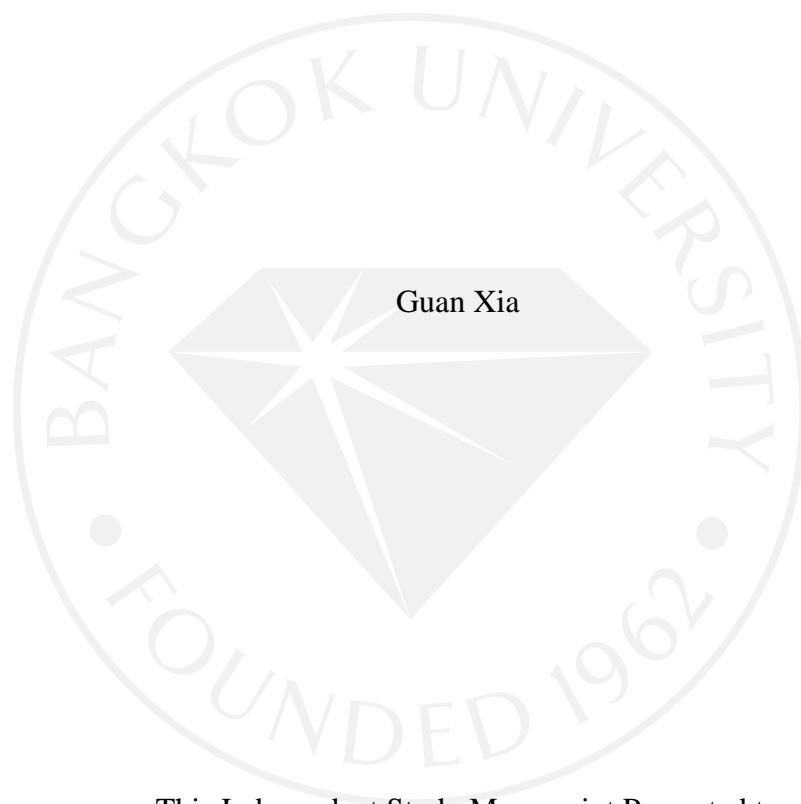


THE IMPACT OF MEDIA REFORM ON JOURNALISTS:

A CASE STUDY OF CCTV NEWS



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A CASE STUDY OF CCTV NEWS



This Independent Study Manuscript Presented to

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The Impact of Media Reform on Journalists: A Case Study of CCTV News (85 pp.)

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### **ABSTRACT**

With the rapid development of media industry, the media change intensified, this change has affected all aspects of society, especially journalists, however, about the impact of media transformation for journalists research rarely, so the media change as the independent variable, the journalists under the influence of the five aspects, respectively is: role, say, the inherent concept, professional quality and the way to work. This study is a quantitative study. Using questionnaires as a data collection tool, 220 journalists, including journalists, anchors, editors and so on, are randomly selected from CCTV News and other TV stations in China to conduct interviews. Pearson correlation coefficient and one-dimensional linear regression were used to conduct statistical analysis on the collected data. The research results show that media change has a significant impact on the role orientation and professional quality of journalists, but has no significant impact on the discourse power, inherent ideas and working methods.

*Keywords: Chinese Students, UGC, Travel Preferences*

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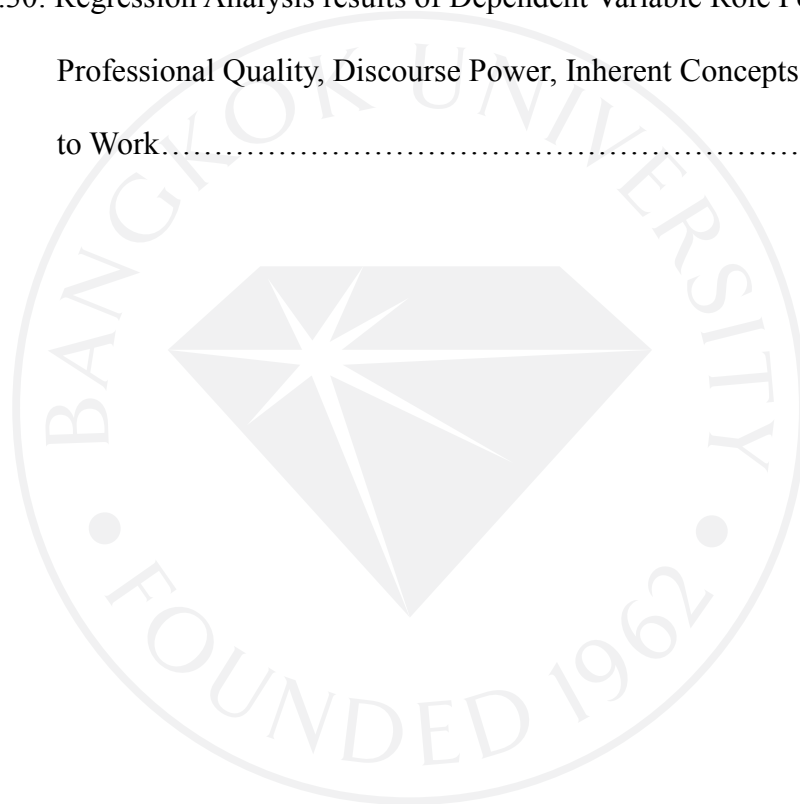
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# CHAPTER 1

## INTRODUCTION

### 1.1 Rationale of Study

In recent years, the new media represented by Internet technology has brought great changes to the field of Journalism and communication, showing a trend of integration and surpassing the traditional media. All aspects of traditional media are in a state of decline. Under the background of media reform, traditional media are seeking transformation, thus forming a new development pattern of media integration.

The media reform has promoted the social reform and development and become an indispensable force for the progress of the Times. This paper will interpret the media reform from two aspects: the first is the change of technology and the change of communication mode; the second is the change from traditional media to new media and then to integrated media.

In terms of technological change, with the digitization of communication technology, the new media era led by the Internet and mobile phones has arrived. As far as current development is concerned, communication technology is constantly evolving (Tang, 2008). Communication technology change has brought about great changes to human society. As Marshall McLuhan stated, "medium is the message." This point of view formed the perspective of the history of the long-term to discern the implication: the invention of the language can make information share, and let the information be recorded. The invention of words allows information to be recorded, and the generation of cable telegraph breaks the limitation of location, so that information can be transmitted quickly. The first radio communication was achieved

by Guglielmo Archesemarconi in 1896, but it was not until 1973 that Martin Cooper, an engineer at MOTOROLA, invented the mobile phone (Zhang, 2015).

In 1983, Ameritech introduced the first U.S. 1G network, allowing early adopters to make voice calls anytime. In 1987, China launched the first commercial mobile network, and the 1G mobile phone was only used for receiving and making calls. In 1995, China entered the 2G era. On the basis of voice transmission, SMS and MMS services became popular, and even exceeded the frequency of telephone calls. The resulting improvements in 3G network speeds, the introduction of video calling into new ways of communication, and the emergence of the iPhone have made mobile phones truly "smart" and revolutionized the way we live. Traditional media such as newspaper, radio and TV can no longer meet the ambitions of mobile terminals, while real new media such as QQ, Weibo, WeChat and short video are taking shape. In the 4G era, mobile phones go beyond the definition of "media." With the further development of mobile payment and e-commerce, the efficiency of social cooperation and the quality of life of residents are greatly improved (Yang, 2016).

Today, we are in the 4G phase, and we are already stepping into 5G. The media revolution will subvert the original ways of information gathering, news reporting, transmission and communication. 3G gave birth to Weibo, 4G gave birth to WeChat and short video, while the imagination and insight based on 5G core technology will lead to future development direction of media, the logical transformation, and the transfer of communication paradigm (Zhang, et al., 2019).

In terms of the transformation of communication mode, this transformation includes three aspects. First is the main body of communication. The invention and creation of new media technology have broken the private and narrow communication

space in the traditional era and provided people with a more free and relaxed environment for news production and communication. To a large extent, the Internet has broken the situation of "monopolizing the discourse power" of traditional media, and the public can also play the role of news communicator. The second is the transmission path. Traditional paper media make good use of words and pictures to transmit news, radio uses sound to transmit news, and television uses sound and pictures to broadcast news programs. New media, on the other hand, can form a variety of media features that complement each other, such as text, pictures, audio and video, enriching the expression forms of news communication. Therefore, new media has surpassed traditional media to become the main communication path of news. Finally, there is the dissemination of ideas. Nowadays, high-quality news will be drowned in the tide of big data at any time, and will play no essential role. As new media is given priority to with the data of the service concept, mining data resources, analysis of user preferences, and customization personality information, meet the demand of audience. Under the effect of big data, the media platforms will arrange the daily news order according to the usage habits of the audience, and put the most concerned content in the front. Therefore, the communication concept of data and service-oriented puts forward higher requirements for news media workers (Sun, 2018).

From the perspective of traditional media to new media, it has experienced the development process from newspaper, radio, TV, and Internet. Traditional media and new media have better integration due to the characteristics of authenticity, high accuracy, and clear social responsibility of traditional media information, as well as the advantages of fast information transmission speed and high degree of information



integration of new media.

With the development of times and the advancement of science and technology, the network has profoundly affected our lives. The emergence of new media has brought tremendous pressure and impact to traditional media. Under the constant impact of new media, TV media and TV news have to be innovated. Whether it is the production and dissemination of news, further improvement and innovation are needed. However, it does not mean that new media will replace traditional media. It is only in the process of continuous development that we will face the integration and development of new media and traditional media. The concept of "media fusion" was first proposed by Professor Puer of the Massachusetts Institute of Technology. Moreover, the new media environment also requires journalists to have a higher overall quality, and the new media has a huge impact on journalists (Zhao, 2018, pp. 133-135).

Nowadays, everyone's life cannot leave the new media. It is also under such extreme impact that the major media are facing such pressures, and at the same time they are beginning to find new ways to solve the current difficulties. CCTV News fully utilizes the advantages of the new media of WeiBo and WeChat, and seizes the opportunity to meet the challenges while consolidating its authority to publish information (Wu, 2012). It also puts forward higher requirements for the quality of journalists. Strengthening the quality training of journalists is a key path for the long-term development of traditional news media.

The digital new media represented by mobile internet is infiltrating into all aspects of life with irresistible momentum, affecting people's lifestyle and way of thinking. Under the impact of the power of media technology, it will affect the

changes of the media and the working status of journalists. This leads to the research problem of this article. How will CCTV news change, and what are the ways and channels of change? How will journalists respond to the impact of change?

## **1.2 Problem Statement**

The official Weibo, WeChat and client platform of CCTV news center have been successively launched since November 2012. In July 2013, with the opening of independent client, the new media of "CCTV news" has completed the strategic layout of all-round development.

In the context of the development of media convergence, the demand for omnimedia journalists is more and more vigorous. In this era, journalists who can master different media skills are more and more needed. For journalists, they need not only to understand the knowledge of the traditional media, but to keep up with the development of the media trend, and keep on learning to master the knowledge of the different media. On this basis, combining with the characteristics of media convergence under the background of different audiences that choose a different media, there are differences of expression of CCTV news and journalists to adapt to different audiences in the field of news reporting.

The paper will elaborate the changes of new media technology revolution and its influence on CCTV news reporters through the news broadcast programs of CCTV News channel. Therefore, we need to think about the specific methods and content of media change. Are its changes good or bad for the development of today's society? Is this an opportunity or a challenge for journalists? How should CCTV News and its staff respond to the media changes?

The study is important because social media platforms such as Weibo and WeChat are becoming more and more widely used in China, and they are very popular among the public. This incident also makes people have a great attraction to CCTV journalists about what influence they have received from them. Through this study, we will have a deeper understanding of the integrated reform of CCTV news media, and at the same time provide some references for journalists to deal with this change.

### **1.3 Research Objective**

The purpose of this study is to explore the main impact of media reform on CCTV journalists and specifically examine the impact of media technology reform on CCTV journalists in the context of media convergence.

Through this study, we will have a deeper understanding of the integrated reform of CCTV news media, and at the same time provide some references for journalists to deal with this change.

### **1.4 Research Questions**

In view of the aforementioned media reform and the integrated development strategy of CCTV news platform, the main problems of this study are as follows:

RQ1. Does media reform affect the role positioning of CCTV journalists?

RQ2. Does media reform affect the discourse power of CCTV journalists?

RQ3. Does media reform affect the inherent concept of CCTV journalists?

RQ4. Does media reform affect the way of working CCTV journalists?

RQ5. Does media reform affect the professional quality of CCTV journalists?

## **1.5 Scope of Study**

This survey will be conducted in China. Since the researcher was in China during the epidemic and was studying in university, this study will be conducted with the help of Chinese friends. The questionnaire will be conducted from November 2020 onwards, and the researchers and friends have an enough good understanding of this study.

Due to time constraints and resource constraints, the scope of this study is as following:

1.5.1 The study will mainly focus on CCTV media reform platforms of Weibo, WeChat and TikTok, because these media platforms rank high in the number of users in China.

1.5.2 The researcher mainly include CCTV journalists and non-CCTV journalists, including editors, journalists, photographers and text editors.

## **1.6 Significance of the Study**

First of all, CCTV News is a news program of CCTV, which focuses on some real-time events in the world and China.

The process of media change is always a fresh and interesting topic. This study not only becomes the forerunner of papers related to media reform, but also provides useful and instructive reference materials for media reform. Also. It has a whole set of things to do with communication.

Secondly, from the perspective of journalists themselves, through the development and reform of new media, they can better discover their own strengths and weaknesses, give full play to their strengths, and bring more fresh content to the

public, so as to adapt to the dissemination and development of news.

Finally, journalists will also be affected by media changes. A series of countermeasures can bring better reference and learning to other short video creators, so as to promote the development of the whole media.

### **1.7 Definition of Terms**

Role positioning - Changes in the roles, functions and priorities of journalists in the process of news production and dissemination.

Discourse power - Under the background of "national editing", journalists' news resource control right, content editing right, transmission mode choice and other aspects change.

The inherent concept - It refers to the influence on journalists' choice of words and expressions, the structure and arrangement of news reports, and the emphasis on logical rules.

Way to work - Refers to the increase in the workload of resource planning, advance planning, and whole-process tracking.

Professional quality - Refers to the improvement of political, news planning and all-media communication literacy.

## **CHAPTER 2**

### **LITERATURE REVIEW**

Under the dual pressure of the rapid development of new technology and the decline of traditional media, it has formed the direction and trend of the integrated development of traditional media and new media. The media industry is competing to open official weibo, WeChat official accounts, TikTok, mobile phone clients, etc., which has become the standard in the development process of media convergence. Journalists are crucial members in the development of the media, and the development and integration of the media will have a great impact on their working conditions. This chapter will from the perspective of media convergence as affecting the CCTV news journalist, and analysis of their coping strategies.

#### **2.1 Media Ecology Theory**

The theoretical basis of this study is Media Ecology Theory, which studies Media, technology, communication and how they affect the human environment. The theoretical concept was put forward by Marshall McLuhan in 1964, and the term media ecology was first formally coined in 1962 by Marshall. (McLuhan, 1964, pp. 201–225)

Ecology refers to the environment in which media are used -- what they are and how they affect society. "If in biology a medium is something that grows in a bacterial culture (as in Petri dish), then in media ecology a medium is a technology for human cultural growth," says Neil Postman (Postman, 2006). In other words, media ecology studies how the media affect human perception, understanding, feeling and

value, and how our interactions with the media promote or hinder our chances of survival. The word ecology implies the study of the environment: its structure, its content, its effect on man. After all, the environment is a complex information system that imposes certain ways of thinking, feeling and acting (Postman, 2016).

According to media ecology, media is an extension of human senses in every age, and communication technology is the main reason for social change (Hakanen, 2007). McLuhan is best known for coining the phrase "the medium is the message," which is thought to mean that the way the medium pursues the message is as important (if not more important) as the message itself. McLuhan proposed that the media influenced the course of society during this period. The rise of a particular technology can be classified as a significant period of time and growth.

It can be seen that in media ecology, there are researches on media communication and its effect on people. This theory is closely related to the research content of this paper. Through the reform and integration of media, this paper studies its influence on CCTV news reporters.

## **2.2 Related Researches**

### **CCTV News Media Integration**

Media convergence refers to the deep integration of traditional media and internet-led new media in terms of content, channels, platforms, operation and management. With the strong support of big data, cloud computing, mobile Internet and other technologies, Weibo, WeChat, QQ, mobile phone and other tools emerge at the right moment, the general public was enabled to be not only "spectators," but to enjoy unprecedented ability to participate in the dissemination of news. Diversified

news and information dissemination subjects have taken shape.

Relying on content resources, CCTV connects TV, PC and mobile terminals and forms a new media cluster led by CNTV. CCTV.com has covered Internet users in more than 210 countries and regions. Relying on advanced technologies such as big data, cloud computing and 4G mobile communication, CCTV has built a technical support platform for integrated multimedia operation, including "general platform for editing and broadcasting," "4G mobile TV Broadcast control platform," "social TV platform," "user database" and "video database," etc. Relying on the support of new technology platform, CCTV has optimized the production of news information, reinvented the process of acquisition, editing and broadcasting, realized the integration of gathering and editing power and news information in collection, production and broadcasting, and implemented the three-step strategy of microblog WeChat client, forming the mode of "one collection, multiple generation and multiple transmission."

On April 1, 2013, the official WeChat of "CCTV news" was officially launched, featuring first news and exclusive reports. Since then, "CCTV news" WeChat made full use of interactive means to improve user experience and increase user viscosity, becoming the first media account with more than one million users. Another strategic operation of "CCTV news" in the field of mobile Internet is to launch Sohu client and independent client respectively in May and July 2013. "CCTV news" independent client has created the era of mobile Internet news portal and information base as a key, given priority to the user requirements and user experience, with the aid of the capacity and the advantage of brand. As a result, "CCTV news" client quickly occupied the mobile distribution channels throughout



the country, and it only took 9 months to complete the “CCTV news” strategy of Weibo, WeChat and client. The promotion of the “two-path” strategy enabled “CCTV news” to seize the commanding heights of new media and laid a solid foundation for the promotion of the overall brand of CCTV (Li, 2015).

### **2.2.1 Role Positioning**

With the rise and development of Internet information technology, the scope of media has been expanding. From the initial interaction and integration, traditional media and new media have gradually developed into mutual integration, constituting all media together and becoming a very important form of modern information communication. Due to the change of media ecology, the role positioning of CCTV news reporters has been constantly evolving. This paper mainly studies the changes of the role, and focus on work of CCTV journalists in the process of news production and dissemination.

Professional identity is unified with personal identity. Under the background of omnimedia, news reports have also realized diversification, and news events have basically realized one-to-many communication. At the same time, the audience can also conduct point-to-point communication. In this new situation, journalists have also become one of the audiences in the omnimedia environment, and have the dual identities of journalists and audiences. In the current news work, many reporters will choose to open weibo, WeChat circle of friends, etc. to release the information they have obtained in real time and interact with the audience, so as to obtain more information during the interaction with the audience. For example, CCTV news overseas reporter Zhu Ge, editor-in-chief of the global Times, and editor-in-chief Hu Xijin post news on their weibo, WeChat and other social platforms, and participate

in the interaction with the audience through comments or questions, so as to better communicate with the audience. Therefore, in the omnimedia environment, CCTV news reporters play the role of unification of professional identity and personal identity.

The identity of professional journalist and citizen journalist are unified. With the emergence of omnimedia, the traditional status of journalists has been seriously impacted, and then their roles have been differentiated. They are both professional journalists and citizen journalists. As a result, it is difficult to define the identities of journalists accurately. In an omnimedia environment, most of the information is not from the first-hand source, nor is it interviewed and edited by journalists themselves, but the relevant information is collected and sorted out by journalists. As a result, the role of journalists has been differentiated, and the traditional professional journalist identity has been broken. In the omnimedia environment, it is necessary for journalists to deal with the relationship between professional journalists and citizen journalists, enhance the coordination and interaction between them, and realize harmonious coexistence. In this process, CCTV journalists play a vital role.

The journalist evolved into the news publisher. In the past, journalists' main work was to interview and write news articles, but not to participate in news release and censorship; that is, journalists did not have the right to release news. However, after the emergence of omnimedia, in addition to interviewing and writing news articles, journalists also need to be familiar with relevant laws and regulations and release news information without violating those laws and regulations. In this way, the news review and other works are effectively reduced, but it also leads to the

information dissemination of journalists with a certain personal color, and the role positioning of journalists also changes, realizing the role evolution. Journalists should not only assume the responsibility of news information production, but also the responsibility of information release (Xie, 2016, p. 202). However, the evolution of such a role is challenging for journalists and journalism itself. Therefore, in the all-media environment, how CCTV news reporters perform their duties while maintaining the unwavering responsibility of journalists, provide valuable news to the audience and cope with the role of news correctly, becomes their most important work at the present stage.

### **2.2.2 Discourse Power**

The traditional media discourse power refers to the discourse influence of the media or the communicator on the audience. Media and communicators themselves act as gatekeepers of information, controlling the flow of information. Therefore, only information filtered by gatekeepers can be received by the audience. The emergence of network media has changed the way of expression of power of discourse, and the transformation of news communication technology and the rise of new network media have, to a certain extent, promoted the change of media power of discourse.

