

On the Skills and Innovation of News Interview Under the Background of New Media

Yunhuang Meng

Guangzhou Huali Science and Technology Vocational College, Guangzhou, Guangdong, 511325, China
395908182@qq.com

Keywords: New Media, News Interview, Innovation

Abstract: Under the new normal of the steady development of financial media, new media technology and resources can be enriched, which objectively creates favorable conditions for the development of journalism. Among them, the penetration of new media into the field of news interview can enrich the way of news interview in the new era, save the cost of news interview, and improve the efficiency of news interview. The value of integration of new media and news interview is highlighted. Based on the background of new media with Internet as the carrier, this paper analyzes the innovative skills of news interview in order to promote the sound development of news interview system.

1. Introduction

News interview is an important part of news compilation and communication, and it is the basis to ensure the authenticity, sufficiency and timeliness of news information. Only when the quality of news interview is improved, can the effectiveness of news communication be improved. Compared with the traditional form of news interview, news interview based on new media can break the limitation of time and space, integrate more interview materials and face more interviewees[1]. However, at present, there are few research results related to news interview innovation in our country. In addition, new technologies and new ideas continue to push through the old and bring forth the new. The "media age" has quietly arrived, which objectively puts forward more requirements for news interview and fails to form a guiding news interview innovation system, which also creates conditions for this study. Based on this, it is particularly important to analyze the innovative techniques of news interview based on new media.

2. Based on the Background of New Media, Analyze the Innovation Points of News Interview

2.1. Various Forms.

Compared with the concept of old media, new media can be called new media, such as wechat, Weibo, digital TV, electronic newspapers and other social networking sites. This requires journalists to take the lead in clarifying the connotation of new media. On this basis, they should grasp the key points of "diversity of forms" to innovate, enrich the media of news interview, expand the radiation field of news interview, build a multi-level platform of news interview, and lay a foundation for improving the quality of news interview innovation[2].

2.2. People Oriented.

No matter whether the form of news interview is innovated or not, it should not violate the purpose of serving the people, carry out innovative practice activities of news interview according to the needs of the people, integrate new media resources based on the needs of the interviewees, properly use new media technology, and achieve the goal of news interview innovation. For example, in order to widely investigate the public opinion and understand the public situation, journalists can use new media technology to compile questionnaires, use QQ, microblog and other social platforms to distribute relevant questionnaires to survey groups, and use big data technology

to collect[3], integrate, store, analyze and use the survey results, so that the form of news interview can be innovated and the efficiency of news interview has been improved.

2.3. Fit the Reality.

Based on the background of new media, the innovative forms of news interview can not be once and for all, mainly due to the continuous enrichment of new media resources, the innovation of new media technology, and the single, rigid and lagging innovation forms of news interview can not help journalists to properly use new media resources or technology. Based on this, the staff of news interview should pay close attention to the key points of "conforming to the reality", actively pay attention to the development of new media, master the dynamic of new media, draw resources, apply technology, make reasonable innovation according to the demands of interview work[4], and endow the work mode of news interview with flexibility and development. As shown in Figure 1

