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THRIVING AMIDST CHANGE: TV NEWS REPORTERS' STRATEGIES IN THE EVOLVING ALL-MEDIA LANDSCAPE

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Abstract: In the era of rapid information dissemination and intense news competition, the role of TV news reporters has evolved significantly. The General Secretary's call to raise the flag, gather people's hearts, educate new people, promote culture, and develop images emphasizes the need for journalists to adapt and excel in this changing landscape. With the proliferation of information sources and the challenge of fake news, data analytics has become a crucial tool in news reporting.

This article explores the evolving role of TV news reporters in the all-media era. It underscores the importance of embracing technological advancements and data-driven journalism while maintaining a firm political stance. Journalists must continuously enhance their skills and professional competence to meet the demands of the fast-changing news ecosystem. The goal is to provide the public with high-quality, diverse, and trustworthy news content.

Keywords: TV news reporters, all-media era, data analytics, news reporting, information dissemination.

Introduction

In 2018, the General Secretary specifically stressed at the National Conference on Propaganda and Ideology: "To do a good job of propaganda and ideological work in the new situation, we must consciously undertake the mission of raising the flag, gathering people's hearts, educating new people, promoting culture and developing images." Continuously enhance the "strength of feet, eyes, brain and pen", But nowadays, information spreads extremely rapidly in the all-media era, and the competition for news has become more intense. Readers' access to information is becoming more and more diverse, and traditional media is no longer the only source of information. And, with the proliferation of information and the spread of fake news and disinformation, data analytics is playing an important role in news reporting As a TV news reporter in the era of all-media, we should face the challenges of the times with our heads held high, fully implement the "Four Forces" of journalists, hold a firm political stance, and adapt to the fast-changing news ecosystem. We need to continuously enhance our skills and professional competence to meet the demands of the new media environment, providing the public with high-quality, diverse, and trustworthy news content, and continue to play a significant role in the news industry.

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1. Online and offline "double line" excavation of strong "footwork"

Journalism can't just be bookish theory, let alone isolated in a classroom. General Secretary has pointed out that "deep life, rooted in the people" "run through, run deep, run through the grassroots, our skills will be big." News comes from the grassroots, and the grassroots is people's lives. Surrender to go on, measure the land with your feet, record the sound with your instruments. Good journalism runs the gamut. For example, "Run for it! First Secretary!" During the preparation of the programme, the seventh batch of more than 3,000 first secretaries in Anhui Province had just taken up their posts in the villages, and the journalists needed to make in-depth visits to investigate the actual situation and public opinion in order to dig out their touching stories as well as the arduous stories of the day-and-night work of fighting against poverty. One of the features of the programme is about Liu Shuangyan, winner of the title of "Anhui Provincial Moral Model" and winner of the "National Poverty Alleviation Award for Contribution to Poverty Alleviation" in 2019 - Liu Shuangyan, head of the poverty alleviation task force and first secretary of Zhuji Village, Ruji Town, Lixin County, Bozhou City. Three choices in the eight years she was stationed in Juji Village to fulfil her mission of poverty alleviation. In the past eight years, the sunny events occurred one after another, the death of my mother, the death of my beloved, and my own chondromalacia patella. However, she remained steadfast in her post and helped two poor villages to remove their hats one after another. And, she is the only female first secretary to serve three consecutive terms. Reporters in tracing the deeds of Liu Shuangyan secretary through a large number of villagers and people around the recorded interviews, for us to show a mission, have to bear, in the cause of poverty alleviation of the first secretary of the image of blood and sweat. It also confirms that good news is all about running out, and only by really going into the grassroots can we dig out good news with temperature and depth. But the model of running the news on just two feet is no longer fully applicable to the current all-media era. "The number of Internet users in China has reached 1.067 billion, and the Internet penetration rate has reached 75.6 percent." "The number of online video (including short video) users has reached 1.031 billion, accounting for 96.5 percent of the overall number of Internet users; among them, the number of short video users is 1.012 billion, accounting for 94.8 percent of the overall number of Internet users."^[1] These data show that the use of online channels to form an "invisible" "foot" support. In the month of March 2021, the Central Committee convened the Fourth Session of the 13th National Committee of the Chinese People's Political Consultative Conference (CPPCC). However, due to the epidemic prevention and control and other relevant regulations, the Guangxi station's reporters could not reach the scene to conduct a special interview. But instead of giving up, they conducted online cloud interviews using the Cloud Interview Studio set up in Nanning, successfully completed the fourth session of the 13th National Committee of the Chinese People's Political Consultative Conference in Guangxi members of the National Committee of the Chinese People's Political Consultative Conference, to participate in the meeting during the relevant reporting tasks. In the afternoon of 6 March of the same year, the General Secretary to visit the CPPCC National Committee to participate in the fourth session of the 13th medical and health sector, the education sector members and participate in the CPPCC joint group discussion, Guangxi Taiwan TV reporter also used the same method to participate in the meeting of the four members of the National Committee of the CPPCC of Guangxi, in-depth and pleasant on-line cloud interviews. However, at the same time, online channels are prone to malfunctions and errors due to many online uncertainties, such as unstable networks, variable interview difficulty, authenticity of

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content, and so on. Keeping abreast of the latest and reliable information through online channels is just one of the ancillary skills that TV news reporters must master and become proficient at in the age of allmedia. Offline-based, online as a supplement. The combination of "two lines" can better exercise the "strength of feet", and take every step in a solid manner.