In the era of "we Media," the subject of information transmission tends to be generalized, and every common audience can be a potential information source. The immediacy, interaction, and cross-regional communication characteristics of "we media" make the information channel more open, the boundary of time and space is completely broken, and the media discourse has fission in a certain sense. Due to the role of news communication, journalists are inevitably affected by this trend. These influences are mainly manifested as the main body of communication,

the content of communication, and the mode of communication.

Subjects of communication change from unitary to pluralistic. In the era of new media, any ordinary citizen has the opportunity to become a "reporter" who releases information. He/she can send what he/she sees, hears, and thinks to any place at any time and place through Weibo, WeChat and other "we media" tools. The development of network media, especially we media, gives ordinary citizens the right to choose and disseminate information independently.

According to the 36th Statistical Report on Internet Development in China released by China Internet Network Information Center (CNNIC), by June 2015, the number of Chinese netizens had reached 668 million, with an Internet penetration rate of 48.8%, and a total of 1.994 million new Netizens in the half year (CNNIC, 2015). The unique communication mode of network media enables point-to-point individual communication mode to return, and ordinary audiences also get channels to express their opinions, which also breaks the situation in which traditional media have exclusive right of discourse, establishing thus a relatively equal dialogue mechanism between the audience and the media (Wang, 2015). In such a situation, journalists are no longer the main body of communication, but become a part of the many main bodies of communication. News is no longer spreaded to users in one direction, but also becomes the audience of other communication subjects.

Communication content changes from homogenization to personalization. The main content of traditional news media is publicity of policies and laws. In the era of "We Media," every ordinary citizen is the co-creator and participant of the "We media" world, posting information or topics in personal post bars, blogs, Weibo and moments. The convenience of the Internet and the diversity of voice channels

make it easy for the general audience to freely choose channels to release information. The diversity of people participating in the discourse expression, or the diversity of the subject of communication, also reflects the diversity of the content of discourse expression. New media provides the public with a public space for expression and communication. Different people can express their opinions, attitudes, and views on a certain online event. Just like the general public, when journalists speak through a variety of new media channels, their content can be more personalized and even distinctly personal.

Transmission mode changes from unidirectional linear mode to cross-broadcast mode. The Internet has the characteristics of instant two-way communication that traditional media do not have. In the era of "we Media," two-way communication features provide a channel for direct communication between the transmitter and the receiver, facilitating real-time interaction between the two sides, breaking the one-way linear model of information in the era dominated by traditional media and making two-way circular flow of information possible. The transmission mode of traditional media is point-to-surface, while the era of "we media" presents the characteristics of independent interplanting and mutual broadcasting. "We media," with its unique transmission mode, influences the evolution process of traditional media forms and media forms (Zhou, 2011). The emergence of new media has brought a lot of convenience to journalists. Through a variety of new media platforms, journalists can greatly improve the efficiency of communication and get timely feedback from the audience. This has a positive impact on the development of media and the progress of social discourse power.

### 2.2.3 The Inherent Concept

Traditional news editors should abide by strict standards, pay attention to the use of words and sentences, and use the usual structure and rules of news reports, and emphasize the logical rules. But, in the era of new media, reports of the single mode cannot meet the needs of users for news diversified, and the traditional writing method cannot adapt to the user fragmentation of shallow reading habits. Therefore, the CCTV news editor work idea, and consciousness of news planning are greatly affected. These effects are mainly embodied in the style of interview, and the interviewer's ideas and words.

Traditional media reporters have a serious face and long questions during interviews, which is a serious problem because it can cause interviewees to be stiff and unnatural in front of the camera during the interview. This way of interview is not accepted by the young audience, which affects the speed of news report circulation. In the era of media integration, traditional media reporters should change their interview methods by adopting more relaxed and lively and humorous interview methods, guiding interviewees to relax in front of the camera, laying the foundation for relaxed and interesting news reports, and getting more recognition from the audience (Yang, 2018). The interview of CCTV news reporter Chai Jing is very characteristic. Her interview topic is news investigation. She usually adopts questioning, reticence, and performance interview to create a good interview environment.



Figure 2.1: The interview process of Chai Jing

In the new media era, the concept of TV news reporters needs to be changed. First of all, the concept of news production needs to be transformed. At present, a lot of TV news workers in the aspect of news production still maintained the traditional idea, The development of sound "dialogue" in news production can not only deliver information to the audience in a timely manner, but also achieve interaction with the audience, so that the concept behind and television news can adapt to the needs of the new era (Cui, 2012). Take CCTV news reporter Ni Ping as an example: she is the most humane care and usually gives interviewees a great sense of security with very natural affinity, and can interact with them very well.

Secondly, the concept of news communication needs to be changed. The concept of news communication is closely related to the needs of the era, the society, and the audience. In the era of new media, the above factors have all changed, and the concept of news communication of TV news practitioners should also be changed to adapt to the characteristics of the new era. In addition, in the design of news format,

journalists should also change their consciousness, adapt to the traditional text-oriented way and means, and flexibly use news links, picture integration and other formats to achieve better news communication effect.

At this stage, the traditional newspaper media established a relatively mature news production process, developed a series of complete process, but to a certain extent, hampered the journalist writing thinking innovation. As it is difficult to adapt to changes in the media age, the media and the audience's attraction is not enough, thus reducing the market share of traditional media. With the support of Internet technology, the good interactive performance of new media has effectively released the subjective initiative of the public. It also plays the dual roles of receiver and transmitter of news information, thus putting forward more and higher requirements for journalists' thinking of interviewing and writing, especially traditional paper media journalists. However, in fact, some traditional print journalists are not creative enough in thinking and ability. They only play the role of news and information communicator, lack the pursuit of social problems and the process of deep thinking, and their published works are not enough to attract the audience (Shao, 2018).

#### **2.2.4 Way to Work**

With the change of new media and the arrival of all-media era, news and information are spreading faster and wider. The mode of news production, the development form of media and the requirement of news prescription, are all changing. In the process of media convergence development, how to adapt to this change and to the new transformation of news business, the most important thing is to solve the journalist factor. In the era of "flow," journalists should consciously adapt to



changes and innovations, and be explorers of media content and form. This puts forward a higher requirement for journalists, who not only need to innovate cognition in thought, but also need to make innovation and adjustment in working mode. These adjustments include increasing the application of new media technologies, in-depth reporting, and improving innovation capabilities.

Journalists should strengthen the application of new media technology.

At present, more and more media, such as Facebook, YouTube, WeChat, etc. are new forms of media. They spread information and news at a very fast speed, enabling people to get more accurate information faster. These new "we media" modes of communication have brought great impact on traditional media. For journalists, if they cannot keep up with the development of Internet and information technology and lack the communication skills of news media in the omnimedia era, they will lose their core competitiveness and be doomed to be eliminated by times. Therefore, journalists should have professional ability, the traditional media must keep up with the development of society, must change the traditional media audience's backward ideas, set up learning consciousness and innovation consciousness, learn and use new media technology news spread, and enlarge the channels of access and the spread of resources, so as to improve the quality and timeliness of information (Gu & Ge, 2019).

Under the background of national media, CCTV news has built a real-time communication platform for multi-terminal audience rating with passion, such as WeChat of CCTV news and weibo account. Audiences can enjoy instant news information through new media applications on mobile terminals, regardless of time and place, which greatly improves the circulation of news information and the

influence of CCTV news (Tian, 2015). As CCTV news reporters, how to effectively use these new media technologies to promote more efficient and accurate news dissemination has become an inevitable challenge.

Journalists should pay more attention to in-depth reporting. Diversified new media have penetrated into every aspect of our life, and people have increasingly higher requirements for the quality of news information. However, most of the news produced by "we media" have the characteristics of "shallow" and "hot." They tend to focus on the discussion of hot events, with high similarity in form and content and low authority and credibility. This makes journalists face great challenges. They not only need to report the news objectively and accurately, but also need to further improve the news coverage in all aspects. Therefore, the importance of in-depth reporting is self-evident. Through in-depth reporting, the audience can learn more relevant information about the news and enrich the content of the news. At the same time, journalists can also get more attention and attract more audiences. In some cases, in-depth reports can also restore the truth of news events and play an extremely important role in the correct guidance of public opinion and the healthy development of media ecology. Therefore, in the omnimedia era, journalists should combine the current background of the new media era and use various existing network platforms to develop more profound and meaningful news reports.

Journalists should follow the trend of media convergence and innovate actively. The traditional mode of news interview is facing severe test and challenge, and media convergence is the trend of times. Journalists must combine their local media and their own reality, change their ideas, innovate their methods and forms of reporting, establish a cross-border thinking mode in the context of media, and develop

new ideas for news production and service. Only by being good at learning and innovation and keeping up with the pace of times can journalists promote integrated development through innovation and constantly improve the quality and level of their news works. Especially with the popularization of mobile Internet, journalists should adapt to the trend of mobile communication and make use of the flexible and diversified features of new media to carry out in-depth cooperation and interaction with users (Wu, 2019). The change in journalistic identity is a good innovation.

For example, Chai Jing, the former reporter and host of CCTV news Investigation, started as a part-time reporter in the original Sanlian Life Weekly, became a reporter and host of the program Oriental Space-time Connection of CCTV, and then became an on-camera reporter of CCTV News Investigation (Xiao, 2009). The change of identity has created the "personal brand" in news communication, greatly improved the efficiency and effect of communication, and made the journalists adapted to the new situation of media convergence.

### **2.2.5 Professional Quality**

The emergence of new media has affected the normal development of the news industry, pushing journalists who already need speed to be even faster. The emergence of new media makes the news industry move towards a better opportunity, but it also has to face with some problems, This is the emergence of new things that requires some adaptation process, with the news industry is working on their own, However, the good news industry determinants of the future are not a new media. Since this change is inevitable, good news industry in the future depends on human factors, determining the news reporter's professional quality and social responsibility. CCTV news reporters are also facing these problems, and the main problems affecting

CCTV news reporters and other journalists are: utilitarian, impatience, and lack of professional ethics, and lack of humanitarian spirit. Therefore, the professional qualities that CCTV news reporters need to improve including: the communication ability of new media, the ability to restore and identify events, the sensitivity and interpretation of news, legal knowledge, and political standpoint, etc.

In the era of new media, journalists are extremely important to the communication ability of new media, and they are the most sensitive part for the social transformation brought by new media. The operation mode of news in the past is not suitable for the new media era (Cao, 2014). Therefore, it is necessary to make changes. In the context of the convergence of the news industry with new media, it is necessary for every journalist to learn the knowledge of new media and master the operation of new media, such as copy editing and video production. Kang Hui, deputy director of the broadcasting department of CCTV News Center, shared his learning experience from the point of view of a news anchor with the title "Vivid View." He said that for journalists, being good at learning is a need, a duty and a fundamental job. The faster the development of times, and more things we need to learn, the more urgent the requirements for learning. Through the exchange of their own experience, journalists agreed that at the present stage, they must keep up with two aspects in their study: first, they must master the means of new media communication; second, we must continue to learn from the masses and from life (Kang, 2013).

The new media era is an era of information explosion. Because of the freedom and sharing ability in the Internet era, there are thousands of different news items on the Internet every minute. These news are highly uncertain, so journalists should play a role in the identification and restoration of the news, so as to identify

the truth of the news and restore the truth of the fact. However, when they identified true news, they should carry out in-depth excavation and release information.

Although any unit of new media can release information, for most people, mainstream media and websites are trustworthy. Any information that enters the news of mainstream media without distinction will be regarded as true. Among the COVID-19 in 2020, the fake news was uneven. In the context of hot topics, all kinds of news about COVID-19 received high attention. The fake news increased the panic of the public, and CCTV news reporters played a role in guiding the correct public opinion.

Journalism is a dangerous profession, so we must study the law related to ourselves, not only to protect ourselves, but also to avoid breaking the law in our work. Some journalists exploit their profession for their own benefit, which can easily turn into fraud, extortion, etc. Therefore, journalists must understand what they can and cannot do. This profession strengthens the legal constraints of the practitioners (Liu, 2014). Journalists need to have their own political stand, and the news they write should meet the needs of the society. Especially when they write some news with strong political nature, they must grasp the scale and make their own political stand clear. It can be said that China's control of news is not strict. As long as the country is not divided, anti-communist news will not interfere much. Therefore, people attach great importance to news censorship. In this regard, CCTV News client made specific emphasis in the newly revised "Professional Ethics Standards for Chinese Journalists" released on December 15, 2019.

To sum up, in the process of media development and integration, CCTV journalists have been affected by various aspects, but also faced with different opportunities and challenges. Based on the above literature review, the following

conceptual model can be summarized and the details of each yield the relationships between the proposed variables.

### 2.3 Conceptual Model

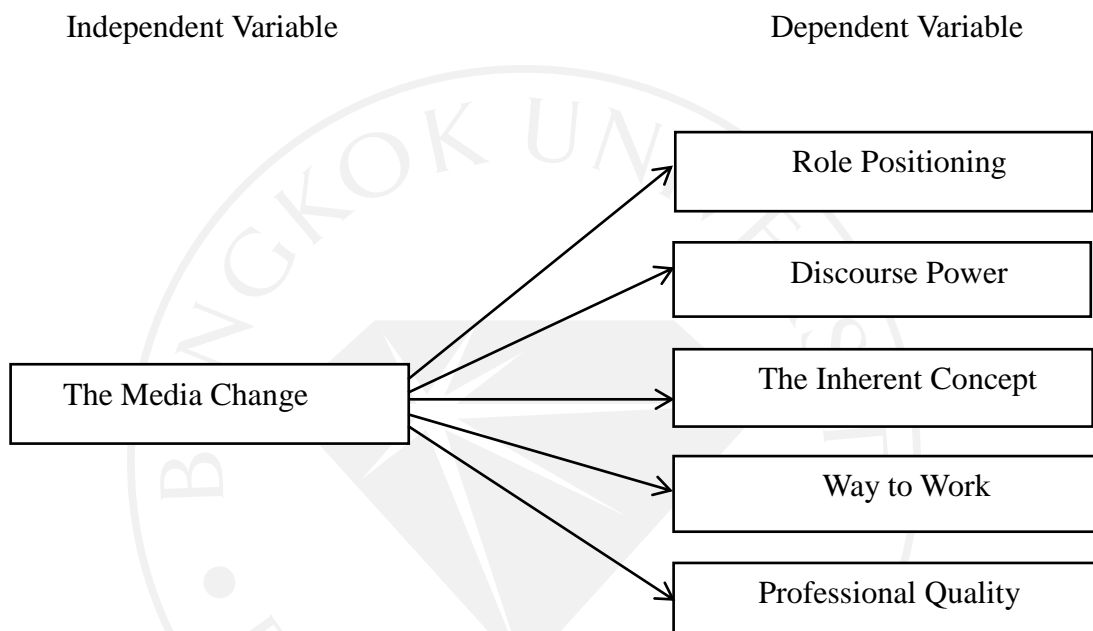


Figure 2.2: Conceptual Model

### 2.4 Hypothesis

The following hypothesis can be deduced from the analysis of relevant literature, relevant theories, theoretical framework, and studies in various aspects:

H1: Media reform has an impact on the role positioning, discourse power, inherent concepts, working to work, and professional quality of CCTV journalist.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter proposes the research method of the perception of CCTV journalists regarding five effects (role positioning, discourse power, the inherent concept, way to work, professional quality) as caused by media reform. This chapter will proceed in the following order:

3.1 Research Population

3.2 Research Sample

3.3 Research Instrument

3.4 Data Collection

3.5 Data Analysis

#### **3.1 Research Population**

The main population of this study was those who work in CCTV news, both male and female, and they must be working during November and December 2020 in the CCTV news. Due to the limited number of CCTV news workers, the population included some of the CCTV journalists, and the research scope mainly concentrated in Beijing, China.

### **3.2 Research Sample**

The survey consisted of 212 journalists from CCTV news or non-CCTV news, mainly living in Beijing, who had worked in news TV stations and were willing to participate in the study and express their opinions by completing an online questionnaire. The convenient sampling method is adopted to select the object of study.

### **3.3 Research Instrument**

The purpose of the questionnaire is to elicit the basic information, the influence of media integration on journalists, as well as the relationship between role positioning, discourse power, the inherent concept, way to work, and professional quality of journalists as affected by media reform. The steps of questionnaire invention are as follows:

3.3.1 Search for relevant studies from books, literatures, articles, journals and reports on the influence of role positioning, discourse power, inherent ideas, working style, and professional accomplishment on journalists.

3.3.2 According to the theory of related research, a questionnaire survey is designed, which includes the basic information of the interviewees, the main embodiment of the media change, and the impact of the media change on CCTV journalists (role positioning, discourse power, the inherent concept, way to work, professional quality).



The questionnaire is divided into three parts: the statistics of interviewees and basic information, the embodiment of media reform, and the impact of media reform on journalists.

Part 1: Personal information: consisting of five closed-ended questions, asking the respondents to provide information about age, gender, whether they have relevant experience in news media (including internships), working hours in news organizations, and their current job position.

Part 2: This part is composed of two multiple-choice questions and four scale questions. In the two multiple-choice questions, the interviewees can choose multiple options or add content in the supplementary options. The four scale questions were measured by 5-point Likert scale. This requires respondents to select the main content of media convergence and the main delivery platform of news content. And the embodiment of the media reform.

Part 3: Five aspects of changes that affect journalists (role positioning, discourse power, the inherent concept, way to work and professional quality) as caused by media reform. In this part, five Likert scales were used for measurement, namely, strongly agree (5), agree (4), neutral (3), disagree (2) and strongly disagree (1).

When the average participants' acceptance level of the impact is 4.21-5.00, the highest level is role positioning, discourse power, the inherent concept, way to work and professional quality.

When the average acceptance level of the affected participants was 3.41-4.20, the role positioning, discourse power, the inherent concept, way to work and professional quality were at a high level.

When the average acceptance level of the affected participants is 2.61-3.40, the role positioning, discourse power, the inherent concept, way to work and professionalism are neutral.

When the average acceptance level of the affected participants is 1.81-2.60, the role positioning, discourse power, the inherent concept, way to work and professional quality are at a low level.

When the average acceptance level of the affected participants is 1.00-1.80, the lowest level is role positioning, discourse power, the inherent concept, way to work and professional quality.

### **3.4 Data Collection**

The questionnaire was distributed in the form of network link in November 2020, mainly produced by The Questionnaire Star. It is the most authoritative online questionnaire survey system in China, focusing on providing users with powerful and humanized online questionnaire design, data collection and other services. The respondents are mainly journalists working in CCTV news and journalists from other news agencies, and the respondents are required to complete the questionnaire within 15-30 minutes to ensure the integrity of the questionnaire.

### 3.5 Data Analysis

The data were analyzed by using statistical package for social sciences. Data analysis is divided into descriptive analysis and hypothesis testing. The first part is descriptive analysis, including frequency, average score and standard deviation, which are used to investigate the basic information of the interviewees, the main content of CCTV media convergence and the characteristics of media change. The second part is hypothesis testing. Pearson correlation coefficient and linear regression are used to explain the relationship between independent variables (media change) and dependent variables (role positioning, discourse power, the inherent concept, way to work and professional quality).

## **CHPATER 4**

### **FINDINGS**

This chapter introduces the results of two parts: descriptive analysis and hypothesis testing.

#### **4.1 Descriptive Analysis**

Among 208 participants, the largest number of participants is the age group of 18-26 (55.29%), the second range is the age group of 27-35 (36.54%), followed by the age group of 36 and above (7.21%), and the lowest proportion is the age group of below 18 (0.96%). More than half are female (57.69 %), followed by male (42.31 %), and all of them have media related experience, which meets the requirements of the survey. Moreover, half of them had worked for 1-2 years (51.92%), followed by 2-5 years (37.02%), more than 5 years (11.06%), and none has less than one year experience (Table 4.1– 4.4).

Table 4.1: Age of Respondents

Age	Frequency	Percent
Under the age of 18 years	2	0.96%
18-26 years	115	55.29%
27-35 years	76	36.54%
36 years and above	15	7.21%
Total	208	100%

Table 4.2: Gender of Respondents

Gender	Frequency	Percent
Female	120	57.69%
Male	88	42.31%
Total	208	100%

Table 4.3: Whether the Respondent has Media Related Experience

	Frequency	Percent
Yes	208	100%
No	0	0%
Total	208	100%

Table 4.4: Respondents' Working Time in News Media Units

Working Time	Frequency	Percent
Less than a year	0	0%
1-2 years	108	51.92%
2-5 years	77	37.02%
More than 5 years	23	11.06%
Total	208	100%

Among the 208 interviewees, copywriting planning (36.54%) was mentioned the most, followed by technical production (33.65%), publicity and promotion (30.39%) and online editing (25.48%), and others (18.75%). In the "other" option, the respondents also added that their current jobs are host, photographer, lighting engineer, director, etc. (Table 4.5).

Table 4.5: Respondents' Current Jobs

Current Jobs	Frequency	Percent
Network editorial	53	25.48%
Copywriter and planner	76	36.54%
Technical production	70	33.65%
Promotional	63	30.29%
Others	39	18.75%

Regarding the main contents of media convergence are, the respondents generally agree with the elaboration of the main contents of media convergence, among which construction of communication channel accounted for the highest proportion (90.87%), followed by internal platform construction (89.42%), adjustment of media collaboration mechanism (83.65%), internal procurement and editing process transformation (81.25%), and diversified operation (81.25%). None of the respondents expressed other views (Table 4.6).