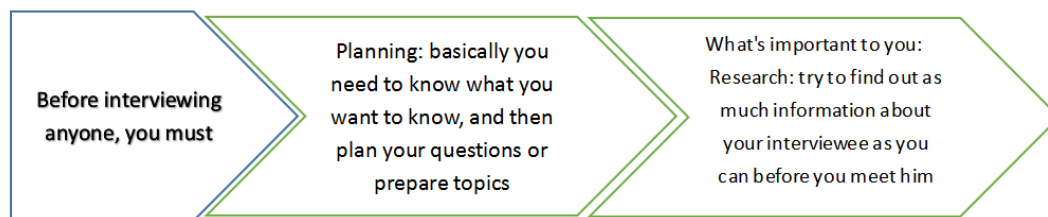


Figure 1 Questioning skills of news interview

3. Based on the Background of New Media, Analyze the Resistance of News Interview Innovation

3.1. The Train of Thought is Blocked and the Sensitivity Is Low.

New media is developed on the basis of the Internet, with open, real-time, efficient, diversified and other attributes. It is full of new media resources and displayed in the form of video, picture, audio, text, etc. it requires news reporters to get through ideas, improve the screening sensitivity of interview materials, obtain favorable information from massive new media resources, and enrich the interview forms for innovation. The interview content provides the basis[5]. However, some news interviewers have the problems of blocked thinking and low sensitivity, which not only can't innovate the way of news interviewing, but also affect the new media resources and the effect of technology application.

3.2. The Integration of New Media and News Interview Innovation Needs to be Strengthened.

Through the analysis of the existing news interview methods, it can be seen that some experienced and long-time news interviewers have gradually formed a set of efficient interview system. Although they can effectively complete the interview tasks, they are prone to fall into the misunderstanding of the model work and fail to introduce new media thinking[6]. Some of the staff who are active in thinking and dare to innovate have the problem of blind application of new media means and fail to realize the potential risks of news interview in the context of new media, such as the availability of interview results, the confidentiality of the information of the interviewees, etc., which makes the news interview innovation appear the negative phenomenon of more novelty and less effectiveness.

3.3. The Management System of News Interview Innovation Needs to Be Upgraded.

Compared with the traditional form of news interview, the interview work based on new media should be closely related to the interviewee, the purpose of the interview, the cost of the interview and other factors. At the same time, it should be guided by relevant systems to restrict its own behavior, so as to lay a foundation for the completion of the innovative task of news interview. This requires news agencies to pay attention to new media, regard it as a part of the management system, improve the quality of news interview through innovation, and provide necessary conditions for the

introduction of new media[7].

4. Based on the Background of New Media to Explore the Innovative Skills of News Interview

Based on the analysis of the resistance of news interview innovation in the context of new media, it can be seen that the staff are blocked in thinking, lack of innovation independence, fail to integrate the new media with the interview work, and lag in the development of innovation management system. Based on this, in order to improve the quality of news interview innovation and promote the steady development of journalism, it is imperative to analyze the innovation skills of news interview based on the background of new media[8].

4.1. Establish the Innovative Consciousness of New Media News Interview.

News interviewers should learn the fine tradition of the past news work, go deep into the news scene, understand the background, result and value of the news, keep an open and inclusive attitude to explore a new direction of the interview, shoulder the mission of leading public opinion, pay attention to the events that people care about, widely collect the interview materials, integrate the interview resources, find the entry point of the interview, and then clarify the new media resources and technologies Technology application direction, give full play to the unique energy efficiency of new media news interview innovation[9], and ensure that news interview serves the people. For example, take the 70th anniversary of the motherland as an opportunity to focus on "how are the veterans around you?" In order to reduce the cost and improve the efficiency of the interview, the cross regional interview can be carried out through the network. Based on the fact that some veterans and their relatives and friends may have low information literacy and poor ability to accept online interviews, we can cooperate with the community to complete cross regional interviews with the help of the community, then expand the innovative ideas of news interviews in the context of new media, and implement the innovative work objectives of news interviews.

4.2. Strengthen the Integration of New Media and News Interview Innovation.

First of all, if the news interviewers want to innovate the way of interview scientifically, they need to observe the objective things carefully, understand their internal laws and potential influences, and explore unique perspectives to enrich the mode of interview. Second, the news interviewers should keep in mind the mission of news report, never forget their original intention, actively adjust their attitude of interview, adhere to the principle of seeking truth from facts, integrate the digital interview materials, and properly use them New media technology and related resources; finally, learn to listen, analyze the "voice" of interviewees, guide them to express their hearts and reveal social hot issues. For example, in order to supervise the grass-roots units to complete the task of "targeted poverty alleviation", news interviewers can use new media technologies such as mobile phone recording, video recording and photographing to innovate the interview forms, record the actual situation of "targeted poverty alleviation" in the grass-roots units, conduct interviews from the Perspective of the effect of solving the "three rural" problems and the construction quality of "characteristic villages", and pay attention to the social hot issues concerned by the people, Supervise the grass-roots units to properly exercise their power, make scientific use of resources, safeguard the rights and interests of the people, and achieve the purpose of serving the people through news interview innovation.

