis of English TV programs mainly starts from the following two aspects: on the one hand, from the content of English TV programs; on the other hand, from the form of communication of English TV programs. With the strong support of relevant departments, China's English TV programs have gradually formed a development pattern based on CCTV English TV programs, supplemented by local English TV programs.

From the perspective of dissemination content, English TV programs mainly have the following characteristics:

First, spread important news. Domestic English TV programs are an important channel for China to show its culture to the world. It mainly spreads the recent major events at home and abroad to the international audience. Second, the content of English TV programs is close to the daily life of the audience. From the audience composition of domestic English TV programs, except for overseas Chinese compatriots, the majority of Chinese English TV programs are aimed at those who have a low level of understanding of China's national conditions but are interested in China. Based on this, in order to improve the communication efficiency of domestic English TV programs

If the image of the program is improved in the audience's mind, the domestic English TV program should adopt a strategy to meet the needs of the audience in the content production process, so as to meet the information needs of all aspects of the audience. For domestic English TV programs, it is mainly divided into live broadcast and transfer.

Two forms are broadcast, in which live broadcast dominates and the broadcast form plays a supporting role. In order to enhance the communication effect of TV programs, most of the Chinese English TV programs are broadcast during prime time.

#### **4. The Practical Significance of English TV Programs for Cultural Communication**

Due to the uniqueness of domestic English TV program content and forms of communication, it has a strong cultural communication function. The cultural communication role of English TV programs is mainly analyzed from the following aspects:

With the continuous development of China's economy, China's role in the international arena is becoming more and more important and gradually ranks among the top in the world. At the same time, the continuous development of Internet technology has accelerated the process of economic globalization, and the economic, cultural and trade exchanges between different countries have become increasingly close. In this context, China's global attention is increasing. In order to satisfy the curiosity of foreigners and promote the faster and better development of China's economy and culture, how to carry out cultural communication activities has become one of the problems that China needs to solve urgently. Language is an important carrier of cultural communication. Language is not only an important part of culture, but also the result of the continuous development of culture. The two complement each other and promote each other. Therefore, it is of great practical significance to actively carry out cultural communication activities in the process of mutual exchanges between countries.

On a global scale, English is widely used as a universal language, which plays an important role in the cultural, economic, and trade exchanges between countries. If China wants to open up a new "road" for cultural communication, it must use the common language of English to carry out cultural communication. Therefore, for China, the way of promoting cultural communication has become one of the important tasks of the moment. The relationship between language and culture is very close. Therefore, in the context of the continuous development of China's economy, it is of great practical significance to actively carry out the dissemination of English language and culture.

The concept of cross-cultural communication originated from the West. In the process of continuous development, it has been influenced by various research fields such as economics, linguistics and sociology. Now it has become an independent discipline. From a macro perspective,

cross-cultural communication mainly refers to cultural exchange activities between different individuals, organizations or countries under different cultural systems. From a micro perspective, cross-cultural communication involves a narrow range of subjects, which refers to cultural exchange activities between different countries. It can be seen that cultural communication activities between different countries are an important part of the analysis of cross-cultural communication from a macro perspective or a micro perspective. As a universal language, English is an effective prerequisite for the development of cultural exchanges between different countries. Language is an important channel for communication between different individuals, organizations or countries. Without a common language English bridge, cultural and economic exchanges between different countries will be difficult to achieve.

As an important part of the mass media, English TV programs are an important channel for audiences to obtain information. The link between English TV programming and cross-cultural communication is mainly reflected in:

First, the cross-cultural communication activities between different countries can be carried out smoothly, which is related to the timeliness of English TV programs. Timeliness is a key factor in the spread of English TV programs. If the timeliness of English TV programs is weak, the dissemination effect of English TV programs will be greatly reduced, and the role of cultural communication will not be reflected. Second, cultural communication activities are carried out not only in one or several tasks, but also in the fundamental purpose of promoting exchanges between countries, and transmitting information to other national audiences, as well as the culture and history of other countries. English TV programs have become an effective way of cultural communication. Behind every TV show, the essence of national culture is condensed, which plays an important role in the output of culture. 3. The role of English TV programs in promoting cultural communication English TV programs have an extremely important role in promoting English language and culture communication activities. In order to better play the role of English TV programs in cultural communication, it is of great practical significance to analyze the aspects of English TV programs that promote the development of cultural communication.