Table 4.6: The Main Content of Media Convergence

	Frequency	Percent
Construction of communication channels	189	90.87%
Internal platform construction	186	89.42%
Adjustment of media collaboration mechanism	174	83.65%
Internal procurement and editing process transformation	169	81.25%
Diversified operation	169	81.25%
Others	0	0%

In table 4.7, it was found that the proportion of news release of major platforms is very similar after the media reform. WeChat public (97.6%), followed by Weibo (97.12%), Tik Tok (94.71%), CCTV news client (92.31%), and others

(21.15%). In the "other" option, the respondents supplemented the main platforms of news content after media integration, including QQ, bilibili, today's headlines, Netease News, Tencent News, Sohu News, Youku video, iqiyi video, Tencent video, TV station, newspaper media, Baidu website, etc.

Table 4.7: Main Delivery Platforms After Media Convergence

	Frequency	Percent
WeChat public	203	97.60%
Weibo	202	97.12%
Tik Tok	197	94.71%
CCTV News client	192	92.31%
Others	44	21.15%

From table 4.8, regarding the media reform, the respondents strongly agreed that the media reform shows the trend of the integration of traditional media and new media (= 4.45), developments in media technologies such as the Internet and communications have played a major role in the media revolution (= 4.45), and the media reform has endowed the public with higher participation in news communication and formed a diversified subject of communication (= 4.23). They, however, agreed that the media reform has promoted the development of new media platforms such as weibo, WeChat and TikTok (= 4.17).



Table 4.8: Respondents' Identification with the Issue of Media Reform

Media Reform	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
The media reform shows the trend of the integration of traditional media and new media	100 (48.1)	101 (48.6)	7 (3.4)	0 (0)	0 (0)	4.45	0.56
The media reform has promoted the development of new media platforms such as weibo, WeChat and TikTok	6 (2.9)	161 (77.4)	41 (19.7)	0 (0)	0 (0)	4.17	0.45
Developments in media technologies such as the Internet and communications have played a major role in the media revolution	98 (47.1)	106 (51)	4 (1.9)	0 (0)	0 (0)	4.45	0.54
The media reform has endowed the public with higher participation in news communication and formed a diversified subject of communication	67 (32.2)	126 (60.6)	12 (5.8)	2 (1)	1 (0.5)	4.23	0.64

\*Note: 1.00-1.80 = strongly disagree, 1.81-2.60 = disagree, 2.61-3.40 = neutral  
3.41-4.20 = agree, 4.21-5.00 = strongly agree

### Effects of Media Reform on Journalists' Role positioning

From Table 4.9, The respondents strongly agreed that to deal with the relationship between professional journalists and citizen journalists is the key to stabilize the position of journalists ( $\bar{x} = 4.25$ ), and journalists should not only undertake the work of news information production, but also undertake the work of news release ( $\bar{x} = 4.25$ ). They, however, agreed what they post on other social media with their personal accounts may be influenced by their professional identity ( $\bar{x} = 4.04$ ).

Table 4.9: The Influence of Media Reform on Journalists in Five Aspects: Role Positioning

Role Positioning	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
What you post to other social media with your personal account can be influenced by your professional identity	53 (25.5)	115 (55.3)	35 (16.8)	5 (2.4)	0 (0)	4.04	0.72

(Continued)

Table 4.9 (Continued): The Influence of Media Reform on Journalists in Five Aspects:

## Role Positioning

Role Positioning	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
To deal with the relationship between professional journalists and citizen journalists is the key to stabilize the position of journalists	70 (33.7)	122 (58.7)	13 (6.3)	3 (1.4)	0 (0)	4.25	0.63
Journalists should not only undertake the work of news information production, but also undertake the work of news release	68 (32.7)	126 (60.6)	12 (5.8)	2 (1)	0 (0)	4.25	0.60

\*Note: 1.00-1.80 = strongly disagree, 1.81-2.60 = disagree, 2.61-3.40 = neutral

3.41-4.20 = agree, 4.21-5.00 = strongly agree

### Effects of Media Reform on Journalists' Discourse Power

According to table 4.1.10, the respondents strongly agreed that new media provides convenience for two-way communication between media personnel and audiences, and improves the efficiency and timeliness of news communication ( $\bar{x} = 4.33$ ), and the news and information content on the new media platform is richer,

and the public has a higher enthusiasm for participation ( $\bar{x} = 4.18$ ). They, however, agreed that, as for the unofficial news information on new media platforms, they believe that their communication effect and quality are as good as the official media ( $\bar{x} = 3.55$ ).

Table 4.10: The Influence of Media Reform on Journalists in Five Aspects: Discourse

Power

Discourse Power	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
As for unofficial news information on new media platforms, you think their communication effect and quality are as good as those of official media	35 (16.8)	89 (42.8)	40 (19.2)	43 (20.7)	1 (0.5)	3.55	1.02
The news and information content on the new media platform is richer, and the public has a higher enthusiasm for participation	50 (24)	148 (71.2)	8 (3.8)	1 (0.5)	1 (0.5)	4.18	0.56

(Continued)

Table 4.10 (Continued): The Influence of Media Reform on Journalists in Five Aspects: Discourse Power

Discourse Power	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
New media provides convenience for two-way communication between media personnel and audiences, and improves the efficiency and timeliness of news communication	79 (38)	121 (58.2)	6 (2.9)	2 (1)	0 (0)	4.33	0.58

\*Note: 1.00-1.80 = strongly disagree, 1.81-2.60 = disagree, 2.61-3.40 = neutral  
3.41-4.20 = agree, 4.21-5.00 = strongly agree

### Effects of Media Reform on Journalists' Inherent Concept

From table 4.11, the respondents strongly agreed that they believe that the concept of news production and communication, as well as the design of news boards, need to be changed and improved ( $\bar{x} = 4.3$ ). They also agreeably believe that the writing ability and creative thinking of journalists are the key to appeal to the audience ( $\bar{x} = 4.2$ ), and they can see that the changes in the interview style and methods of some journalists have been accepted and recognized by the public ( $\bar{x} = 4.19$ ).

Table 4.11: The Influence of Media Change on Journalists in Five Aspects: The  
Inherent Concept

The Inherent Concept	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
You can see that the changes in the interview style and methods of some journalists have been accepted and recognized by the public	52 (25)	145 (69.7)	9 (4.3)	2 (1)	0 (0)	4.19	0.55
You believe that the concept of news production and communication, as well as the design of news boards, need to be changed and improved	71 (34.1)	129 (62)	7 (3.4)	1 (0.5)	0 (0)	4.30	0.55
You believe that the writing ability and creative thinking of journalists are the key to appeal to the audience	56 (26.9)	140 (67.3)	9 (4.3)	3 (1.4)	0 (0)	4.20	0.58

\*Note: 1.00-1.80 = strongly disagree, 1.81-2.60 = disagree, 2.61-3.40 = neutral

3.41-4.20 = agree, 4.21-5.00 = strongly agree

### Effects of Media Reform on Journalists' Way to Work

From table 4.12, the respondents strongly agreed that positive creativity is the key for journalists to adapt to the media ( $\bar{x} = 4.33$ ), that they think journalists can improve the speed of news transmission by strengthening the application of new media technology ( $\bar{x} = 4.3$ ), and that focusing on in-depth coverage of news can help journalists gain more attention ( $\bar{x} = 4.29$ ).

Table 4.12: The Influence of Media Change on Journalists in Five Aspects: Way to Work

Way to Work	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
You think journalists can improve the speed of news transmission by strengthening the application of new media technology	68 (32.7)	134 (64.4)	6 (2.9)	0 (0)	0 (0)	4.30	0.52
You think that focusing on in-depth coverage of news can help journalists gain more attention	64 (30.8)	140 (67.3)	4 (1.9)	0 (0)	0 (0)	4.29	0.50

(Continued)

Table 4.12 (Continued): The Influence of Media Change on Journalists in Five

Aspects: Way to work

Way to Work	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
You believe that positive creativity is the key for journalists to adapt to the media	75 (36.1)	126 (60.6)	7 (3.4)	0 (0)	0 (0)	4.33	0.54

\*Note: 1.00-1.80 = strongly disagree, 1.81-2.60 = disagree, 2.61-3.40 = neutral

3.41-4.20 = agree, 4.21-5.00 = strongly agree

### Effects of Media Reform on Journalists' Professional Quality

From Table 4.13, the participants strongly agreed that they think journalists need to have the ability to identify events and guide the right opinion (= 4.45), that they think it is very important for journalists to learn new media knowledge for their ability to spread news (= 4.33), and that journalists need to learn relevant laws to protect and discipline themselves (= 4.28).



Table 4.13: The Influence of Media Change on Journalists in Five Aspects:

## Professional Quality

Professional Quality	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
You think it is very important for journalists to learn new media knowledge for their ability to spread news	76 (36.5)	124 (59.6)	8 (3.8)	0 (0)	0 (0)	4.33	0.55
You think journalists need to have the ability to identify events and guide the right opinion	97 (46.6)	109 (52.4)	1 (0.5)	1 (0.5)	0 (0)	4.45	0.54
Journalists need to learn relevant laws to protect and discipline themselves	70 (33.7)	127 (61.1)	10 (4.8)	1 (0.5)	0 (0)	4.28	0.57

\*Note: 1.00-1.80 = strongly disagree, 1.81-2.60 = disagree, 2.61-3.40 = neutral

3.41-4.20 = agree, 4.21-5.00 = strongly agree

## 4.2 Hypothesis Testing

H1: Media reform has an impact on the role positioning, discourse power, inherent concepts, way to work, and professional quality of CCTV journalists.

Pearson's coefficient was used to analyze the correlation between media reform and five effects (role positioning, discourse power, inherent concepts, Way to

work, professional quality). The findings revealed a positive and low correlation between media reform and journalists' role ( $r=.355$ ,  $p<.01$ ) and professional quality ( $r=.235$ ,  $p<.01$ ). No significant correlations were found between media reform and discourse power ( $r= -0.065$ ,  $p>.05$ ), inherent concepts ( $r= -0.054$ ,  $p>.05$ ), and way to work ( $r=0.009$ ,  $p>.05$ ).

Table 4.14: Analysis of Correlation between Independent Variables and Dependent Variable Using Pearson's Correlation of Media Reform Influences the Role Positioning, Discourse Power, the Inherent Concept, Way to Work, and Professional Quality

		Media reform	Role	Discourse power	The inherent concept	Way to work	Professional quality
Media reform	Pearson Correlation Sig. (2-tailed)	1					
Role positioning	Pearson Correlation Sig. (2-tailed)	.355** 0	1				
Discourse power	Pearson Correlation Sig. (2-tailed)	-0.065 0.348	-0.044 0.526	1			

(Continued)

Table 4.14 (Continued): Analysis of Correlation between Independent Variables and Dependent Variable Using Pearson's Correlation of Media Reform Influences the Role Positioning, Discourse Power, the Inherent Concept, Way to Work, and Professional Quality

		Media reform	Role	Discourse power	The inherent concept	Way to work	Professional quality
The Inherent concept	Pearson Correlation	-0.054	0.062	.270**	1		
	Sig. (2-tailed)	0.435	0.374	0			
Way to work	Pearson Correlation	0.009	-0.005	0.135	.183**	1	
	Sig. (2-tailed)	0.901	0.946	0.051			
Professional quality	Pearson Correlation	.234**	.207**	-0.115	-0.068	-0.063	1
	Sig. (2-tailed)	0.001	0.003	0.099	0.332	0.369	
** Correlation is significant at the 0.01 level (2-tailed).							

Linear regression was used to analyze the relationship between media reform and role positioning, professional quality, discourse power, inherent concepts and way to work (Table 4.15 - 4.29).

The results show that in terms of role positioning, the determination coefficient ( $R = .355$ ) is significantly different from zero,  $F = 29.71$ ,  $p < .05$ , and 12.6% of the variation in the role was explained by the media reform. Media reform ( $B = .273$ ;  $t = 5.451$ ,  $p < .05$ ) was found to significantly contribute to the variation of role of journalists. (Table 4.15 - 4.27) According to the above analysis, the equation of

prediction produced by this analysis describes the relationship between the variables to be:

$$\text{Role Positioning} = .273 \times \text{Media Reform} + 8.04$$

Table 4.15: Analysis of Model Summary between Independent Variables (Media Reform) and the Dependent Variable (Role Positioning) Using Linear Regression

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.355 <sup>a</sup>	.126	.122	1.293

a. Predictors: (Constant), media reform

Table 4.16: Analysis of ANOVA between Independent Variables (Media Reform)  
and the Dependent Variable (Role Positioning) Using Linear Regression

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	49.659	1	49.659	29.712	.000 <sup>b</sup>
Residual	344.297	206	1.671		
Total	393.957	207			

a. Dependent Variable: Role Positioning

b. Predictors: (Constant), Media Reform



Table 4.17: Analysis of Coefficients between Independent Variables (Media Reform) and the Dependent Variable (Role Positioning) Using Linear Regression

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.040	.821		9.799	.000
media reform	.273	.050	.355	5.451	.000

a. Dependent Variable: Role Positioning

In terms of professional quality, the determination coefficient ( $R = .234$ ) is different from zero,  $F = 11.94$ ,  $p < .05$ , and 5.5% of the variation in the professional quality was explained by the media reform. Media reform ( $B = .139$ ;  $t = 3.456$ ,  $p < .05$ ) was found a certain contribute to the variation of role of journalists. (Table 4.18-4.20) According to the above analysis, the equation of prediction produced by this analysis describes the relationship between the variables to be:

$$\text{Professional quality} = 0.139 \times \text{Media Reform} + 10.792$$

Table 4.18: Analysis of Model Summary between Independent Variables (Media Reform) and the Dependent Variable (Professional Quality) Using Linear Regression

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.234 <sup>a</sup>	.055	.050	1.039

a. Predictors: (Constant), media reform

Table 4.19: Analysis of ANOVA between Independent Variables (Media Reform) and the Dependent Variable (Professional Quality) Using Linear Regression

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.893	1	12.893	11.942	.001 <sup>b</sup>
	Residual	222.414	206	1.080		
	Total	235.308	207			

a. Dependent Variable: Professional Quality

b. Predictors: (Constant), Media Reform

Table 4.20: Analysis of Coefficients between Independent Variables (Media Reform)

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.792	.659		16.365	.000
Media Reform	.139	.040	.234	3.456	.001

a. Dependent Variable: Professional Quality

and the Dependent Variable (Professional Quality) Using Linear Regression.

In terms of discourse power, the determination coefficient ( $R = .065$ ) is close to zero, and in the ANOVA table and the regression coefficient table, the significance value ( $Sig = 0.348$ ) was much greater than 0.05, which indicated that the linear regression model established by the independent variable media reform and the dependent variable discourse power has no significant statistical significance.

Therefore, we believe that in this study, there is no direct linear relationship between the independent variable media reform and the dependent variable discourse power (Table 4.21-4.23).



Table 4.21: Analysis of Model Summary between Independent Variables (Media Reform) and the Dependent Variable (Discourse Power) Using Linear Regression

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.065 <sup>a</sup>	.004	-.001	1.332

a. Predictors: (Constant), Media Reform

Table 4.22: Analysis of ANOVA between Independent Variables (Media Reform) and the Dependent Variable (Discourse Power) Using Linear Regression

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1.571	1	1.571	.885	.348 <sup>b</sup>
Residual	365.736	206	1.775		
Total	367.308	207			

a. Dependent Variable: Discourse Power

b. Predictors: (Constant), Media Reform

Table 4.23: Analysis of Coefficients between Independent Variables (Media Reform) and the Dependent Variable (Discourse Power) Using Linear Regression

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.849	.846		15.193	.000
media reform	-.049	.052	-.065	-.941	.348

a. Dependent Variable: Discourse Power

In terms of inherent concepts, the determination coefficient ( $R = .054$ ) is close to zero, and in the ANOVA table and the regression coefficient table, the significance value ( $Sig = 0.435$ ) was much greater than 0.05, which indicated that the linear regression model established by the independent variable media reform and the dependent variable inherent concepts has no significant statistical significance. Therefore, we believe that in this study, there is no direct linear relationship between the independent variable media reform and the dependent variable inherent concepts (Table 4.24-4.26).

Table 4.24: Analysis of Model Summary between Independent Variables (Media Reform) and the Dependent Variable (Inherent Concepts) Using Linear Regression

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.054 <sup>a</sup>	.003	-.002	1.020

a. Predictors: (Constant), Media Reform

Table 4.25: Analysis of ANOVA between Independent Variables (Media Reform) and the Dependent Variable (Inherent Concepts) Using Linear Regression

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.637	1	.637	.612	.435 <sup>b</sup>
Residual	214.421	206	1.04		
Total	215.058	207			

(Continued)

a. Dependent Variable: Inherent Concepts

b. Predictors: (Constant), Media Reform

Table 4.26: Analysis of Coefficients between Independent Variables (Media Reform) and the Dependent Variable (Inherent Concepts) Using Linear Regression

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.186	.648		20.364	.000
media reform	-.031	.040	-.054	-.782	.435

a. Dependent Variable: Inherent Concepts

In terms of way to work, the determination coefficient ( $R = .009$ ) is very close to zero, and in the ANOVA table and the regression coefficient table, the significance value ( $\text{Sig} = 0.901$ ) is extremely greater than 0.05, which indicated that the linear regression model established by the independent variable media reform and the dependent variable way to work has no statistical significance. Therefore, we believe that in this study, there is no direct linear relationship between the independent variable media reform and the dependent variable the way to work (Table 4.27–4.29).

Table 4.27: Analysis of Model Summary between Independent Variables (Media Reform) and the Dependent Variable (Way to Work) Using Linear Regression

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.009 <sup>a</sup>	.000	-.005	.941

a. Predictors: (Constant), Media Reform

Table 4.28: Analysis of ANOVA between Independent Variables (Media Reform) and the Dependent Variable (Way to Work) Using Linear Regression

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.014	1	.014	.015	.901 <sup>b</sup>
Residual	182.429	206	.886		
Total	182.442	207			

a. Dependent Variable: Way to Work

b. Predictors: (Constant), Media Reform

Table 4.29: Analysis of Coefficients between Independent Variables (Media Reform) and the Dependent Variable (Way to Work) Using Linear Regression

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.840	.597		21.498	.000
media reform	.005	.036	.009	.124	.901

a. Dependent Variable: Way to Work

Through the above analysis, we can learn that for the dependent variable role positioning and professional quality, they show a strong correlation with the independent variable media reform. Through regression analysis, they show a linear relationship with the independent variable. Therefore, we believe that the media reform does have a positive impact on journalists' role positioning and professional quality, it was described in Table 4.2.17. however, for the dependent variable discourse power, inherent concepts and way to work, they show a extremely weak correlation with media reform , Meanwhile, the regression analysis of them have not show obvious statistical significance. Consequently, we believe that the media reform do not have a obvious impact on discourse power, inherent concepts and way to work of journalist in this study.

Table 4.30: Regression Analysis results of Dependent Variable Role Positioning, Professional Quality, Discourse Power, Inherent Concepts and Way to Work

<b>Regression Analysis Results<sup>a</sup></b>			
<b>Independent</b>	<b>Pearson Correlation</b>	<b>p (t-test)</b>	<b>Regression Equation</b>
Role positioning	0.355	0.000	Role positioning = $.273 \times$ Media reform + 8.04
Professional quality	0.234	0.001	Professional quality = $0.139 \times$ Media reform + 10.792
Discourse power	-0.065	0.348	
Inherent concepts	-0.054	0.435	
Way to work	0.009	0.901	

a. Predictors: (Constant), Media Reform

## **CHAPTER 5**

### **DISCUSSION**

#### **5.1 Summary of Descriptive Findings and Discussion**

Conclusion will be divided into three aspects to elaborate. The first part is about the basic information reflected in the survey data of the respondents. From the perspective of gender, most of the respondents are female; from the perspective of age, most of the respondents are 18-26 years old. In terms of working hours, all respondents have more than one year's work experience in news media and are currently engaged in news media related work.

The second part is the perception of the respondents regarding media change. According to media reform promoted via the Weibo, WeChat, TikTok as the development of new media platforms, media change presents the trend of the development of the traditional media and new media integration, media technology (such as the Internet and communication technology) are important in the development of media reform, and the media reform gives people more news spread participation.

The third part is the relationship between the independent variable (media reform) and dependent variables (role positioning, discourse power, inherent concepts, way to work, and professional quality). Through Pearson correlation and linear regression analyses, it was found that media reform has a certain correlation with, and effect on, the role positioning and professional quality of CCTV journalists, while no significant impacts were found on their discourse power, inherent concepts, and way to work. Hence, the hypothesis was partially supported.



## 5.2 Discussion

In view of these findings, there are several points needed to be discussed.

Firstly, the media reform has promoted the development of CCTV news in the media field. CCTV news is the development banner of traditional TV media, and its reform and development has a great impact on local TV stations. In the new media era, facing the change of communication environment and the new demands of the market, although it has been impacted by the new media to a certain extent, its authoritative position is still solid, and CCTV news has carried out a series of reforms in both communication channels and modes. For example, the journalists have to set up their own official accounts on different social platforms (Wechat, Weibo, etc.) (Yang, 2019).