4.3. Upgrade the Management System of News Interview Innovation.

First of all, news communication institutions need to carry out top-level design work under the guidance of efficient integration of new media and news interview innovation, regard news interview innovation as the key link of introducing new media technology and using relevant resources, lay the foundation for leading news work into the "media age", and implement the news interview innovation management system according to the top-level design results; second, according to news adoption To visit the actual situation of innovation and put forward targeted and effective management opinions. Based on the background of new media, to innovate the

management content, such as the formulation of management norms such as "manual for the full use of new media resources", "new media technology learning program", "new media and news interview innovation integration notice", etc., in order to ensure that the process of news interview innovation can be controlled under the background of new media and avoid new technology New resources utilization risk, through the management to complete the news interview innovation task[10].

5. Conclusion

To sum up, in order to ensure the development of China's journalism, it is necessary for news reporters to shoulder the mission of public opinion supervision, establish the innovative consciousness of new media news interview, strengthen the integration of new media and news interview innovation, upgrade the innovation management system of news interview, pay close attention to the innovation points such as people-oriented, diversified forms, and conformity with the reality, so as to promote the development of new media technology and resources At the same time, we should improve the comprehensive quality of journalists, ensure that they are good at analysis, communication, listening, innovation and practice, and then master the innovative skills of Journalism and improve the quality of journalism.

References

- [1] Kranenburg, H, L, V. Innovation Policies in the European News Media Industry. A Comparative Study, 2017.
- [2] Ruiqin, Nan., Sanjiu, Yan. News and Communication Personnel Training Mode Innovation Research of Internet Age——Based on CDIO Engineering Method. Global Media Journal, 2017.
- [3] Kaigham, J., Gabriel, Jim, Euchner. Disciplined Innovation: An Interview with Kaigham Gabriel. Research-Technology Management, vol. 60, no. 2, pp. 11-16, 2017.
- [4] Solans-DomãˆNech, M., Millaret, M., Radã³-Trilla, N. [Exhaustivity and critical tone of the news in print media reporting medical innovations], 2017.
- [5] Steven, B, Bird., H, Gene, Hern., Andra, Blomkalns. Innovation in Residency Selection: The AAMC Standardized Video Interview. Academic medicine: journal of the Association of American Medical Colleges, 2019.
- [6] Ioannis, N. Mammãs., Demetrios, A. Spandidos. The innovation of the subspecialty of Paediatric Virology: An interview with Research Professor of Molecular Virology Anna Kramvis. Experimental & Therapeutic Medicine, vol. 14, no. 4, pp. 3335-3337, 2107.
- [7] Enz, M, K., Bryson, D. Forging a New Path: Plurality, Social Change, and Innovation in Contemporary Senegalese Cinema. Vol. 8, no. 2, pp. 5-6, 2017.
- [8] Adam, Jowett., Sophie, Barker. Rhetoric and Etiological Beliefs About Sexuality: Reader Responses to Cynthia Nixon's New York Times Interview. Journal of Homosexuality.
- [9] Lili, Dai., Rui, Shen., Bohui, Zhang. Does the Media Spotlight Burn or Spur Innovation. Social Science Electronic Publishing, 2017.
- [10] Sköld, D., Fornstedt, H., Lindahl, M. Dilution of innovation utility, reinforcing the reluctance towards the new: An upstream supplier perspective on a fragmented electricity industry. No. 116, pp. 220-231, 2018.