2. Creating a "news eye": visible, accurate and useful

In journalism, only when you have to look at the big picture, grasp the big picture, and keep an eye on the key points, can you accurately dig the news value and in-depth reporting. The pursuit of global movements, the glorification of family and country, and the embodiment of responsibility are, above all, an eye and a state of mind. Observational ability, analytical ability, judgement is the "eye" of the three key points, "eye" of the high and low, lies in the TV news reporter's sensitivity to the news. Journalists with strong news sensitivity can be sharp enough to spot life's news points and sift through the mass of content to find information that is truly communicative. "Good news sensitivity plays an important role in improving the quality of a reporter's interview work, and is an important indicator of a reporter's comprehensive quality and ability."^[2] TV news reporters need to improve their professionalism and comprehensive ability in continuous learning and practice. A comprehensive knowledge background, unique news-gathering and editing skills, flexible environmental adaptability, firm political stance and humanistic concern are required to fulfil the important role of news reporting in the context of the allmedia era, and to provide the public with high-quality, diversified and trustworthy news content. The only way for TV news reporters to realise the essence of the phenomenon is to strengthen the exercise of their "news eyes". Located in Yunfu City, Guangdong Province, Luoding District was dominated by small farmers in the past, and traditional farming methods led to problems of low yields and limited returns. However, with the development of society and changes in the market, Roding District realised that it had to seek transformation to improve the efficiency and profitability of the agricultural industry. "Yunfu Luoding: Leading Small Farmers Towards Big Agriculture" in "Stories of Rural Revitalisation" launched by Guangdong Radio and Television (GRTV) takes traditional agricultural products as an entry point to show us step by step how Luoding District has developed from speciality agriculture such as cinnamon, rice and bamboo steamers. Luoding District actively promotes agricultural restructuring and encourages farmers to develop diversified, large-scale planting and facility-based agriculture. Through the establishment of agricultural co-operatives, farmers co-finance the organisation of large-scale agricultural cultivation, share costs and risks, and improve overall economic efficiency. At the same time, the development of facility-based agriculture has enabled farmers to grow high-value crops in nontraditional seasons, further increasing their earnings and pointing to a new path for rural revitalisation and development.

In the context of the all-media era, the "news eye" must also incorporate new technologies. In the past, we reflected social life and world trends through videos, pictures and texts. Nowadays, the doubleboosting of new technologies such as big data, cloud technology and VR/AR has brought journalists a broader vision, more immersive and experiential scenarios as well as a more comprehensive base of factual sources. New technologies have broken through the limitations of traditional media. "It can more effectively enhance the level and ability of TV news reporters to observe and analyse problems" and provide more convenient conditions for the creation of "news eyes".

3. Improve thinking power and forge strong "brain power"

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In the new era of news and public opinion work, enhancing brain power is the first and foremost core. Television news reporter to enhance the "brain power", one is in the trend of the times to adhere to their own. Adhering to the ideology of socialism with Chinese characteristics in the new era, possessing a certain degree of judgement, and not following blindly or following what others say. Grasp the correct orientation of public opinion and improve the power of guiding public opinion in the news. To look at issues from a Marxist standpoint and methodology, and to grasp the timeliness and sense of proportion of each news item. Follow the rules of good news dissemination, level the audience communication, so that more people understand and identify with the news. For example, in 2019 the General Secretary has called for "not forgetting our beginnings and keeping our mission in mind". The whole country is actively responding to the General Secretary's call to carry out education on the theme of "not forgetting our beginnings and keeping our mission in mind" Guangxi Baise City, Leye County, Xinhua Town, Bailey Village, the first secretary of the village - Huang Wenxiu but at this time unfortunately died. First Secretary Huang Wenxiu was brave enough to go out of the mountains when she was admitted to university, and then returned to the mountains after graduating from graduate school. Determined to move poverty out of the mountains, she dedicated her bright young life to the cause of the Party. Her perseverance, bravery and hard work are highly in line with the General Secretary's requirements for the fight against poverty, Therefore, the major mainstream media will be Huang Wenxiu as a typical figure to carry out a strong and precise publicity task. Broadcast "Farewell to Huang Wenxiu the First Heart Never Forgets", "Valourous Women Clerks! Huang Wenxiu, Leye County, Guangxi: Never Forget the Beginning, Take the Mission on the Road of Poverty Alleviation", "Brave Women Warriors! Huang Wenxiu, Leye County, Guangxi: Racing against time, attacking the struggle against poverty," and other reports.,tells of her ordinary and extraordinary life. The report does not overdo the characterisation, but rather strikes a chord with objective and truthful statements. Secondly, learn more professional knowledge and skills, think more and keep up with the times. Whereas in the past TV news reporters could only rely on their own experience and knowledge, today new media technology provides powerful and intelligent assistance. New media technologies, mainly artificial intelligence, have been able to be used in writing articles, intelligent voice conversion, data collection, information integration, intelligent anchors, etc, improving the efficiency of journalists also allows them to devote more energy to building on innovation and expanding the breadth and depth of news coverage. Future journalists need to adapt as soon as possible to the working environment with new technologies represented by artificial intelligence, have multidisciplinary and interdisciplinary knowledge based on journalism and communication disciplines, and improve the quality and effectiveness of reporting. At the same time, one should always be humble and open to learning new things. We need to continuously enhance our professional skills and comprehensive qualities, delivering information with an objective and truthful approach while guiding public opinion. We base our work on facts and uphold the principle of impartiality.