Secondly, this study explores the impact of media reform on journalists in five aspects: role positioning, professional quality, discourse power, inherent concepts and way to work. In terms of role positioning, the rapid rise of new media has broken traditional media and finally formed an era of all-media development. In the context of such an all-media development environment, various media are combined with each other, and news becomes more diversified and comprehensive. News reporters are not just traditional information communicator, but also information receivers (Zhang, 2016).

They are also receiving information while disseminating information, which creates a situation where the professional identity and personal identity of journalists are unified. In addition, in the traditional media period, the main job of journalists is to interview and write news articles, but they do not participate or rarely participate in news release. But after the media change, the job of journalists is no longer limited to

interviews and writing news articles, and more involved in news release. In this way, the role of journalists has evolved. Especially in the current short video era, everyone has become a publisher and communicator of information. Everyone wants more "Views", and therefore has higher requirements for clicks, as well as news reporters (Li, 2017).

Media reform provides a broader development space for media practitioners. Media practitioners are committed to influencing and guiding public opinion. The free environment of media also needs corresponding management and restriction system. However, in the era of transformation, the restriction of social mechanism is not the decisive factor. It also needs the self positioning of media practitioners. They should be accurate, cautious and comprehensive. At the same time, they should constantly improve their self quality and self requirements. With their accurate and appropriate role positioning, the media practitioners in the new media environment can play the role of connecting the preceding and the following, spread the true and useful information, give the public the correct guiding spirit of public opinion, and play their own power.

From the perspective of professional quality, the professional quality of journalists includes good political literacy, business literacy, technical literacy and social moral literacy. In the new media environment, issues such as inaccurate news, homogenization of news, news entertainment, fast-food information, Missing judgment, media trials, paid news, etc. frequently occur. This requires journalists to promote professionalism and play the role of journalists (Sun, 2019). Moreover, the professional quality of journalists is related to the image and development of journalism. In the information age, journalists play an extremely important role.

The nature of journalism determines that journalists need to have an overall view, so that news works can have vitality and be recognized (Liu, 2020).

Thirdly, from the perspective of discourse power, in the context of media reform, profound changes have taken place in the media's institutional mechanisms, communication systems, technical capabilities, and public opinion ecology. High technology has improved the timeliness of information dissemination and changed the traditional mode of communication. New social media such as Weibo, WeChat, TikTok, etc., have become important channels for information dissemination. In terms of timeliness of dissemination, there are great advantages. Everyone can become a publisher and communicator of information, which also leads to a relatively weakening of news discourse power (Jiang, 2019).

The emergence of new media not only broadens the communication channels, but also provides a platform for the audience to exchange opinions. The strong connectivity of the Internet makes public opinion generate rapidly and diverse, and spread randomly. At this time, the official media lost part of the dominant power of public opinion from a certain extent, the formation mechanism and communication mechanism of public opinion were broken, and the new media led the new place of public opinion (Heng, 2019).

However, official news reports are spread through newspapers, television and other mass media, and the mass discourse is mainly released through the new media of the Internet. The discourse of new media is fragmented, and it is easy to be buried in the mass of information. While the official media has a unified speech channel, the influence of official media is much greater, and the agenda setting of traditional media is also controlled by the elite. Therefore, the official media still firmly holds

the discourse power of news communication (Fan, 2014).

From the perspective of inherent concept, due to the continuous improvement of people's material life and cultural level, the public has put forward higher standards and requirements for the news industry. The traditional media's news gathering mode can't keep up with the development trend of new media, and can't meet all the needs of the public for the news industry. At present, most of the news industry producers are still in the stage of conservative ideas; for example, in terms of communication image, they mainly focus on speaking, which cannot meet the personalized service needs of the public. In such an environment, the public's requirement for the news industry is to present an interactive mode and fully participate in it. This requires the news industry not only to timely and effectively convey the news content to the public, but also to actively obtain public opinions and suggestions, so as to achieve good interaction with the public. Therefore, the traditional media must update the concept of news communication in time, make good use of the electronic network platform, and keep up with the pace of the development of the new media era. This external environment drives the transformation of journalists' inherent concept to a great extent. It can be said that the change of journalists' inherent ideas is more of an inevitable spontaneous process, and is the embodiment of the progress of news productivity, which is determined by the oneness of traditional news media (Liao, 2020).

From the perspective of way to work, journalists need to make innovations and adjustments in their work style, pay more attention to in-depth news reports, and deeply expose the connotation of news events. Nowadays, many media reporters will distort the truth and fabricate news in order to attract the public's attention, which is easy to mislead public opinion and bring serious harm to the parties (Yang, 2013).

Journalists need to improve their way to work, maintain the authenticity and depth of news reports, and eliminate false news reports. This is the most basic social responsibility of news media, and also the moral bottom line and professional requirements of news media people. Therefore, every journalist should have a strong sense of social responsibility (Zeng, 2018). In other words, the way journalists work is influenced by the sense of social responsibility, not the media reform.

Therefore, the role positioning and professional quality of journalists are related to the media reform, but this relationships are not applied to the discourse power, inherent concept, and way to work.

### **5.3 Limitation**

Due to the limited theoretical level and research ability, there are still some limitations in this study. First of all, due to the limited number of CCTV journalists recognized, some of the participants are journalists from other TV stations and other media platforms. Therefore, this survey does not represent 100% of the opinions of CCTV journalists and lacks certain representativeness. Secondly, the impact of media reform on journalists is multifaceted, not limited to the five aspects mentioned in the article, so the research on the impact of media change on journalists may lack certain perfection.

### **5.4 Recommendation**

#### **5.4.1 Correct the role cognition and improve the sense of responsibility**

The role of journalists will be affected by many factors, such as social power structure, professional ideas, historical and cultural continuity, and they are in the

process of constant change. No matter in any historical period, journalists should have an accurate understanding of their own positioning. On one hand, they should transmit the new information of society, and transfer information about current politics, science and technology to the audience; on the other hand, they should have an accurate understanding of their own positioning, to play their own role in environmental monitoring. Journalists should correct their role cognition, correctly deal with the complicated society, adhere to their professional ethics and news ideas, improve their sense of responsibility, establish their professional ideas, and adhere to the correct direction of leadership. In any work, they should follow the central position of the audience, strive to make progress, reform, distinguish right from wrong, and serve the overall situation. As for social mass communication positive energy, they should also improve the credibility and guidance of the news media.

#### 5.4.2 Improve the ability to obtain information, exercise legal literacy

The collection of news clues belongs to the basic work of journalists. For journalists, they should master modern scientific and technological means, know modern news clue search means, expand news coverage, provide fresh and in-depth news reports for the audience, excavate valuable news clues, keep pace with the times, and find all kinds of current political information around them. At the same time, editors and reporters should improve their information technology, present the information people need in a correct way, do a good job in information collection and reporting, and learn to distinguish the authenticity of information. Any report should follow the principle of reasonable evidence, focus on hot spots and focus issues, seize the first place of news information, and improve the influence of the media, for the follow-up in-depth reports and follow-up reports to lay a good foundation.

#### 5.4.3 Improve the ability of interview and pay attention to the effect of interview

In the interview, the journalists should respect the interviewees and create an equal communication atmosphere. When they have enough time, they can chat with the interviewees, respect the privacy of the interviewees, and prohibit touching the pain and bottom line of the interviewees in order to pursue exclusive news. At the same time, they should pay attention to the overall situation and politics and to the changes in the direction of national public opinion, contribute their strength to the development of socialist economy, grasp the mainstream of historical development, keep sensitive to the things concerned by the masses, be close to the masses and life, and shoulder the responsibilities entrusted to them by the era of media integration.

#### 5.4.4 Suggestions for future research

It is suggested to further study the impact on journalists. For the media change, the scope of impact can also be multifaceted, it can also be news communication, and the specific topic can also be the impact of media change on news communication. In addition, it can also be the same as the topic of this study, the impact of media change on journalists, but the focus may be different. For example, future studies may investigate the specific process and embodiment of media reform.

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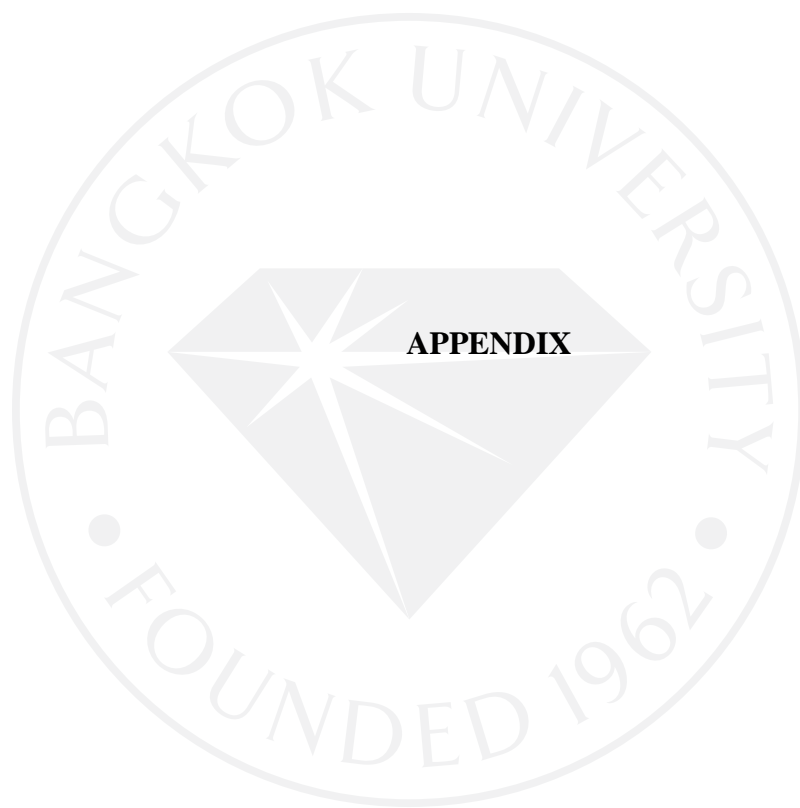
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## Appendix

### Questionnaire on the Impact of Media Reform on Journalists -- A Case Study of CCTV News

Dear interviewee: Hello!

First of all, thank you for accepting the interview. My name is Sienna, a student majoring in BU MCA. I am conducting a survey on media change and its influence, with the purpose of understanding the influence of media change on (CCTV) journalists. This questionnaire is anonymous and all data is only used for statistical analysis. Please feel free to fill it out. Thank you for your help!

#### Part I Demographic information

Note: Please read the following questions about your basic information Fill in the brackets with the answer that best matches your answer

1. Age ( )

- A. Under the age of 18
- B. 18-26 years old
- C. 27-35 years old
- D. 36 years of age or older

2. Gender ( )

- A. Male
- B. Female

3. Do you have any experience related to new media (For example, photography, interview, post production, copywriting operation, etc) (including internship) ? ( )

A. Yes

B. No

[If not, this is the end of the questionnaire. Thank you]

4. How long have you worked in the news media (For example, Official TV stations, portal Web, we media platforms, etc) ? ( )

A. Less than a year

B. 1-2 years

C. 2-5 years

D. More than 5 years

[Less than one year will not be included in this visit. Thank you]

5. Your current job title belongs to (Can choose more) ( )

A. Network editorial

B. Copywriter and planner

C. Technical production

D. Promotional

E. Others (\_\_\_\_\_)

6. You think the main content of media convergence is (Can choose more) ( )

- A. Construction of communication channels
- B. Internal procurement and editing process transformation
- C. Internal platform construction
- D. Adjustment of media collaboration mechanism
- E. Diversified operation
- F. Others (\_\_\_\_\_)

7. After media convergence, the main publishing platforms for news content are (Can choose more) ( )

- A. WeChat public number
- B. Weibo
- C. Tik Tok
- D. CCTV News client
- E. Others (\_\_\_\_\_)

## Part II The definition or main embodiment of media reform

Explanation: Read the following questions about media reform choose the answer that best fits your idea and tick the  $\checkmark$  in the box

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
1. The media reform shows the trend of the integration of traditional media and new media					
2. The media reform has promoted the development of new media platforms such as weibo, WeChat and TikTok					
3. Developments in media technologies such as the Internet and communications have played a major role in the media revolution					
4. The media reform has endowed the public with higher participation in news communication and formed a diversified subject of communication					



### Part III Five influences of media reform on CCTV journalists

Instructions: Please read the following questions about the impact of media reform on journalists in five aspects (Role, Discourse power, The inherent concept, Way to work, Professional quality) and choose only one answer that most matches your thoughts and put one  $\surd$  in the box.

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
<b>Role</b>					
5. What you post to other social media with your personal account can be influenced by your professional identity					
6. To deal with the relationship between professional journalists and citizen journalists is the key to stabilize the position of journalists					
7. Journalists should not only undertake the work of news information production, but also undertake the work of news release					

(Continued)

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
Discourse power					
8. As for unofficial news information on new media platforms, you think their communication effect and quality are as good as those of official media					
9. The news and information content on the new media platform is richer, and the public has a higher enthusiasm for participation					
10. New media provides convenience for two-way communication between media personnel and audiences, and improves the efficiency and timeliness of news communication					

(Continued)

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
<b>The inherent concept</b>					
11. You can see that the changes in the interview style and methods of some journalists have been accepted and recognized by the public					
12. You believe that the concept of news production and communication, as well as the design of news boards, need to be changed and improved					
13. You believe that the writing ability and creative thinking of journalists are the key to appeal to the audience					
<b>Way to work</b>					
14. You think journalists can improve the speed of news transmission by strengthening the application of new media technology					

(Continued)

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
15. You think that focusing on in-depth coverage of news can help journalists gain more attention					
16. You believe that positive creativity is the key for journalists to adapt to the media					
Professional quality					
17. You think it is very important for journalists to learn new media knowledge for their ability to spread news					
18. You think journalists need to have the ability to identify events and guide the right opinion					
19. Journalists need to learn relevant laws to protect and discipline themselves					

## 关于媒体变革对新闻工作者的影响的问卷——以央视新闻为例

尊敬的受访者：您好！

首先感谢您接受访问，我是 BU MCA 专业的学生 Sienna，正在进行关于媒体变革及其影响的调查，目的是为了了解媒体变革对（央视）新闻工作者的影响，想邀请您用几分钟的时间填写这份问卷。本问卷实行匿名制，所有数据只用于统计分析，请您放心填写，感谢您的帮助。

第一部分：请阅读以下关于您基本信息的问题，选择并勾出符合您信息的答案。

1. 您的年龄是（）

A. 18 岁以下

B. 18-26 岁

C. 27-35 岁

D. 36 岁以上

2. 您的性别是（）

A. 女

B. 男

3. 您是否有过新媒体（例如摄影、采访、后期制作、文案运营等）的相关工作经验（包括实习）（）

A. 有

B. 没有

[如果没有，问卷到此结束，谢谢]

4.您在新闻媒体单位（例如电视台、门户网站公司、自媒体平台等）的相关工作时间有多久（）

A. 不到一年

B. 1-2 年

C. 2-5 年

D. 5 年以上

[不到一年工作经验的，结束问卷到此结束，谢谢]

5. 您目前的工作岗位属于（可多选）（）

A. 网络采编

B. 文案策划

C. 技术制作

D. 宣传推广

E. 其他（请说明\_\_\_\_\_）

6. 您认为媒体融合的主要内容有（可多选）（）

A. 传播渠道建设

- B. 内部采编流程改造
- C. 内部平台建设
- D. 媒体间协作机制调整
- E. 多元化经营
- F. 其他（请说明\_\_\_\_\_）

7. 媒体融合后新闻内容的主要投放平台有（可多选）（）

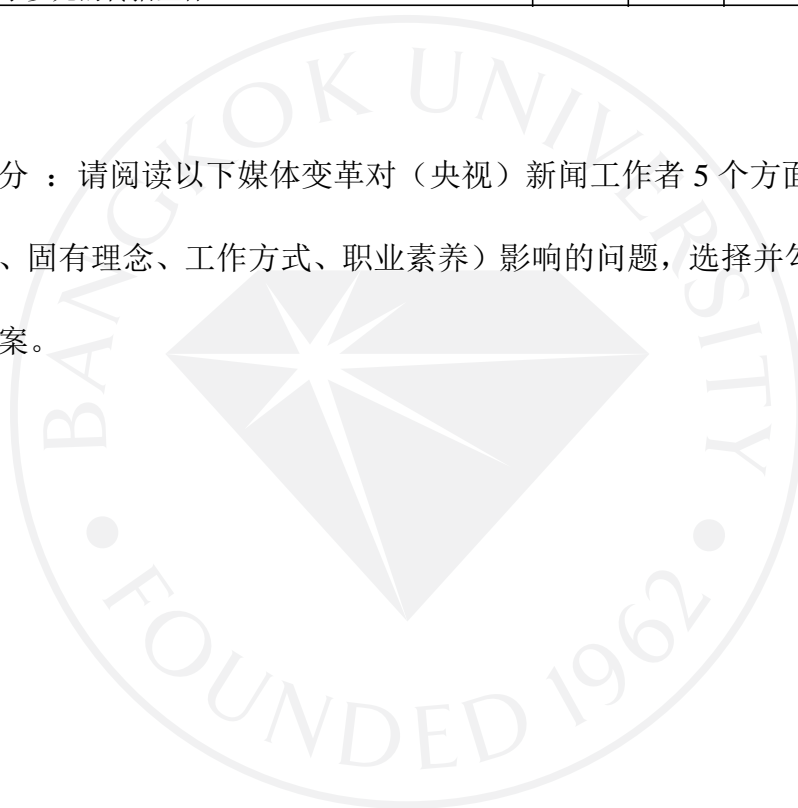
- A. 微信公众号
- B. 微博
- C. 抖音
- D. 央视新闻客户端

其他（请说明\_\_\_\_\_）

第二部分：阅读以下关于（央视）媒体改革的问题，选择并勾选出最适合您想法的答案。

序号	问题	非常不同	不同意	一般	同意	非常同意
		1	2	3	4	5
1	媒体变革呈现出传统媒体与新兴媒体融合发展的趋势					
2	媒体变革推动了微博、微信、抖音等新媒体平台的发展					
3	传媒技术（如互联网和通信技术）的发展在媒体变革中作用重大					
4	媒体变革赋予了民众更高的新闻传播参与度，形成了多元的传播主体					

第三部分：请阅读以下媒体变革对（央视）新闻工作者5个方面（角色定位、话语权、固有理念、工作方式、职业素养）影响的问题，选择并勾选最适合您想法的答案。





序号	问题	非常不同意	不同意	一般	同意	非常同意
		1	2	3	4	5
<b>角色定位</b>						
1	你用个人账户在其他社交软件发布的内容会受到职业身份的影响					
2	处理好职业记者与公民记者的关系有利于稳固新闻工作者的地位					
3	新闻记者既要承担新闻信息生产的工作，还要承担新闻发布的工作					
<b>话语权</b>						
1	对于新媒体平台上非官方新闻信息，你认为它们的传播效果和传播质量与官媒相比同样出色					
2	新媒体平台上的新闻信息内容更丰富，民众参与的积极性更高					
3	新媒体为媒体人与受众的双向交流提供了便利，提高了新闻传播的效率和时效性					
<b>固有理念</b>						
1	你可以看到一些新闻工作者的采访风格和方式的改变得到了大众的接受和认可					
2	你认为新闻制作和传播理念，以及新闻板式设计是需要转变和提升的					
3	你认为新闻工作者的写作能力和思维创新是对受众吸引力的关键					
<b>工作方式</b>						
1	你认为新闻工作者加强对新媒体技术的应用可以提高新闻的传播速度					
2	你认为注重对新闻的深度报道可以使新闻工作者获得更高的关注度					
3	你认为积极的创新能力是新闻工作者适应媒体工作的关键					
<b>职业素养</b>						
1	你认为新闻记者学习新媒体知识，对新闻的传播能力是极为重要的					
2	你认为新闻工作者需要有对事件的还原鉴别能力，引导正确的舆论					
3	新闻工作者需要学习相关法律来保护以及约束自己					