## **5. Problems in Chinese TV English News Programs**

At present, domestic TV English news programs are mainly based on news programs. The relative English social education programs and English variety shows are relatively small, and the level of touch is limited. There is still a lot of room for development. At present, CCTV-NEWS's non-English news programs basically stay at the stage of introducing knowledge. The functions of serving the public and providing entertainment are lacking. Therefore, the information available to non-English programs for the audience is still limited. At the same time, the broadcast time of non-news English programs is a non-golden file after the news program. Due to the setting of the broadcast time, the degree of attention of non-news English programs will be affected. For cross-cultural communication, especially in the new era, cross-cultural communication focuses on the external output. Whether overseas audiences can understand other information other than news is something we need to pay attention to. At the same time, there is a greater demand for foreign cultural information from domestic audiences. Just knowing what is happening in this world is far from the expectations of the audience. The audience's goal has slowly turned to want to understand what the world is like."

## **6. Development Goals of Chinese TV English News Programs**

The requirements of international TV media for programs, columns and channels are getting more and more refined. Therefore, the richer program style has become the first goal of the development of TV English news programs in China. At present, China's cross-cultural communication should continue to develop new cultural resources, and simultaneously explore the depth and breadth, integrate and process resources, and produce TV programs that can highlight the spirit of Chinese culture and are popular and acceptable to the public. But it is not enough to be able to dig out

resources. It also needs a form of program that can be accepted by Western audiences. Only relying on simple translation and picture editing, the traditional processing of materials cannot achieve the intended purpose of external communication. Then, the TV English news program responds to the new situation of cross-cultural communication, and the corresponding effect is also empty talk.

When dealing with news events and conducting English news reports, we must uphold the tenet of respecting each other's culture, adhere to the attitude of equal dialogue, and allow different voices to exist. After all, world culture is diverse. Therefore, TV English news programs, especially TV English news programs, cannot transmit information in one direction. Instead, we must broaden the channels of dialogue, find out the differences with foreign cultures, and actively treat such differences, and then use the differences. More in-depth presentation of Chinese culture.

For the moderators and editors, it is necessary to establish a training mechanism to systematically train new recruits so that they can quickly get into work. At the same time, non-new recruits must constantly put forward new requirements so that they can continue to learn and ensure that they can receive the latest information from all fields at any time to ensure that they keep up with the times.

## **7. Development Strategy of Chinese TV English News Program**

Due to the differences between Eastern and Western cultures, Western audiences have always been biased against the status quo of China's government-controlled media, so it is difficult for Chinese media to gain the trust of Western viewers. In addition, Western society has long agreed that the Chinese media is an official propaganda tool, and it is difficult for China's TV English news programs to be truly recognized and accepted abroad. When citing Chinese media, such as Xinhua News Agency's news reports, foreign media including Reuters and CNN often add the phrase "the state-run", which is operated by the state to distinguish the sources. The perception of CCTV-NEWS by foreign audiences often stays on the "instrumental" media image. This kind of mindset has created a great obstacle to the establishment of news credibility in China's TV English news programs.

English TV programs help to shape China's good national image and enhance China's influence on the international stage. The increasing frequency of cross-cultural communication activities is not only the inevitable result of China's economic growth and development, but also lays a solid foundation for China's future development. The content of domestic English TV programs is mainly produced from the aspects of national affairs, people's livelihood and economic status. Through English TV programs, audiences all over the world can understand China's economy, people's livelihood, trade, etc., thus establishing a three-dimensional image of a big country in the hearts of other people. A person's cognition of the country's image mainly includes the status quo of economic development, history and culture, and social system. Correspondingly, the content of English TV programs mainly includes the above aspects, which have certain pertinence and can help China establish a good national image. The development of domestic English TV programs will help enhance China's right to speak on international public opinion. Due to differences in economic strength and information exchange capabilities between countries, the international discourse power of some countries has been weakened or lost. As a result, the popularity of English-language TV programs has increased globally, enhancing China's international voice.

## **8. Summary**

With the continuous advancement of market economy and cultural diversification, the status of cross-cultural communication has been highlighted, and the competition on the international stage has gradually shifted to the competition of cultural soft power. The rapid development of modern media has profoundly affected people's way of life, changed the traditional cognitive structure and knowledge system, and changed the form of cross-cultural communication. In the information age, cross-cultural communication is gradually developing from a single external communication to a two-way communication, that is, the two processes of spreading local culture and absorbing foreign culture coexist. When it comes to cross-cultural communication, it is bound to lead to TV English

news programs. As the most popular world language today, English plays a pivotal role in the process of cross-cultural communication. The TV English news program is an important platform for spreading local culture and introducing foreign culture.

### **Acknowledgements**

Analysis on the Types and Meanings of Common Intercultural Information in English News. Youth Fund Project of Jilin Agricultural Science and Technology College, JLASTU Contract No.2017 [228]

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