4. Cultivate the foundation of "penmanship" to tell China's story in a practical way

The "power of the pen" is the landing point of a piece of news, but also a piece of news with or without the key to infectious. The expression of a news article, the title to determine whether it is relevant and innovative, the same period of sound, picture, special effects of the integrated effect of the fit, make the news fascinating, lively, are on the television news reporter "penpower" a consideration. For example, "There's a "Sehan Dam" in Henan". It was a race against time for the reporter, with two in-depth interviews and up to 20 revisions of the manuscript,

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before he was able to write such a moving and intriguing story. The reporting team's first sampling trip to Minquan Woods in December 2017, Led by local staff, the reporting team travelled through the woodland to learn more about the history of this woodland and the various tree species. Forests play the role of wind and sand control and green economy let people have the most intuitive feeling, the Yellow River corridor ecological corridor of the magnificent construction is also unfolding in front of the eyes. After the sampling, the group conceived the general framework of the article, but they needed more characterisation, live content, and exclusive information to enhance the rendering and impact of the article. So they decided to go to the forest again. Once again it was snowing when we arrived at the forest, but, the reporting team had travelled almost all over the forest, interviewed most of the people, and the interviews alone had reached 10,000 words. In the course of the interviews, the journalists were genuinely touched by the stories of the three generations of foresters, and even burst into tears at one point during the interviews, laying a solid foundation for the truthfulness of the manuscripts. The piece went through at least 20 revisions before and after, nagging and pushing for perfection. After the manuscript was on the page, the reporting team was still making the final touches and revisions, the red pen outlining a solid mark on the black-and-white proofs. The manuscript reads, "In the northern boundary of the Shenji sub-farm, there are seven towering poplars, which were planted by Kang Xinyu in the 1960s when he went to the Northeast to study forestry. Half a century has passed, the big tree pavilion covers like a canopy, and the tree trunk has grown so thick that it can be embraced by three people. However, the tree planters have quietly aged, no longer in their former splendor." Only after thinking deeply about a news event can you write a story that strikes a chord and gets to the heart of the matter. In the current media environment, traditional news reports need to keep up with the expression of Internet discourse and holographic communication forms to better cater for the reading habits of contemporary people. For this reason, TV news reporters need to actively change the language, innovative forms of reporting, making the news content closer to the audience. First of all, the traditional news reports in the inheritance of the old generation of rigorous norms based on the fine tradition, but also need to make the language more relaxed. Traditional news language is often too serious and formal to resonate with younger audiences. Therefore, journalists should maintain the accuracy and objectivity of news reporting while using a playful and friendly language style to neutralise the heaviness and distance brought by the news. Secondly, post-production can also be more youthful and diverse to create a better viewing environment for young audiences. Young audiences prefer more vivid and diverse visual presentations, post-production can use more animation, graphics, sound effects and other elements to make the story more attractive and interesting. Ultimately, the key objective is to achieve "willingness to listen, understanding and enjoyment of listening". When the expression form of news content meets the reading habits and preferences of the audience, the audience will be more willing to take the initiative to obtain information, and can better understand and absorb the news content. Through innovative forms of reporting and improved discourse expression, journalists are able to better communicate with their audiences and realise the effectiveness and impact of information dissemination. Refined through repeated speculation and rigorous processing of the manuscript, the articles undergo numerous changes without losing their appeal even after being read a hundred times. Only in this way can we truly realise the pragmatic cultivation of the foundation of "penmanship" and tell a good Chinese story.

5. Conclusions

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In the era of all-media, TV news reporters are faced with unprecedented opportunities and challenges. The practice of the "Four Forces" requires a pair of feet that dare to step into the grassroots, a pair of eyes that are good at catching hotspots, a brain that keeps thinking and a pair of hands that are good at writing, as well as the sensitivity to keep abreast of the times. It is necessary to put content construction in the first place, relying on new technologies to support the development and continuous improvement of the establishment of an all-media system. Of course, in the practice of the "four forces" when it is impossible to impress "eyes, feet, brain, pen power" so clearly, we need to form a systematic concept of journalists, into a general co-ordination of the way forward. The development of new media technologies has opened up more possibilities for news reporting, to become an all-round reporter in the all-media era by making good use of new technologies and means, better undertake the work of the Party's press and public opinion, guide social opinion in the right direction, and make greater contributions to the Party and the people.

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