本次问卷调查已结束，感谢您的参与和支持！

**BIODATA**

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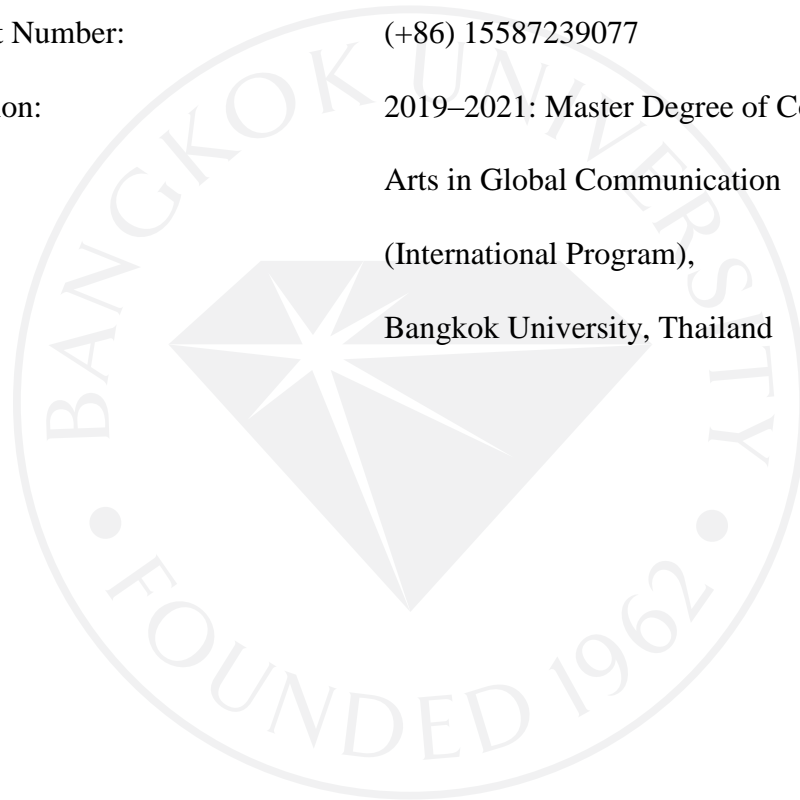
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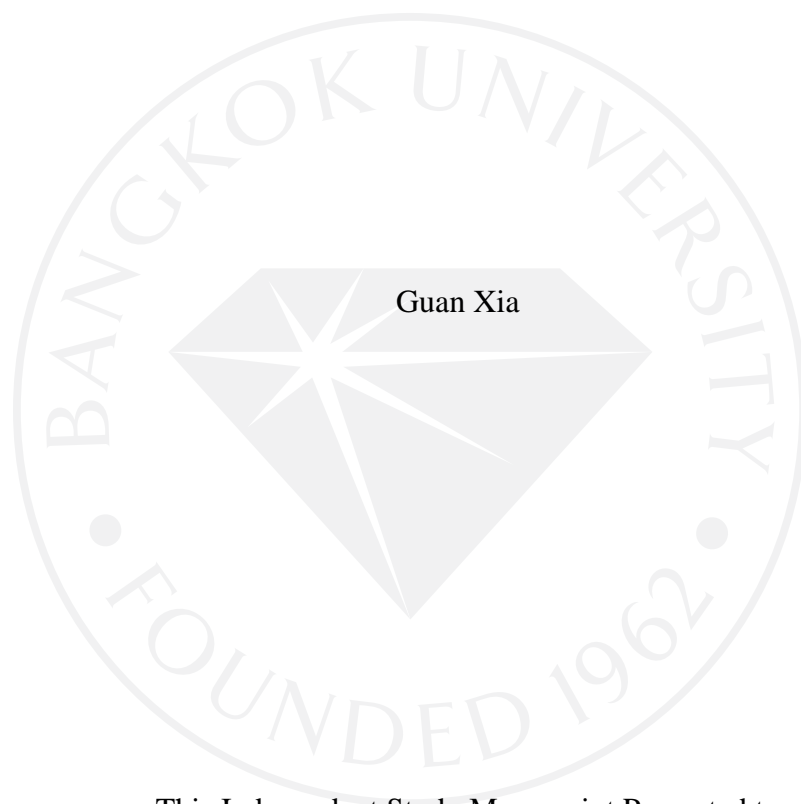


THE IMPACT OF MEDIA REFORM ON JOURNALISTS:

A CASE STUDY OF CCTV NEWS



THE IMPACT OF MEDIA REFORM ON JOURNALISTS:  
A CASE STUDY OF CCTV NEWS



This Independent Study Manuscript Presented to

The Graduate School of Bangkok University

in Partial Fulfillment

of the Requirements for the Degree

Master of Communication Arts in Global Communication

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The Impact of Media Reform on Journalists: A Case Study of CCTV News (85 pp.)

Advisor: Assoc.Prof.Rosechongporn Komolsevin, Ph.D.

### **ABSTRACT**

With the rapid development of media industry, the media change intensified, this change has affected all aspects of society, especially journalists, however, about the impact of media transformation for journalists research rarely, so the media change as the independent variable, the journalists under the influence of the five aspects, respectively is: role, say, the inherent concept, professional quality and the way to work. This study is a quantitative study. Using questionnaires as a data collection tool, 220 journalists, including journalists, anchors, editors and so on, are randomly selected from CCTV News and other TV stations in China to conduct interviews. Pearson correlation coefficient and one-dimensional linear regression were used to conduct statistical analysis on the collected data. The research results show that media change has a significant impact on the role orientation and professional quality of journalists, but has no significant impact on the discourse power, inherent ideas and working methods.

*Keywords: Chinese Students, UGC, Travel Preferences*

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Xia Guan

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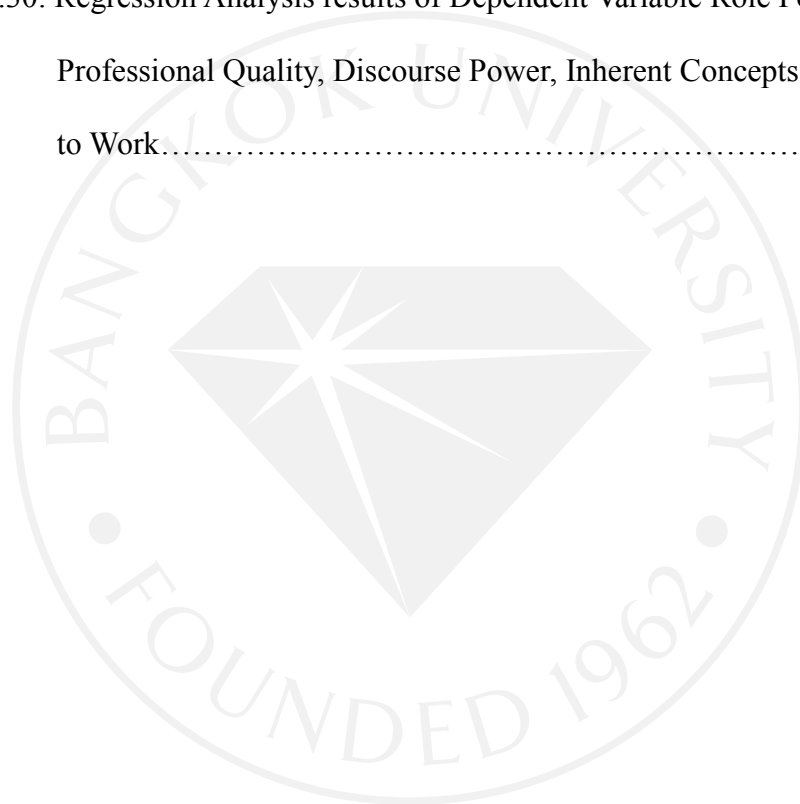
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# CHAPTER 1

## INTRODUCTION

### 1.1 Rationale of Study

In recent years, the new media represented by Internet technology has brought great changes to the field of Journalism and communication, showing a trend of integration and surpassing the traditional media. All aspects of traditional media are in a state of decline. Under the background of media reform, traditional media are seeking transformation, thus forming a new development pattern of media integration.

The media reform has promoted the social reform and development and become an indispensable force for the progress of the Times. This paper will interpret the media reform from two aspects: the first is the change of technology and the change of communication mode; the second is the change from traditional media to new media and then to integrated media.

In terms of technological change, with the digitization of communication technology, the new media era led by the Internet and mobile phones has arrived. As far as current development is concerned, communication technology is constantly evolving (Tang, 2008). Communication technology change has brought about great changes to human society. As Marshall McLuhan stated, "medium is the message." This point of view formed the perspective of the history of the long-term to discern the implication: the invention of the language can make information share, and let the information be recorded. The invention of words allows information to be recorded, and the generation of cable telegraph breaks the limitation of location, so that information can be transmitted quickly. The first radio communication was achieved

by Guglielmo Archesemarconi in 1896, but it was not until 1973 that Martin Cooper, an engineer at MOTOROLA, invented the mobile phone (Zhang, 2015).

In 1983, Ameritech introduced the first U.S. 1G network, allowing early adopters to make voice calls anytime. In 1987, China launched the first commercial mobile network, and the 1G mobile phone was only used for receiving and making calls. In 1995, China entered the 2G era. On the basis of voice transmission, SMS and MMS services became popular, and even exceeded the frequency of telephone calls. The resulting improvements in 3G network speeds, the introduction of video calling into new ways of communication, and the emergence of the iPhone have made mobile phones truly "smart" and revolutionized the way we live. Traditional media such as newspaper, radio and TV can no longer meet the ambitions of mobile terminals, while real new media such as QQ, Weibo, WeChat and short video are taking shape. In the 4G era, mobile phones go beyond the definition of "media." With the further development of mobile payment and e-commerce, the efficiency of social cooperation and the quality of life of residents are greatly improved (Yang, 2016).

Today, we are in the 4G phase, and we are already stepping into 5G. The media revolution will subvert the original ways of information gathering, news reporting, transmission and communication. 3G gave birth to Weibo, 4G gave birth to WeChat and short video, while the imagination and insight based on 5G core technology will lead to future development direction of media, the logical transformation, and the transfer of communication paradigm (Zhang, et al., 2019).

In terms of the transformation of communication mode, this transformation includes three aspects. First is the main body of communication. The invention and creation of new media technology have broken the private and narrow communication



space in the traditional era and provided people with a more free and relaxed environment for news production and communication. To a large extent, the Internet has broken the situation of "monopolizing the discourse power" of traditional media, and the public can also play the role of news communicator. The second is the transmission path. Traditional paper media make good use of words and pictures to transmit news, radio uses sound to transmit news, and television uses sound and pictures to broadcast news programs. New media, on the other hand, can form a variety of media features that complement each other, such as text, pictures, audio and video, enriching the expression forms of news communication. Therefore, new media has surpassed traditional media to become the main communication path of news. Finally, there is the dissemination of ideas. Nowadays, high-quality news will be drowned in the tide of big data at any time, and will play no essential role. As new media is given priority to with the data of the service concept, mining data resources, analysis of user preferences, and customization personality information, meet the demand of audience. Under the effect of big data, the media platforms will arrange the daily news order according to the usage habits of the audience, and put the most concerned content in the front. Therefore, the communication concept of data and service-oriented puts forward higher requirements for news media workers (Sun, 2018).

From the perspective of traditional media to new media, it has experienced the development process from newspaper, radio, TV, and Internet. Traditional media and new media have better integration due to the characteristics of authenticity, high accuracy, and clear social responsibility of traditional media information, as well as the advantages of fast information transmission speed and high degree of information

integration of new media.

With the development of times and the advancement of science and technology, the network has profoundly affected our lives. The emergence of new media has brought tremendous pressure and impact to traditional media. Under the constant impact of new media, TV media and TV news have to be innovated. Whether it is the production and dissemination of news, further improvement and innovation are needed. However, it does not mean that new media will replace traditional media. It is only in the process of continuous development that we will face the integration and development of new media and traditional media. The concept of "media fusion" was first proposed by Professor Puer of the Massachusetts Institute of Technology. Moreover, the new media environment also requires journalists to have a higher overall quality, and the new media has a huge impact on journalists (Zhao, 2018, pp. 133-135).

Nowadays, everyone's life cannot leave the new media. It is also under such extreme impact that the major media are facing such pressures, and at the same time they are beginning to find new ways to solve the current difficulties. CCTV News fully utilizes the advantages of the new media of WeiBo and WeChat, and seizes the opportunity to meet the challenges while consolidating its authority to publish information (Wu, 2012). It also puts forward higher requirements for the quality of journalists. Strengthening the quality training of journalists is a key path for the long-term development of traditional news media.

The digital new media represented by mobile internet is infiltrating into all aspects of life with irresistible momentum, affecting people's lifestyle and way of thinking. Under the impact of the power of media technology, it will affect the

changes of the media and the working status of journalists. This leads to the research problem of this article. How will CCTV news change, and what are the ways and channels of change? How will journalists respond to the impact of change?

## **1.2 Problem Statement**

The official Weibo, WeChat and client platform of CCTV news center have been successively launched since November 2012. In July 2013, with the opening of independent client, the new media of "CCTV news" has completed the strategic layout of all-round development.

In the context of the development of media convergence, the demand for omnimedia journalists is more and more vigorous. In this era, journalists who can master different media skills are more and more needed. For journalists, they need not only to understand the knowledge of the traditional media, but to keep up with the development of the media trend, and keep on learning to master the knowledge of the different media. On this basis, combining with the characteristics of media convergence under the background of different audiences that choose a different media, there are differences of expression of CCTV news and journalists to adapt to different audiences in the field of news reporting.

The paper will elaborate the changes of new media technology revolution and its influence on CCTV news reporters through the news broadcast programs of CCTV News channel. Therefore, we need to think about the specific methods and content of media change. Are its changes good or bad for the development of today's society? Is this an opportunity or a challenge for journalists? How should CCTV News and its staff respond to the media changes?

The study is important because social media platforms such as Weibo and WeChat are becoming more and more widely used in China, and they are very popular among the public. This incident also makes people have a great attraction to CCTV journalists about what influence they have received from them. Through this study, we will have a deeper understanding of the integrated reform of CCTV news media, and at the same time provide some references for journalists to deal with this change.

### **1.3 Research Objective**

The purpose of this study is to explore the main impact of media reform on CCTV journalists and specifically examine the impact of media technology reform on CCTV journalists in the context of media convergence.

Through this study, we will have a deeper understanding of the integrated reform of CCTV news media, and at the same time provide some references for journalists to deal with this change.

### **1.4 Research Questions**

In view of the aforementioned media reform and the integrated development strategy of CCTV news platform, the main problems of this study are as follows:

RQ1. Does media reform affect the role positioning of CCTV journalists?

RQ2. Does media reform affect the discourse power of CCTV journalists?

RQ3. Does media reform affect the inherent concept of CCTV journalists?

RQ4. Does media reform affect the way of working CCTV journalists?

RQ5. Does media reform affect the professional quality of CCTV journalists?

## **1.5 Scope of Study**

This survey will be conducted in China. Since the researcher was in China during the epidemic and was studying in university, this study will be conducted with the help of Chinese friends. The questionnaire will be conducted from November 2020 onwards, and the researchers and friends have an enough good understanding of this study.

Due to time constraints and resource constraints, the scope of this study is as following:

1.5.1 The study will mainly focus on CCTV media reform platforms of Weibo, WeChat and TikTok, because these media platforms rank high in the number of users in China.

1.5.2 The researcher mainly include CCTV journalists and non-CCTV journalists, including editors, journalists, photographers and text editors.

## **1.6 Significance of the Study**

First of all, CCTV News is a news program of CCTV, which focuses on some real-time events in the world and China.

The process of media change is always a fresh and interesting topic. This study not only becomes the forerunner of papers related to media reform, but also provides useful and instructive reference materials for media reform. Also. It has a whole set of things to do with communication.

Secondly, from the perspective of journalists themselves, through the development and reform of new media, they can better discover their own strengths and weaknesses, give full play to their strengths, and bring more fresh content to the

public, so as to adapt to the dissemination and development of news.

Finally, journalists will also be affected by media changes. A series of countermeasures can bring better reference and learning to other short video creators, so as to promote the development of the whole media.

### **1.7 Definition of Terms**

Role positioning - Changes in the roles, functions and priorities of journalists in the process of news production and dissemination.

Discourse power - Under the background of "national editing", journalists' news resource control right, content editing right, transmission mode choice and other aspects change.

The inherent concept - It refers to the influence on journalists' choice of words and expressions, the structure and arrangement of news reports, and the emphasis on logical rules.

Way to work - Refers to the increase in the workload of resource planning, advance planning, and whole-process tracking.

Professional quality - Refers to the improvement of political, news planning and all-media communication literacy.

## **CHAPTER 2**

### **LITERATURE REVIEW**

Under the dual pressure of the rapid development of new technology and the decline of traditional media, it has formed the direction and trend of the integrated development of traditional media and new media. The media industry is competing to open official weibo, WeChat official accounts, TikTok, mobile phone clients, etc., which has become the standard in the development process of media convergence. Journalists are crucial members in the development of the media, and the development and integration of the media will have a great impact on their working conditions. This chapter will from the perspective of media convergence as affecting the CCTV news journalist, and analysis of their coping strategies.

#### **2.1 Media Ecology Theory**

The theoretical basis of this study is Media Ecology Theory, which studies Media, technology, communication and how they affect the human environment. The theoretical concept was put forward by Marshall McLuhan in 1964, and the term media ecology was first formally coined in 1962 by Marshall. (McLuhan, 1964, pp. 201–225)

Ecology refers to the environment in which media are used -- what they are and how they affect society. "If in biology a medium is something that grows in a bacterial culture (as in Petri dish), then in media ecology a medium is a technology for human cultural growth," says Neil Postman (Postman, 2006). In other words, media ecology studies how the media affect human perception, understanding, feeling and

value, and how our interactions with the media promote or hinder our chances of survival. The word ecology implies the study of the environment: its structure, its content, its effect on man. After all, the environment is a complex information system that imposes certain ways of thinking, feeling and acting (Postman, 2016).

According to media ecology, media is an extension of human senses in every age, and communication technology is the main reason for social change (Hakanen, 2007). McLuhan is best known for coining the phrase "the medium is the message," which is thought to mean that the way the medium pursues the message is as important (if not more important) as the message itself. McLuhan proposed that the media influenced the course of society during this period. The rise of a particular technology can be classified as a significant period of time and growth.

It can be seen that in media ecology, there are researches on media communication and its effect on people. This theory is closely related to the research content of this paper. Through the reform and integration of media, this paper studies its influence on CCTV news reporters.

## **2.2 Related Researches**

### **CCTV News Media Integration**

Media convergence refers to the deep integration of traditional media and internet-led new media in terms of content, channels, platforms, operation and management. With the strong support of big data, cloud computing, mobile Internet and other technologies, Weibo, WeChat, QQ, mobile phone and other tools emerge at the right moment, the general public was enabled to be not only "spectators," but to enjoy unprecedented ability to participate in the dissemination of news. Diversified



news and information dissemination subjects have taken shape.

Relying on content resources, CCTV connects TV, PC and mobile terminals and forms a new media cluster led by CNTV. CCTV.com has covered Internet users in more than 210 countries and regions. Relying on advanced technologies such as big data, cloud computing and 4G mobile communication, CCTV has built a technical support platform for integrated multimedia operation, including "general platform for editing and broadcasting," "4G mobile TV Broadcast control platform," "social TV platform," "user database" and "video database," etc. Relying on the support of new technology platform, CCTV has optimized the production of news information, reinvented the process of acquisition, editing and broadcasting, realized the integration of gathering and editing power and news information in collection, production and broadcasting, and implemented the three-step strategy of microblog WeChat client, forming the mode of "one collection, multiple generation and multiple transmission."

On April 1, 2013, the official WeChat of "CCTV news" was officially launched, featuring first news and exclusive reports. Since then, "CCTV news" WeChat made full use of interactive means to improve user experience and increase user viscosity, becoming the first media account with more than one million users. Another strategic operation of "CCTV news" in the field of mobile Internet is to launch Sohu client and independent client respectively in May and July 2013. "CCTV news" independent client has created the era of mobile Internet news portal and information base as a key, given priority to the user requirements and user experience, with the aid of the capacity and the advantage of brand. As a result, "CCTV news" client quickly occupied the mobile distribution channels throughout

the country, and it only took 9 months to complete the “CCTV news” strategy of Weibo, WeChat and client. The promotion of the “two-path” strategy enabled “CCTV news” to seize the commanding heights of new media and laid a solid foundation for the promotion of the overall brand of CCTV (Li, 2015).

### **2.2.1 Role Positioning**

With the rise and development of Internet information technology, the scope of media has been expanding. From the initial interaction and integration, traditional media and new media have gradually developed into mutual integration, constituting all media together and becoming a very important form of modern information communication. Due to the change of media ecology, the role positioning of CCTV news reporters has been constantly evolving. This paper mainly studies the changes of the role, and focus on work of CCTV journalists in the process of news production and dissemination.

Professional identity is unified with personal identity. Under the background of omnimedia, news reports have also realized diversification, and news events have basically realized one-to-many communication. At the same time, the audience can also conduct point-to-point communication. In this new situation, journalists have also become one of the audiences in the omnimedia environment, and have the dual identities of journalists and audiences. In the current news work, many reporters will choose to open weibo, WeChat circle of friends, etc. to release the information they have obtained in real time and interact with the audience, so as to obtain more information during the interaction with the audience. For example, CCTV news overseas reporter Zhu Ge, editor-in-chief of the global Times, and editor-in-chief Hu Xijin post news on their weibo, WeChat and other social platforms, and participate

in the interaction with the audience through comments or questions, so as to better communicate with the audience. Therefore, in the omnimedia environment, CCTV news reporters play the role of unification of professional identity and personal identity.

The identity of professional journalist and citizen journalist are unified. With the emergence of omnimedia, the traditional status of journalists has been seriously impacted, and then their roles have been differentiated. They are both professional journalists and citizen journalists. As a result, it is difficult to define the identities of journalists accurately. In an omnimedia environment, most of the information is not from the first-hand source, nor is it interviewed and edited by journalists themselves, but the relevant information is collected and sorted out by journalists. As a result, the role of journalists has been differentiated, and the traditional professional journalist identity has been broken. In the omnimedia environment, it is necessary for journalists to deal with the relationship between professional journalists and citizen journalists, enhance the coordination and interaction between them, and realize harmonious coexistence. In this process, CCTV journalists play a vital role.

The journalist evolved into the news publisher. In the past, journalists' main work was to interview and write news articles, but not to participate in news release and censorship; that is, journalists did not have the right to release news. However, after the emergence of omnimedia, in addition to interviewing and writing news articles, journalists also need to be familiar with relevant laws and regulations and release news information without violating those laws and regulations. In this way, the news review and other works are effectively reduced, but it also leads to the

information dissemination of journalists with a certain personal color, and the role positioning of journalists also changes, realizing the role evolution. Journalists should not only assume the responsibility of news information production, but also the responsibility of information release (Xie, 2016, p. 202). However, the evolution of such a role is challenging for journalists and journalism itself. Therefore, in the all-media environment, how CCTV news reporters perform their duties while maintaining the unwavering responsibility of journalists, provide valuable news to the audience and cope with the role of news correctly, becomes their most important work at the present stage.

### **2.2.2 Discourse Power**

The traditional media discourse power refers to the discourse influence of the media or the communicator on the audience. Media and communicators themselves act as gatekeepers of information, controlling the flow of information. Therefore, only information filtered by gatekeepers can be received by the audience. The emergence of network media has changed the way of expression of power of discourse, and the transformation of news communication technology and the rise of new network media have, to a certain extent, promoted the change of media power of discourse.

In the era of "we Media," the subject of information transmission tends to be generalized, and every common audience can be a potential information source. The immediacy, interaction, and cross-regional communication characteristics of "we media" make the information channel more open, the boundary of time and space is completely broken, and the media discourse has fission in a certain sense. Due to the role of news communication, journalists are inevitably affected by this trend. These influences are mainly manifested as the main body of communication,

the content of communication, and the mode of communication.

Subjects of communication change from unitary to pluralistic. In the era of new media, any ordinary citizen has the opportunity to become a "reporter" who releases information. He/she can send what he/she sees, hears, and thinks to any place at any time and place through Weibo, WeChat and other "we media" tools. The development of network media, especially we media, gives ordinary citizens the right to choose and disseminate information independently.

According to the 36th Statistical Report on Internet Development in China released by China Internet Network Information Center (CNNIC), by June 2015, the number of Chinese netizens had reached 668 million, with an Internet penetration rate of 48.8%, and a total of 1.994 million new Netizens in the half year (CNNIC, 2015). The unique communication mode of network media enables point-to-point individual communication mode to return, and ordinary audiences also get channels to express their opinions, which also breaks the situation in which traditional media have exclusive right of discourse, establishing thus a relatively equal dialogue mechanism between the audience and the media (Wang, 2015). In such a situation, journalists are no longer the main body of communication, but become a part of the many main bodies of communication. News is no longer spreaded to users in one direction, but also becomes the audience of other communication subjects.

Communication content changes from homogenization to personalization. The main content of traditional news media is publicity of policies and laws. In the era of "We Media," every ordinary citizen is the co-creator and participant of the "We media" world, posting information or topics in personal post bars, blogs, Weibo and moments. The convenience of the Internet and the diversity of voice channels

make it easy for the general audience to freely choose channels to release information. The diversity of people participating in the discourse expression, or the diversity of the subject of communication, also reflects the diversity of the content of discourse expression. New media provides the public with a public space for expression and communication. Different people can express their opinions, attitudes, and views on a certain online event. Just like the general public, when journalists speak through a variety of new media channels, their content can be more personalized and even distinctly personal.

Transmission mode changes from unidirectional linear mode to cross-broadcast mode. The Internet has the characteristics of instant two-way communication that traditional media do not have. In the era of "we Media," two-way communication features provide a channel for direct communication between the transmitter and the receiver, facilitating real-time interaction between the two sides, breaking the one-way linear model of information in the era dominated by traditional media and making two-way circular flow of information possible. The transmission mode of traditional media is point-to-surface, while the era of "we media" presents the characteristics of independent interplanting and mutual broadcasting. "We media," with its unique transmission mode, influences the evolution process of traditional media forms and media forms (Zhou, 2011). The emergence of new media has brought a lot of convenience to journalists. Through a variety of new media platforms, journalists can greatly improve the efficiency of communication and get timely feedback from the audience. This has a positive impact on the development of media and the progress of social discourse power.

### 2.2.3 The Inherent Concept

Traditional news editors should abide by strict standards, pay attention to the use of words and sentences, and use the usual structure and rules of news reports, and emphasize the logical rules. But, in the era of new media, reports of the single mode cannot meet the needs of users for news diversified, and the traditional writing method cannot adapt to the user fragmentation of shallow reading habits. Therefore, the CCTV news editor work idea, and consciousness of news planning are greatly affected. These effects are mainly embodied in the style of interview, and the interviewer's ideas and words.

Traditional media reporters have a serious face and long questions during interviews, which is a serious problem because it can cause interviewees to be stiff and unnatural in front of the camera during the interview. This way of interview is not accepted by the young audience, which affects the speed of news report circulation. In the era of media integration, traditional media reporters should change their interview methods by adopting more relaxed and lively and humorous interview methods, guiding interviewees to relax in front of the camera, laying the foundation for relaxed and interesting news reports, and getting more recognition from the audience (Yang, 2018). The interview of CCTV news reporter Chai Jing is very characteristic. Her interview topic is news investigation. She usually adopts questioning, reticence, and performance interview to create a good interview environment.



Figure 2.1: The interview process of Chai Jing

In the new media era, the concept of TV news reporters needs to be changed. First of all, the concept of news production needs to be transformed. At present, a lot of TV news workers in the aspect of news production still maintained the traditional idea, The development of sound "dialogue" in news production can not only deliver information to the audience in a timely manner, but also achieve interaction with the audience, so that the concept behind and television news can adapt to the needs of the new era (Cui, 2012). Take CCTV news reporter Ni Ping as an example: she is the most humane care and usually gives interviewees a great sense of security with very natural affinity, and can interact with them very well.

Secondly, the concept of news communication needs to be changed. The concept of news communication is closely related to the needs of the era, the society, and the audience. In the era of new media, the above factors have all changed, and the concept of news communication of TV news practitioners should also be changed to adapt to the characteristics of the new era. In addition, in the design of news format,



journalists should also change their consciousness, adapt to the traditional text-oriented way and means, and flexibly use news links, picture integration and other formats to achieve better news communication effect.

At this stage, the traditional newspaper media established a relatively mature news production process, developed a series of complete process, but to a certain extent, hampered the journalist writing thinking innovation. As it is difficult to adapt to changes in the media age, the media and the audience's attraction is not enough, thus reducing the market share of traditional media. With the support of Internet technology, the good interactive performance of new media has effectively released the subjective initiative of the public. It also plays the dual roles of receiver and transmitter of news information, thus putting forward more and higher requirements for journalists' thinking of interviewing and writing, especially traditional paper media journalists. However, in fact, some traditional print journalists are not creative enough in thinking and ability. They only play the role of news and information communicator, lack the pursuit of social problems and the process of deep thinking, and their published works are not enough to attract the audience (Shao, 2018).

#### **2.2.4 Way to Work**

With the change of new media and the arrival of all-media era, news and information are spreading faster and wider. The mode of news production, the development form of media and the requirement of news prescription, are all changing. In the process of media convergence development, how to adapt to this change and to the new transformation of news business, the most important thing is to solve the journalist factor. In the era of "flow," journalists should consciously adapt to

changes and innovations, and be explorers of media content and form. This puts forward a higher requirement for journalists, who not only need to innovate cognition in thought, but also need to make innovation and adjustment in working mode. These adjustments include increasing the application of new media technologies, in-depth reporting, and improving innovation capabilities.

Journalists should strengthen the application of new media technology.

At present, more and more media, such as Facebook, YouTube, WeChat, etc. are new forms of media. They spread information and news at a very fast speed, enabling people to get more accurate information faster. These new "we media" modes of communication have brought great impact on traditional media. For journalists, if they cannot keep up with the development of Internet and information technology and lack the communication skills of news media in the omnimedia era, they will lose their core competitiveness and be doomed to be eliminated by times. Therefore, journalists should have professional ability, the traditional media must keep up with the development of society, must change the traditional media audience's backward ideas, set up learning consciousness and innovation consciousness, learn and use new media technology news spread, and enlarge the channels of access and the spread of resources, so as to improve the quality and timeliness of information (Gu & Ge, 2019).

Under the background of national media, CCTV news has built a real-time communication platform for multi-terminal audience rating with passion, such as WeChat of CCTV news and weibo account. Audiences can enjoy instant news information through new media applications on mobile terminals, regardless of time and place, which greatly improves the circulation of news information and the

influence of CCTV news (Tian, 2015). As CCTV news reporters, how to effectively use these new media technologies to promote more efficient and accurate news dissemination has become an inevitable challenge.

Journalists should pay more attention to in-depth reporting. Diversified new media have penetrated into every aspect of our life, and people have increasingly higher requirements for the quality of news information. However, most of the news produced by "we media" have the characteristics of "shallow" and "hot." They tend to focus on the discussion of hot events, with high similarity in form and content and low authority and credibility. This makes journalists face great challenges. They not only need to report the news objectively and accurately, but also need to further improve the news coverage in all aspects. Therefore, the importance of in-depth reporting is self-evident. Through in-depth reporting, the audience can learn more relevant information about the news and enrich the content of the news. At the same time, journalists can also get more attention and attract more audiences. In some cases, in-depth reports can also restore the truth of news events and play an extremely important role in the correct guidance of public opinion and the healthy development of media ecology. Therefore, in the omnimedia era, journalists should combine the current background of the new media era and use various existing network platforms to develop more profound and meaningful news reports.

Journalists should follow the trend of media convergence and innovate actively. The traditional mode of news interview is facing severe test and challenge, and media convergence is the trend of times. Journalists must combine their local media and their own reality, change their ideas, innovate their methods and forms of reporting, establish a cross-border thinking mode in the context of media, and develop

new ideas for news production and service. Only by being good at learning and innovation and keeping up with the pace of times can journalists promote integrated development through innovation and constantly improve the quality and level of their news works. Especially with the popularization of mobile Internet, journalists should adapt to the trend of mobile communication and make use of the flexible and diversified features of new media to carry out in-depth cooperation and interaction with users (Wu, 2019). The change in journalistic identity is a good innovation.

For example, Chai Jing, the former reporter and host of CCTV news Investigation, started as a part-time reporter in the original Sanlian Life Weekly, became a reporter and host of the program Oriental Space-time Connection of CCTV, and then became an on-camera reporter of CCTV News Investigation (Xiao, 2009). The change of identity has created the "personal brand" in news communication, greatly improved the efficiency and effect of communication, and made the journalists adapted to the new situation of media convergence.

### **2.2.5 Professional Quality**

The emergence of new media has affected the normal development of the news industry, pushing journalists who already need speed to be even faster. The emergence of new media makes the news industry move towards a better opportunity, but it also has to face with some problems, This is the emergence of new things that requires some adaptation process, with the news industry is working on their own, However, the good news industry determinants of the future are not a new media. Since this change is inevitable, good news industry in the future depends on human factors, determining the news reporter's professional quality and social responsibility. CCTV news reporters are also facing these problems, and the main problems affecting

CCTV news reporters and other journalists are: utilitarian, impatience, and lack of professional ethics, and lack of humanitarian spirit. Therefore, the professional qualities that CCTV news reporters need to improve including: the communication ability of new media, the ability to restore and identify events, the sensitivity and interpretation of news, legal knowledge, and political standpoint, etc.

In the era of new media, journalists are extremely important to the communication ability of new media, and they are the most sensitive part for the social transformation brought by new media. The operation mode of news in the past is not suitable for the new media era (Cao, 2014). Therefore, it is necessary to make changes. In the context of the convergence of the news industry with new media, it is necessary for every journalist to learn the knowledge of new media and master the operation of new media, such as copy editing and video production. Kang Hui, deputy director of the broadcasting department of CCTV News Center, shared his learning experience from the point of view of a news anchor with the title "Vivid View." He said that for journalists, being good at learning is a need, a duty and a fundamental job. The faster the development of times, and more things we need to learn, the more urgent the requirements for learning. Through the exchange of their own experience, journalists agreed that at the present stage, they must keep up with two aspects in their study: first, they must master the means of new media communication; second, we must continue to learn from the masses and from life (Kang, 2013).

The new media era is an era of information explosion. Because of the freedom and sharing ability in the Internet era, there are thousands of different news items on the Internet every minute. These news are highly uncertain, so journalists should play a role in the identification and restoration of the news, so as to identify

the truth of the news and restore the truth of the fact. However, when they identified true news, they should carry out in-depth excavation and release information.

Although any unit of new media can release information, for most people, mainstream media and websites are trustworthy. Any information that enters the news of mainstream media without distinction will be regarded as true. Among the COVID-19 in 2020, the fake news was uneven. In the context of hot topics, all kinds of news about COVID-19 received high attention. The fake news increased the panic of the public, and CCTV news reporters played a role in guiding the correct public opinion.

Journalism is a dangerous profession, so we must study the law related to ourselves, not only to protect ourselves, but also to avoid breaking the law in our work. Some journalists exploit their profession for their own benefit, which can easily turn into fraud, extortion, etc. Therefore, journalists must understand what they can and cannot do. This profession strengthens the legal constraints of the practitioners (Liu, 2014). Journalists need to have their own political stand, and the news they write should meet the needs of the society. Especially when they write some news with strong political nature, they must grasp the scale and make their own political stand clear. It can be said that China's control of news is not strict. As long as the country is not divided, anti-communist news will not interfere much. Therefore, people attach great importance to news censorship. In this regard, CCTV News client made specific emphasis in the newly revised "Professional Ethics Standards for Chinese Journalists" released on December 15, 2019.

To sum up, in the process of media development and integration, CCTV journalists have been affected by various aspects, but also faced with different opportunities and challenges. Based on the above literature review, the following

conceptual model can be summarized and the details of each yield the relationships between the proposed variables.

### 2.3 Conceptual Model

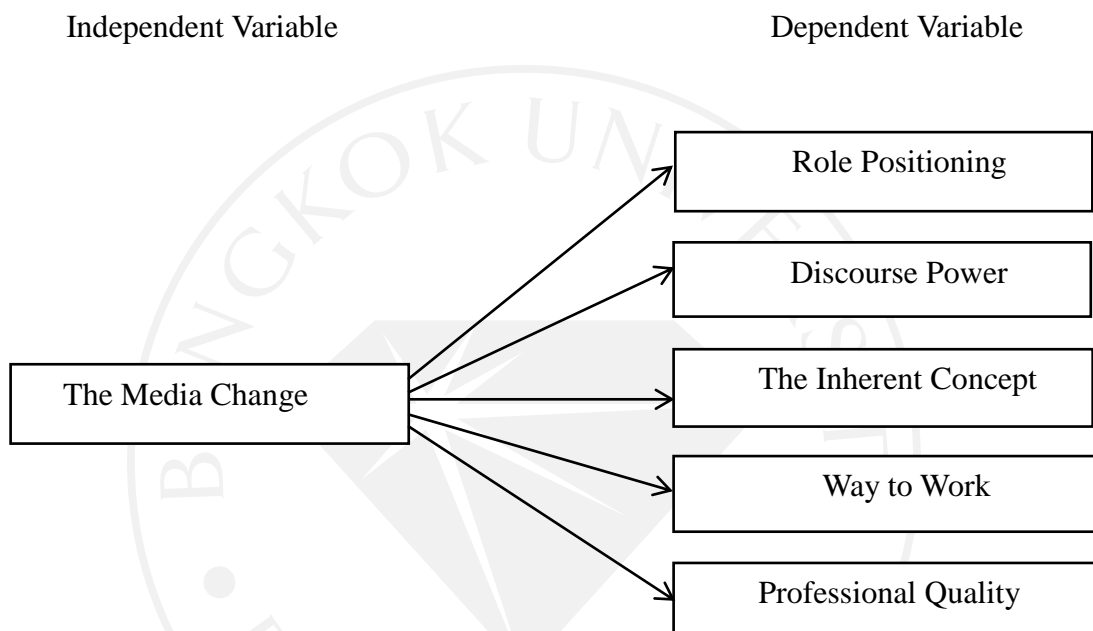


Figure 2.2: Conceptual Model

### 2.4 Hypothesis

The following hypothesis can be deduced from the analysis of relevant literature, relevant theories, theoretical framework, and studies in various aspects:

H1: Media reform has an impact on the role positioning, discourse power, inherent concepts, working to work, and professional quality of CCTV journalist.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter proposes the research method of the perception of CCTV journalists regarding five effects (role positioning, discourse power, the inherent concept, way to work, professional quality) as caused by media reform. This chapter will proceed in the following order:

3.1 Research Population

3.2 Research Sample

3.3 Research Instrument

3.4 Data Collection

3.5 Data Analysis

#### **3.1 Research Population**

The main population of this study was those who work in CCTV news, both male and female, and they must be working during November and December 2020 in the CCTV news. Due to the limited number of CCTV news workers, the population included some of the CCTV journalists, and the research scope mainly concentrated in Beijing, China.



### **3.2 Research Sample**

The survey consisted of 212 journalists from CCTV news or non-CCTV news, mainly living in Beijing, who had worked in news TV stations and were willing to participate in the study and express their opinions by completing an online questionnaire. The convenient sampling method is adopted to select the object of study.

### **3.3 Research Instrument**

The purpose of the questionnaire is to elicit the basic information, the influence of media integration on journalists, as well as the relationship between role positioning, discourse power, the inherent concept, way to work, and professional quality of journalists as affected by media reform. The steps of questionnaire invention are as follows:

3.3.1 Search for relevant studies from books, literatures, articles, journals and reports on the influence of role positioning, discourse power, inherent ideas, working style, and professional accomplishment on journalists.

3.3.2 According to the theory of related research, a questionnaire survey is designed, which includes the basic information of the interviewees, the main embodiment of the media change, and the impact of the media change on CCTV journalists (role positioning, discourse power, the inherent concept, way to work, professional quality).

The questionnaire is divided into three parts: the statistics of interviewees and basic information, the embodiment of media reform, and the impact of media reform on journalists.

Part 1: Personal information: consisting of five closed-ended questions, asking the respondents to provide information about age, gender, whether they have relevant experience in news media (including internships), working hours in news organizations, and their current job position.

Part 2: This part is composed of two multiple-choice questions and four scale questions. In the two multiple-choice questions, the interviewees can choose multiple options or add content in the supplementary options. The four scale questions were measured by 5-point Likert scale. This requires respondents to select the main content of media convergence and the main delivery platform of news content. And the embodiment of the media reform.

Part 3: Five aspects of changes that affect journalists (role positioning, discourse power, the inherent concept, way to work and professional quality) as caused by media reform. In this part, five Likert scales were used for measurement, namely, strongly agree (5), agree (4), neutral (3), disagree (2) and strongly disagree (1).

When the average participants' acceptance level of the impact is 4.21-5.00, the highest level is role positioning, discourse power, the inherent concept, way to work and professional quality.

When the average acceptance level of the affected participants was 3.41-4.20, the role positioning, discourse power, the inherent concept, way to work and professional quality were at a high level.

When the average acceptance level of the affected participants is 2.61-3.40, the role positioning, discourse power, the inherent concept, way to work and professionalism are neutral.

When the average acceptance level of the affected participants is 1.81-2.60, the role positioning, discourse power, the inherent concept, way to work and professional quality are at a low level.

When the average acceptance level of the affected participants is 1.00-1.80, the lowest level is role positioning, discourse power, the inherent concept, way to work and professional quality.

### **3.4 Data Collection**

The questionnaire was distributed in the form of network link in November 2020, mainly produced by The Questionnaire Star. It is the most authoritative online questionnaire survey system in China, focusing on providing users with powerful and humanized online questionnaire design, data collection and other services. The respondents are mainly journalists working in CCTV news and journalists from other news agencies, and the respondents are required to complete the questionnaire within 15-30 minutes to ensure the integrity of the questionnaire.

### 3.5 Data Analysis

The data were analyzed by using statistical package for social sciences. Data analysis is divided into descriptive analysis and hypothesis testing. The first part is descriptive analysis, including frequency, average score and standard deviation, which are used to investigate the basic information of the interviewees, the main content of CCTV media convergence and the characteristics of media change. The second part is hypothesis testing. Pearson correlation coefficient and linear regression are used to explain the relationship between independent variables (media change) and dependent variables (role positioning, discourse power, the inherent concept, way to work and professional quality).

## **CHPATER 4**

### **FINDINGS**

This chapter introduces the results of two parts: descriptive analysis and hypothesis testing.

#### **4.1 Descriptive Analysis**

Among 208 participants, the largest number of participants is the age group of 18-26 (55.29%), the second range is the age group of 27-35 (36.54%), followed by the age group of 36 and above (7.21%), and the lowest proportion is the age group of below 18 (0.96%). More than half are female (57.69 %), followed by male (42.31 %), and all of them have media related experience, which meets the requirements of the survey. Moreover, half of them had worked for 1-2 years (51.92%), followed by 2-5 years (37.02%), more than 5 years (11.06%), and none has less than one year experience (Table 4.1– 4.4).

Table 4.1: Age of Respondents

Age	Frequency	Percent
Under the age of 18 years	2	0.96%
18-26 years	115	55.29%
27-35 years	76	36.54%
36 years and above	15	7.21%
Total	208	100%

Table 4.2: Gender of Respondents

Gender	Frequency	Percent
Female	120	57.69%
Male	88	42.31%
Total	208	100%

Table 4.3: Whether the Respondent has Media Related Experience

	Frequency	Percent
Yes	208	100%
No	0	0%
Total	208	100%

Table 4.4: Respondents' Working Time in News Media Units

Working Time	Frequency	Percent
Less than a year	0	0%
1-2 years	108	51.92%
2-5 years	77	37.02%
More than 5 years	23	11.06%
Total	208	100%

Among the 208 interviewees, copywriting planning (36.54%) was mentioned the most, followed by technical production (33.65%), publicity and promotion (30.39%) and online editing (25.48%), and others (18.75%). In the "other" option, the respondents also added that their current jobs are host, photographer, lighting engineer, director, etc. (Table 4.5).

Table 4.5: Respondents' Current Jobs

Current Jobs	Frequency	Percent
Network editorial	53	25.48%
Copywriter and planner	76	36.54%
Technical production	70	33.65%
Promotional	63	30.29%
Others	39	18.75%

Regarding the main contents of media convergence are, the respondents generally agree with the elaboration of the main contents of media convergence, among which construction of communication channel accounted for the highest proportion (90.87%), followed by internal platform construction (89.42%), adjustment of media collaboration mechanism (83.65%), internal procurement and editing process transformation (81.25%), and diversified operation (81.25%). None of the respondents expressed other views (Table 4.6).

Table 4.6: The Main Content of Media Convergence

	Frequency	Percent
Construction of communication channels	189	90.87%
Internal platform construction	186	89.42%
Adjustment of media collaboration mechanism	174	83.65%
Internal procurement and editing process transformation	169	81.25%
Diversified operation	169	81.25%
Others	0	0%

In table 4.7, it was found that the proportion of news release of major platforms is very similar after the media reform. WeChat public (97.6%), followed by Weibo (97.12%), Tik Tok (94.71%), CCTV news client (92.31%), and others



(21.15%). In the "other" option, the respondents supplemented the main platforms of news content after media integration, including QQ, bilibili, today's headlines, Netease News, Tencent News, Sohu News, Youku video, iqiyi video, Tencent video, TV station, newspaper media, Baidu website, etc.

Table 4.7: Main Delivery Platforms After Media Convergence

	Frequency	Percent
WeChat public	203	97.60%
Weibo	202	97.12%
Tik Tok	197	94.71%
CCTV News client	192	92.31%
Others	44	21.15%

From table 4.8, regarding the media reform, the respondents strongly agreed that the media reform shows the trend of the integration of traditional media and new media (= 4.45), developments in media technologies such as the Internet and communications have played a major role in the media revolution (= 4.45), and the media reform has endowed the public with higher participation in news communication and formed a diversified subject of communication (= 4.23). They, however, agreed that the media reform has promoted the development of new media platforms such as weibo, WeChat and TikTok (= 4.17).

Table 4.8: Respondents' Identification with the Issue of Media Reform

Media Reform	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
The media reform shows the trend of the integration of traditional media and new media	100 (48.1)	101 (48.6)	7 (3.4)	0 (0)	0 (0)	4.45	0.56
The media reform has promoted the development of new media platforms such as weibo, WeChat and TikTok	6 (2.9)	161 (77.4)	41 (19.7)	0 (0)	0 (0)	4.17	0.45
Developments in media technologies such as the Internet and communications have played a major role in the media revolution	98 (47.1)	106 (51)	4 (1.9)	0 (0)	0 (0)	4.45	0.54
The media reform has endowed the public with higher participation in news communication and formed a diversified subject of communication	67 (32.2)	126 (60.6)	12 (5.8)	2 (1)	1 (0.5)	4.23	0.64

\*Note: 1.00-1.80 = strongly disagree, 1.81-2.60 = disagree, 2.61-3.40 = neutral  
3.41-4.20 = agree, 4.21-5.00 = strongly agree

### Effects of Media Reform on Journalists' Role positioning

From Table 4.9, The respondents strongly agreed that to deal with the relationship between professional journalists and citizen journalists is the key to stabilize the position of journalists ( $\bar{x} = 4.25$ ), and journalists should not only undertake the work of news information production, but also undertake the work of news release ( $\bar{x} = 4.25$ ). They, however, agreed what they post on other social media with their personal accounts may be influenced by their professional identity ( $\bar{x} = 4.04$ ).

Table 4.9: The Influence of Media Reform on Journalists in Five Aspects: Role Positioning

Role Positioning	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
What you post to other social media with your personal account can be influenced by your professional identity	53 (25.5)	115 (55.3)	35 (16.8)	5 (2.4)	0 (0)	4.04	0.72

(Continued)

Table 4.9 (Continued): The Influence of Media Reform on Journalists in Five Aspects:

## Role Positioning

Role Positioning	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
To deal with the relationship between professional journalists and citizen journalists is the key to stabilize the position of journalists	70 (33.7)	122 (58.7)	13 (6.3)	3 (1.4)	0 (0)	4.25	0.63
Journalists should not only undertake the work of news information production, but also undertake the work of news release	68 (32.7)	126 (60.6)	12 (5.8)	2 (1)	0 (0)	4.25	0.60

\*Note: 1.00-1.80 = strongly disagree, 1.81-2.60 = disagree, 2.61-3.40 = neutral

3.41-4.20 = agree, 4.21-5.00 = strongly agree

### Effects of Media Reform on Journalists' Discourse Power

According to table 4.1.10, the respondents strongly agreed that new media provides convenience for two-way communication between media personnel and audiences, and improves the efficiency and timeliness of news communication

( $\bar{x} = 4.33$ ), and the news and information content on the new media platform is richer,

and the public has a higher enthusiasm for participation ( $\bar{x} = 4.18$ ). They, however, agreed that, as for the unofficial news information on new media platforms, they believe that their communication effect and quality are as good as the official media ( $\bar{x} = 3.55$ ).

Table 4.10: The Influence of Media Reform on Journalists in Five Aspects: Discourse

Power

Discourse Power	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
As for unofficial news information on new media platforms, you think their communication effect and quality are as good as those of official media	35 (16.8)	89 (42.8)	40 (19.2)	43 (20.7)	1 (0.5)	3.55	1.02
The news and information content on the new media platform is richer, and the public has a higher enthusiasm for participation	50 (24)	148 (71.2)	8 (3.8)	1 (0.5)	1 (0.5)	4.18	0.56

(Continued)

Table 4.10 (Continued): The Influence of Media Reform on Journalists in Five Aspects: Discourse Power

Discourse Power	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
New media provides convenience for two-way communication between media personnel and audiences, and improves the efficiency and timeliness of news communication	79 (38)	121 (58.2)	6 (2.9)	2 (1)	0 (0)	4.33	0.58

\*Note: 1.00-1.80 = strongly disagree, 1.81-2.60 = disagree, 2.61-3.40 = neutral  
3.41-4.20 = agree, 4.21-5.00 = strongly agree

### Effects of Media Reform on Journalists' Inherent Concept

From table 4.11, the respondents strongly agreed that they believe that the concept of news production and communication, as well as the design of news boards, need to be changed and improved ( $\bar{x} = 4.3$ ). They also agreeably believe that the writing ability and creative thinking of journalists are the key to appeal to the audience ( $\bar{x} = 4.2$ ), and they can see that the changes in the interview style and methods of some journalists have been accepted and recognized by the public ( $\bar{x} = 4.19$ ).

Table 4.11: The Influence of Media Change on Journalists in Five Aspects: The  
Inherent Concept

The Inherent Concept	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
You can see that the changes in the interview style and methods of some journalists have been accepted and recognized by the public	52 (25)	145 (69.7)	9 (4.3)	2 (1)	0 (0)	4.19	0.55
You believe that the concept of news production and communication, as well as the design of news boards, need to be changed and improved	71 (34.1)	129 (62)	7 (3.4)	1 (0.5)	0 (0)	4.30	0.55
You believe that the writing ability and creative thinking of journalists are the key to appeal to the audience	56 (26.9)	140 (67.3)	9 (4.3)	3 (1.4)	0 (0)	4.20	0.58

\*Note: 1.00-1.80 = strongly disagree, 1.81-2.60 = disagree, 2.61-3.40 = neutral

3.41-4.20 = agree, 4.21-5.00 = strongly agree

### Effects of Media Reform on Journalists' Way to Work

From table 4.12, the respondents strongly agreed that positive creativity is the key for journalists to adapt to the media ( $\bar{x} = 4.33$ ), that they think journalists can improve the speed of news transmission by strengthening the application of new media technology ( $\bar{x} = 4.3$ ), and that focusing on in-depth coverage of news can help journalists gain more attention ( $\bar{x} = 4.29$ ).

Table 4.12: The Influence of Media Change on Journalists in Five Aspects: Way to Work

Way to Work	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
You think journalists can improve the speed of news transmission by strengthening the application of new media technology	68 (32.7)	134 (64.4)	6 (2.9)	0 (0)	0 (0)	4.30	0.52
You think that focusing on in-depth coverage of news can help journalists gain more attention	64 (30.8)	140 (67.3)	4 (1.9)	0 (0)	0 (0)	4.29	0.50

(Continued)



Table 4.12 (Continued): The Influence of Media Change on Journalists in Five

Aspects: Way to work

Way to Work	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
You believe that positive creativity is the key for journalists to adapt to the media	75 (36.1)	126 (60.6)	7 (3.4)	0 (0)	0 (0)	4.33	0.54

\*Note: 1.00-1.80 = strongly disagree, 1.81-2.60 = disagree, 2.61-3.40 = neutral

3.41-4.20 = agree, 4.21-5.00 = strongly agree

### Effects of Media Reform on Journalists' Professional Quality

From Table 4.13, the participants strongly agreed that they think journalists need to have the ability to identify events and guide the right opinion (= 4.45), that they think it is very important for journalists to learn new media knowledge for their ability to spread news (= 4.33), and that journalists need to learn relevant laws to protect and discipline themselves (= 4.28).

Table 4.13: The Influence of Media Change on Journalists in Five Aspects:

## Professional Quality

Professional Quality	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
You think it is very important for journalists to learn new media knowledge for their ability to spread news	76 (36.5)	124 (59.6)	8 (3.8)	0 (0)	0 (0)	4.33	0.55
You think journalists need to have the ability to identify events and guide the right opinion	97 (46.6)	109 (52.4)	1 (0.5)	1 (0.5)	0 (0)	4.45	0.54
Journalists need to learn relevant laws to protect and discipline themselves	70 (33.7)	127 (61.1)	10 (4.8)	1 (0.5)	0 (0)	4.28	0.57

\*Note: 1.00-1.80 = strongly disagree, 1.81-2.60 = disagree, 2.61-3.40 = neutral

3.41-4.20 = agree, 4.21-5.00 = strongly agree

## 4.2 Hypothesis Testing

H1: Media reform has an impact on the role positioning, discourse power, inherent concepts, way to work, and professional quality of CCTV journalists.

Pearson's coefficient was used to analyze the correlation between media reform and five effects (role positioning, discourse power, inherent concepts, Way to

work, professional quality). The findings revealed a positive and low correlation between media reform and journalists' role ( $r=.355$ ,  $p<.01$ ) and professional quality ( $r=.235$ ,  $p<.01$ ). No significant correlations were found between media reform and discourse power ( $r= -0.065$ ,  $p>.05$ ), inherent concepts ( $r= -0.054$ ,  $p>.05$ ), and way to work ( $r=0.009$ ,  $p>.05$ ).

Table 4.14: Analysis of Correlation between Independent Variables and Dependent Variable Using Pearson's Correlation of Media Reform Influences the Role Positioning, Discourse Power, the Inherent Concept, Way to Work, and Professional Quality

		Media reform	Role	Discourse power	The inherent concept	Way to work	Professional quality
Media reform	Pearson Correlation Sig. (2-tailed)	1					
Role positioning	Pearson Correlation Sig. (2-tailed)	.355** 0	1				
Discourse power	Pearson Correlation Sig. (2-tailed)	-0.065 0.348	-0.044 0.526	1			

(Continued)

Table 4.14 (Continued): Analysis of Correlation between Independent Variables and Dependent Variable Using Pearson's Correlation of Media Reform Influences the Role Positioning, Discourse Power, the Inherent Concept, Way to Work, and Professional Quality

		Media reform	Role	Discourse power	The inherent concept	Way to work	Professional quality
The Inherent concept	Pearson Correlation	-0.054	0.062	.270**	1		
	Sig. (2-tailed)	0.435	0.374	0			
Way to work	Pearson Correlation	0.009	-0.005	0.135	.183**	1	
	Sig. (2-tailed)	0.901	0.946	0.051			
Professional quality	Pearson Correlation	.234**	.207**	-0.115	-0.068	-0.063	1
	Sig. (2-tailed)	0.001	0.003	0.099	0.332	0.369	
** Correlation is significant at the 0.01 level (2-tailed).							

Linear regression was used to analyze the relationship between media reform and role positioning, professional quality, discourse power, inherent concepts and way to work (Table 4.15 - 4.29).

The results show that in terms of role positioning, the determination coefficient ( $R = .355$ ) is significantly different from zero,  $F = 29.71$ ,  $p < .05$ , and 12.6% of the variation in the role was explained by the media reform. Media reform ( $B = .273$ ;  $t = 5.451$ ,  $p < .05$ ) was found to significantly contribute to the variation of role of journalists. (Table 4.15 - 4.27) According to the above analysis, the equation of

prediction produced by this analysis describes the relationship between the variables to be:

$$\text{Role Positioning} = .273 \times \text{Media Reform} + 8.04$$

Table 4.15: Analysis of Model Summary between Independent Variables (Media Reform) and the Dependent Variable (Role Positioning) Using Linear Regression

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.355 <sup>a</sup>	.126	.122	1.293

a. Predictors: (Constant), media reform

Table 4.16: Analysis of ANOVA between Independent Variables (Media Reform)  
and the Dependent Variable (Role Positioning) Using Linear Regression

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	49.659	1	49.659	29.712	.000 <sup>b</sup>
Residual	344.297	206	1.671		
Total	393.957	207			

a. Dependent Variable: Role Positioning

b. Predictors: (Constant), Media Reform



Table 4.17: Analysis of Coefficients between Independent Variables (Media Reform) and the Dependent Variable (Role Positioning) Using Linear Regression

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.040	.821		9.799	.000
media reform	.273	.050	.355	5.451	.000

a. Dependent Variable: Role Positioning

In terms of professional quality, the determination coefficient ( $R = .234$ ) is different from zero,  $F = 11.94$ ,  $p < .05$ , and 5.5% of the variation in the professional quality was explained by the media reform. Media reform ( $B = .139$ ;  $t = 3.456$ ,  $p < .05$ ) was found a certain contribute to the variation of role of journalists. (Table 4.18-4.20) According to the above analysis, the equation of prediction produced by this analysis describes the relationship between the variables to be:

$$\text{Professional quality} = 0.139 \times \text{Media Reform} + 10.792$$

Table 4.18: Analysis of Model Summary between Independent Variables (Media Reform) and the Dependent Variable (Professional Quality) Using Linear Regression

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.234 <sup>a</sup>	.055	.050	1.039

a. Predictors: (Constant), media reform

Table 4.19: Analysis of ANOVA between Independent Variables (Media Reform) and the Dependent Variable (Professional Quality) Using Linear Regression

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.893	1	12.893	11.942	.001 <sup>b</sup>
	Residual	222.414	206	1.080		
	Total	235.308	207			

a. Dependent Variable: Professional Quality

b. Predictors: (Constant), Media Reform



Table 4.20: Analysis of Coefficients between Independent Variables (Media Reform)

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.792	.659		16.365	.000
Media Reform	.139	.040	.234	3.456	.001

a. Dependent Variable: Professional Quality

and the Dependent Variable (Professional Quality) Using Linear Regression.

In terms of discourse power, the determination coefficient ( $R = .065$ ) is close to zero, and in the ANOVA table and the regression coefficient table, the significance value ( $Sig = 0.348$ ) was much greater than 0.05, which indicated that the linear regression model established by the independent variable media reform and the dependent variable discourse power has no significant statistical significance.

Therefore, we believe that in this study, there is no direct linear relationship between the independent variable media reform and the dependent variable discourse power (Table 4.21-4.23).

Table 4.21: Analysis of Model Summary between Independent Variables (Media Reform) and the Dependent Variable (Discourse Power) Using Linear Regression

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.065 <sup>a</sup>	.004	-.001	1.332

a. Predictors: (Constant), Media Reform

Table 4.22: Analysis of ANOVA between Independent Variables (Media Reform) and the Dependent Variable (Discourse Power) Using Linear Regression

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1.571	1	1.571	.885	.348 <sup>b</sup>
Residual	365.736	206	1.775		
Total	367.308	207			

a. Dependent Variable: Discourse Power

b. Predictors: (Constant), Media Reform

Table 4.23: Analysis of Coefficients between Independent Variables (Media Reform) and the Dependent Variable (Discourse Power) Using Linear Regression

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.849	.846		15.193	.000
media reform	-.049	.052	-.065	-.941	.348

a. Dependent Variable: Discourse Power

In terms of inherent concepts, the determination coefficient ( $R = .054$ ) is close to zero, and in the ANOVA table and the regression coefficient table, the significance value ( $Sig = 0.435$ ) was much greater than 0.05, which indicated that the linear regression model established by the independent variable media reform and the dependent variable inherent concepts has no significant statistical significance. Therefore, we believe that in this study, there is no direct linear relationship between the independent variable media reform and the dependent variable inherent concepts (Table 4.24-4.26).

Table 4.24: Analysis of Model Summary between Independent Variables (Media Reform) and the Dependent Variable (Inherent Concepts) Using Linear Regression

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.054 <sup>a</sup>	.003	-.002	1.020

a. Predictors: (Constant), Media Reform

Table 4.25: Analysis of ANOVA between Independent Variables (Media Reform) and the Dependent Variable (Inherent Concepts) Using Linear Regression

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.637	1	.637	.612	.435 <sup>b</sup>
Residual	214.421	206	1.04		
Total	215.058	207			

(Continued)

a. Dependent Variable: Inherent Concepts

b. Predictors: (Constant), Media Reform

Table 4.26: Analysis of Coefficients between Independent Variables (Media Reform) and the Dependent Variable (Inherent Concepts) Using Linear Regression

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.186	.648		20.364	.000
media reform	-.031	.040	-.054	-.782	.435

a. Dependent Variable: Inherent Concepts

In terms of way to work, the determination coefficient ( $R = .009$ ) is very close to zero, and in the ANOVA table and the regression coefficient table, the significance value ( $\text{Sig} = 0.901$ ) is extremely greater than 0.05, which indicated that the linear regression model established by the independent variable media reform and the dependent variable way to work has no statistical significance. Therefore, we believe that in this study, there is no direct linear relationship between the independent variable media reform and the dependent variable the way to work (Table 4.27–4.29).

Table 4.27: Analysis of Model Summary between Independent Variables (Media Reform) and the Dependent Variable (Way to Work) Using Linear Regression

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.009 <sup>a</sup>	.000	-.005	.941

a. Predictors: (Constant), Media Reform

Table 4.28: Analysis of ANOVA between Independent Variables (Media Reform) and the Dependent Variable (Way to Work) Using Linear Regression

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.014	1	.014	.015	.901 <sup>b</sup>
Residual	182.429	206	.886		
Total	182.442	207			

a. Dependent Variable: Way to Work

b. Predictors: (Constant), Media Reform

Table 4.29: Analysis of Coefficients between Independent Variables (Media Reform) and the Dependent Variable (Way to Work) Using Linear Regression

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.840	.597		21.498	.000
media reform	.005	.036	.009	.124	.901

a. Dependent Variable: Way to Work

Through the above analysis, we can learn that for the dependent variable role positioning and professional quality, they show a strong correlation with the independent variable media reform. Through regression analysis, they show a linear relationship with the independent variable. Therefore, we believe that the media reform does have a positive impact on journalists' role positioning and professional quality, it was described in Table 4.2.17. however, for the dependent variable discourse power, inherent concepts and way to work, they show a extremely weak correlation with media reform , Meanwhile, the regression analysis of them have not show obvious statistical significance. Consequently, we believe that the media reform do not have a obvious impact on discourse power, inherent concepts and way to work of journalist in this study.

Table 4.30: Regression Analysis results of Dependent Variable Role Positioning, Professional Quality, Discourse Power, Inherent Concepts and Way to Work

<b>Regression Analysis Results<sup>a</sup></b>			
<b>Independent</b>	<b>Pearson Correlation</b>	<b>p (t-test)</b>	<b>Regression Equation</b>
Role positioning	0.355	0.000	Role positioning = $.273 \times$ Media reform + 8.04
Professional quality	0.234	0.001	Professional quality = $0.139 \times$ Media reform + 10.792
Discourse power	-0.065	0.348	
Inherent concepts	-0.054	0.435	
Way to work	0.009	0.901	

a. Predictors: (Constant), Media Reform



## **CHAPTER 5**

### **DISCUSSION**

#### **5.1 Summary of Descriptive Findings and Discussion**

Conclusion will be divided into three aspects to elaborate. The first part is about the basic information reflected in the survey data of the respondents. From the perspective of gender, most of the respondents are female; from the perspective of age, most of the respondents are 18-26 years old. In terms of working hours, all respondents have more than one year's work experience in news media and are currently engaged in news media related work.

The second part is the perception of the respondents regarding media change. According to media reform promoted via the Weibo, WeChat, TikTok as the development of new media platforms, media change presents the trend of the development of the traditional media and new media integration, media technology (such as the Internet and communication technology) are important in the development of media reform, and the media reform gives people more news spread participation.

The third part is the relationship between the independent variable (media reform) and dependent variables (role positioning, discourse power, inherent concepts, way to work, and professional quality). Through Pearson correlation and linear regression analyses, it was found that media reform has a certain correlation with, and effect on, the role positioning and professional quality of CCTV journalists, while no significant impacts were found on their discourse power, inherent concepts, and way to work. Hence, the hypothesis was partially supported.

## 5.2 Discussion

In view of these findings, there are several points needed to be discussed.

Firstly, the media reform has promoted the development of CCTV news in the media field. CCTV news is the development banner of traditional TV media, and its reform and development has a great impact on local TV stations. In the new media era, facing the change of communication environment and the new demands of the market, although it has been impacted by the new media to a certain extent, its authoritative position is still solid, and CCTV news has carried out a series of reforms in both communication channels and modes. For example, the journalists have to set up their own official accounts on different social platforms (Wechat, Weibo, etc.) (Yang, 2019).

Secondly, this study explores the impact of media reform on journalists in five aspects: role positioning, professional quality, discourse power, inherent concepts and way to work. In terms of role positioning, the rapid rise of new media has broken traditional media and finally formed an era of all-media development. In the context of such an all-media development environment, various media are combined with each other, and news becomes more diversified and comprehensive. News reporters are not just traditional information communicator, but also information receivers (Zhang, 2016).

They are also receiving information while disseminating information, which creates a situation where the professional identity and personal identity of journalists are unified. In addition, in the traditional media period, the main job of journalists is to interview and write news articles, but they do not participate or rarely participate in news release. But after the media change, the job of journalists is no longer limited to

interviews and writing news articles, and more involved in news release. In this way, the role of journalists has evolved. Especially in the current short video era, everyone has become a publisher and communicator of information. Everyone wants more "Views", and therefore has higher requirements for clicks, as well as news reporters (Li, 2017).

Media reform provides a broader development space for media practitioners. Media practitioners are committed to influencing and guiding public opinion. The free environment of media also needs corresponding management and restriction system. However, in the era of transformation, the restriction of social mechanism is not the decisive factor. It also needs the self positioning of media practitioners. They should be accurate, cautious and comprehensive. At the same time, they should constantly improve their self quality and self requirements. With their accurate and appropriate role positioning, the media practitioners in the new media environment can play the role of connecting the preceding and the following, spread the true and useful information, give the public the correct guiding spirit of public opinion, and play their own power.

From the perspective of professional quality, the professional quality of journalists includes good political literacy, business literacy, technical literacy and social moral literacy. In the new media environment, issues such as inaccurate news, homogenization of news, news entertainment, fast-food information, Missing judgment, media trials, paid news, etc. frequently occur. This requires journalists to promote professionalism and play the role of journalists (Sun, 2019). Moreover, the professional quality of journalists is related to the image and development of journalism. In the information age, journalists play an extremely important role.

The nature of journalism determines that journalists need to have an overall view, so that news works can have vitality and be recognized (Liu, 2020).

Thirdly, from the perspective of discourse power, in the context of media reform, profound changes have taken place in the media's institutional mechanisms, communication systems, technical capabilities, and public opinion ecology. High technology has improved the timeliness of information dissemination and changed the traditional mode of communication. New social media such as Weibo, WeChat, TikTok, etc., have become important channels for information dissemination. In terms of timeliness of dissemination, there are great advantages. Everyone can become a publisher and communicator of information, which also leads to a relatively weakening of news discourse power (Jiang, 2019).

The emergence of new media not only broadens the communication channels, but also provides a platform for the audience to exchange opinions. The strong connectivity of the Internet makes public opinion generate rapidly and diverse, and spread randomly. At this time, the official media lost part of the dominant power of public opinion from a certain extent, the formation mechanism and communication mechanism of public opinion were broken, and the new media led the new place of public opinion (Heng, 2019).

However, official news reports are spread through newspapers, television and other mass media, and the mass discourse is mainly released through the new media of the Internet. The discourse of new media is fragmented, and it is easy to be buried in the mass of information. While the official media has a unified speech channel, the influence of official media is much greater, and the agenda setting of traditional media is also controlled by the elite. Therefore, the official media still firmly holds

the discourse power of news communication (Fan, 2014).

From the perspective of inherent concept, due to the continuous improvement of people's material life and cultural level, the public has put forward higher standards and requirements for the news industry. The traditional media's news gathering mode can't keep up with the development trend of new media, and can't meet all the needs of the public for the news industry. At present, most of the news industry producers are still in the stage of conservative ideas; for example, in terms of communication image, they mainly focus on speaking, which cannot meet the personalized service needs of the public. In such an environment, the public's requirement for the news industry is to present an interactive mode and fully participate in it. This requires the news industry not only to timely and effectively convey the news content to the public, but also to actively obtain public opinions and suggestions, so as to achieve good interaction with the public. Therefore, the traditional media must update the concept of news communication in time, make good use of the electronic network platform, and keep up with the pace of the development of the new media era. This external environment drives the transformation of journalists' inherent concept to a great extent. It can be said that the change of journalists' inherent ideas is more of an inevitable spontaneous process, and is the embodiment of the progress of news productivity, which is determined by the oneness of traditional news media (Liao, 2020).

From the perspective of way to work, journalists need to make innovations and adjustments in their work style, pay more attention to in-depth news reports, and deeply expose the connotation of news events. Nowadays, many media reporters will distort the truth and fabricate news in order to attract the public's attention, which is easy to mislead public opinion and bring serious harm to the parties (Yang, 2013).

Journalists need to improve their way to work, maintain the authenticity and depth of news reports, and eliminate false news reports. This is the most basic social responsibility of news media, and also the moral bottom line and professional requirements of news media people. Therefore, every journalist should have a strong sense of social responsibility (Zeng, 2018). In other words, the way journalists work is influenced by the sense of social responsibility, not the media reform.

Therefore, the role positioning and professional quality of journalists are related to the media reform, but this relationships are not applied to the discourse power, inherent concept, and way to work.

### **5.3 Limitation**

Due to the limited theoretical level and research ability, there are still some limitations in this study. First of all, due to the limited number of CCTV journalists recognized, some of the participants are journalists from other TV stations and other media platforms. Therefore, this survey does not represent 100% of the opinions of CCTV journalists and lacks certain representativeness. Secondly, the impact of media reform on journalists is multifaceted, not limited to the five aspects mentioned in the article, so the research on the impact of media change on journalists may lack certain perfection.

### **5.4 Recommendation**

#### **5.4.1 Correct the role cognition and improve the sense of responsibility**

The role of journalists will be affected by many factors, such as social power structure, professional ideas, historical and cultural continuity, and they are in the

process of constant change. No matter in any historical period, journalists should have an accurate understanding of their own positioning. On one hand, they should transmit the new information of society, and transfer information about current politics, science and technology to the audience; on the other hand, they should have an accurate understanding of their own positioning, to play their own role in environmental monitoring. Journalists should correct their role cognition, correctly deal with the complicated society, adhere to their professional ethics and news ideas, improve their sense of responsibility, establish their professional ideas, and adhere to the correct direction of leadership. In any work, they should follow the central position of the audience, strive to make progress, reform, distinguish right from wrong, and serve the overall situation. As for social mass communication positive energy, they should also improve the credibility and guidance of the news media.

#### 5.4.2 Improve the ability to obtain information, exercise legal literacy

The collection of news clues belongs to the basic work of journalists. For journalists, they should master modern scientific and technological means, know modern news clue search means, expand news coverage, provide fresh and in-depth news reports for the audience, excavate valuable news clues, keep pace with the times, and find all kinds of current political information around them. At the same time, editors and reporters should improve their information technology, present the information people need in a correct way, do a good job in information collection and reporting, and learn to distinguish the authenticity of information. Any report should follow the principle of reasonable evidence, focus on hot spots and focus issues, seize the first place of news information, and improve the influence of the media, for the follow-up in-depth reports and follow-up reports to lay a good foundation.

#### 5.4.3 Improve the ability of interview and pay attention to the effect of interview

In the interview, the journalists should respect the interviewees and create an equal communication atmosphere. When they have enough time, they can chat with the interviewees, respect the privacy of the interviewees, and prohibit touching the pain and bottom line of the interviewees in order to pursue exclusive news. At the same time, they should pay attention to the overall situation and politics and to the changes in the direction of national public opinion, contribute their strength to the development of socialist economy, grasp the mainstream of historical development, keep sensitive to the things concerned by the masses, be close to the masses and life, and shoulder the responsibilities entrusted to them by the era of media integration.

#### 5.4.4 Suggestions for future research

It is suggested to further study the impact on journalists. For the media change, the scope of impact can also be multifaceted, it can also be news communication, and the specific topic can also be the impact of media change on news communication. In addition, it can also be the same as the topic of this study, the impact of media change on journalists, but the focus may be different. For example, future studies may investigate the specific process and embodiment of media reform.



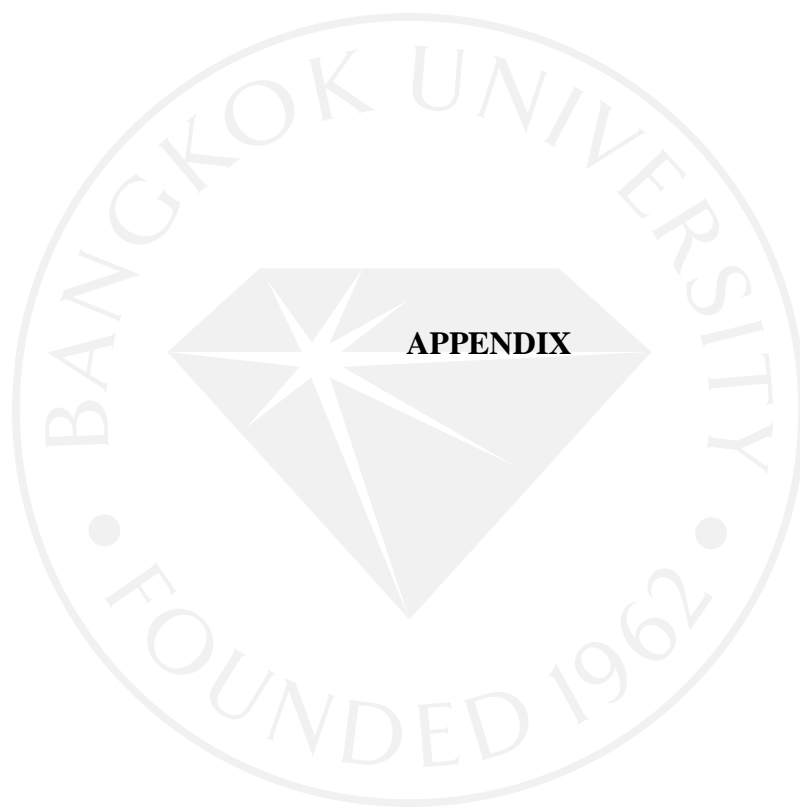
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## Appendix

### Questionnaire on the Impact of Media Reform on Journalists -- A Case Study of CCTV News

Dear interviewee: Hello!

First of all, thank you for accepting the interview. My name is Sienna, a student majoring in BU MCA. I am conducting a survey on media change and its influence, with the purpose of understanding the influence of media change on (CCTV) journalists. This questionnaire is anonymous and all data is only used for statistical analysis. Please feel free to fill it out. Thank you for your help!

#### Part I Demographic information

Note: Please read the following questions about your basic information Fill in the brackets with the answer that best matches your answer

1. Age ( )

- A. Under the age of 18
- B. 18-26 years old
- C. 27-35 years old
- D. 36 years of age or older

2. Gender ( )

- A. Male
- B. Female

3. Do you have any experience related to new media (For example, photography, interview, post production, copywriting operation, etc) (including internship) ? ( )

A. Yes

B. No

[If not, this is the end of the questionnaire. Thank you]

4. How long have you worked in the news media (For example, Official TV stations, portal Web, we media platforms, etc) ? ( )

A. Less than a year

B. 1-2 years

C. 2-5 years

D. More than 5 years

[Less than one year will not be included in this visit. Thank you]

5. Your current job title belongs to (Can choose more) ( )

A. Network editorial

B. Copywriter and planner

C. Technical production

D. Promotional

E. Others (\_\_\_\_\_)

6. You think the main content of media convergence is (Can choose more) ( )

- A. Construction of communication channels
- B. Internal procurement and editing process transformation
- C. Internal platform construction
- D. Adjustment of media collaboration mechanism
- E. Diversified operation
- F. Others (\_\_\_\_\_)

7. After media convergence, the main publishing platforms for news content are (Can choose more) ( )

- A. WeChat public number
- B. Weibo
- C. Tik Tok
- D. CCTV News client
- E. Others (\_\_\_\_\_)



## Part II The definition or main embodiment of media reform

Explanation: Read the following questions about media reform choose the answer that best fits your idea and tick the  $\checkmark$  in the box

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
1. The media reform shows the trend of the integration of traditional media and new media					
2. The media reform has promoted the development of new media platforms such as weibo, WeChat and TikTok					
3. Developments in media technologies such as the Internet and communications have played a major role in the media revolution					
4. The media reform has endowed the public with higher participation in news communication and formed a diversified subject of communication					

### Part III Five influences of media reform on CCTV journalists

Instructions: Please read the following questions about the impact of media reform on journalists in five aspects (Role, Discourse power, The inherent concept, Way to work, Professional quality) and choose only one answer that most matches your thoughts and put one  $\surd$  in the box.

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
<b>Role</b>					
5. What you post to other social media with your personal account can be influenced by your professional identity					
6. To deal with the relationship between professional journalists and citizen journalists is the key to stabilize the position of journalists					
7. Journalists should not only undertake the work of news information production, but also undertake the work of news release					

(Continued)

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
Discourse power					
8. As for unofficial news information on new media platforms, you think their communication effect and quality are as good as those of official media					
9. The news and information content on the new media platform is richer, and the public has a higher enthusiasm for participation					
10. New media provides convenience for two-way communication between media personnel and audiences, and improves the efficiency and timeliness of news communication					

(Continued)

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
<b>The inherent concept</b>					
11. You can see that the changes in the interview style and methods of some journalists have been accepted and recognized by the public					
12. You believe that the concept of news production and communication, as well as the design of news boards, need to be changed and improved					
13. You believe that the writing ability and creative thinking of journalists are the key to appeal to the audience					
<b>Way to work</b>					
14. You think journalists can improve the speed of news transmission by strengthening the application of new media technology					

(Continued)

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
15. You think that focusing on in-depth coverage of news can help journalists gain more attention					
16. You believe that positive creativity is the key for journalists to adapt to the media					
Professional quality					
17. You think it is very important for journalists to learn new media knowledge for their ability to spread news					
18. You think journalists need to have the ability to identify events and guide the right opinion					
19. Journalists need to learn relevant laws to protect and discipline themselves					

## 关于媒体变革对新闻工作者的影响的问卷——以央视新闻为例

尊敬的受访者：您好！

首先感谢您接受访问，我是 BU MCA 专业的学生 Sienna，正在进行关于媒体变革及其影响的调查，目的是为了了解媒体变革对（央视）新闻工作者的影响，想请您用几分钟的时间填写这份问卷。本问卷实行匿名制，所有数据只用于统计分析，请您放心填写，感谢您的帮助。

第一部分：请阅读以下关于您基本信息的问题，选择并勾出符合您信息的答案。

1. 您的年龄是（）

A. 18 岁以下

B. 18-26 岁

C. 27-35 岁

D. 36 岁以上

2. 您的性别是（）

A. 女

B. 男

3. 您是否有过新媒体（例如摄影、采访、后期制作、文案运营等）的相关工作经验（包括实习）（）

A. 有

B. 没有

[如果没有，问卷到此结束，谢谢]

4.您在新闻媒体单位（例如电视台、门户网站公司、自媒体平台等）的相关工作时间有多久（）

A. 不到一年

B. 1-2 年

C. 2-5 年

D. 5 年以上

[不到一年工作经验的，结束问卷到此结束，谢谢]

5. 您目前的工作岗位属于（可多选）（）

A. 网络采编

B. 文案策划

C. 技术制作

D. 宣传推广

E. 其他（请说明\_\_\_\_\_）

6. 您认为媒体融合的主要内容有（可多选）（）

A. 传播渠道建设

- B. 内部采编流程改造
- C. 内部平台建设
- D. 媒体间协作机制调整
- E. 多元化经营
- F. 其他（请说明\_\_\_\_\_）

7. 媒体融合后新闻内容的主要投放平台有（可多选）（）

- A. 微信公众号
- B. 微博
- C. 抖音
- D. 央视新闻客户端

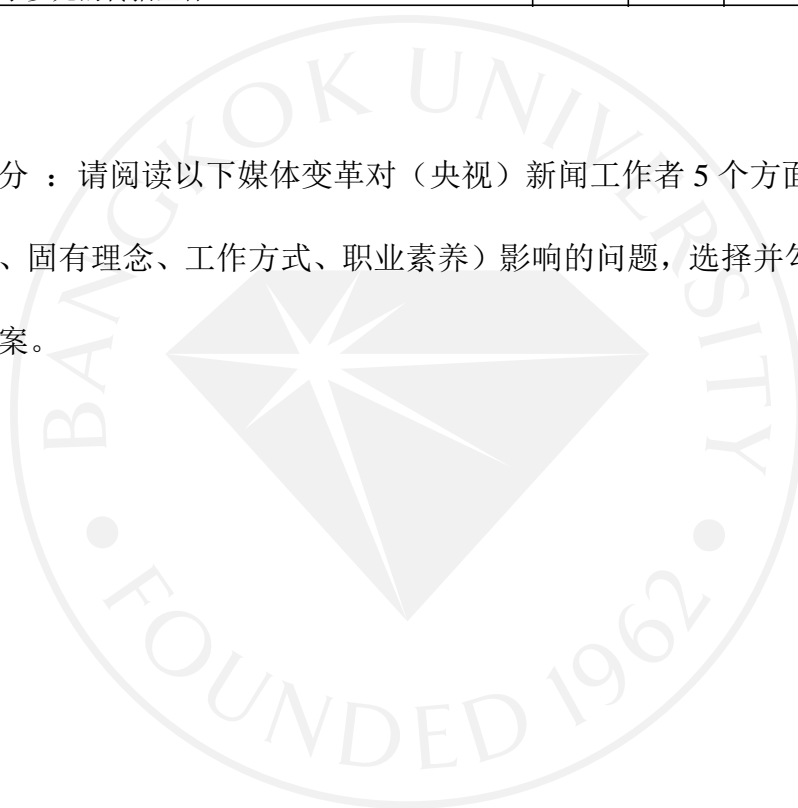
其他（请说明\_\_\_\_\_）

第二部分：阅读以下关于（央视）媒体改革的问题，选择并勾选出最适合您想法的答案。



序号	问题	非常不同	不同意	一般	同意	非常同意
		1	2	3	4	5
1	媒体变革呈现出传统媒体与新兴媒体融合发展的趋势					
2	媒体变革推动了微博、微信、抖音等新媒体平台的发展					
3	传媒技术（如互联网和通信技术）的发展在媒体变革中作用重大					
4	媒体变革赋予了民众更高的新闻传播参与度，形成了多元的传播主体					

第三部分：请阅读以下媒体变革对（央视）新闻工作者5个方面（角色定位、话语权、固有理念、工作方式、职业素养）影响的问题，选择并勾选最适合您想法的答案。



序号	问题	非常不同意	不同意	一般	同意	非常同意
		1	2	3	4	5
<b>角色定位</b>						
1	你用个人账户在其他社交软件发布的内容会受到职业身份的影响					
2	处理好职业记者与公民记者的关系有利于稳固新闻工作者的地位					
3	新闻记者既要承担新闻信息生产的工作，还要承担新闻发布的工作					
<b>话语权</b>						
1	对于新媒体平台上非官方新闻信息，你认为它们的传播效果和传播质量与官媒相比同样出色					
2	新媒体平台上的新闻信息内容更丰富，民众参与的积极性更高					
3	新媒体为媒体人与受众的双向交流提供了便利，提高了新闻传播的效率和时效性					
<b>固有理念</b>						
1	你可以看到一些新闻工作者的采访风格和方式的改变得到了大众的接受和认可					
2	你认为新闻制作和传播理念，以及新闻板式设计是需要转变和提升的					
3	你认为新闻工作者的写作能力和思维创新是对受众吸引力的关键					
<b>工作方式</b>						
1	你认为新闻工作者加强对新媒体技术的应用可以提高新闻的传播速度					
2	你认为注重对新闻的深度报道可以使新闻工作者获得更高的关注度					
3	你认为积极的创新能力是新闻工作者适应媒体工作的关键					
<b>职业素养</b>						
1	你认为新闻记者学习新媒体知识，对新闻的传播能力是极为重要的					
2	你认为新闻工作者需要有对事件的还原鉴别能力，引导正确的舆论					
3	新闻工作者需要学习相关法律来保护以及约束自己					

本次问卷调查已结束，感谢您的参与和支持！

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