

Analysis on the Hosting Strategy of TV Data News Reporters based on Big Data Environment

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Abstract: Under the big data environment, the development of TV data news reporting not only requires news reporters to have strong professional qualities, but also data analysis and data integration capabilities. This paper first introduces the opportunities and challenges of TV data news reporting, and then analyzes the hosting strategies of TV data news reporters.

Keywords: Big data environment; TV data news reporting; Hosting; Strategy; Analysis

1. Overview of TV data journalism

With the rapid development of society, TV news production methods are also constantly changing. In today's society, all kinds of news need to deal with a large amount of data in the production process. If the technicians still use the traditional news production method, it will not only consume a lot of working time, but also affect the efficiency of news broadcast. The emergence of big data technology can effectively meet the needs of news production, and can also combine with the external forms of changing news in today's society to provide audiences with diversified news reception methods. The integration of big data technology and the field of news has added colorful vitality to traditional news reports and improved the value of news^[1].

2. The role integration and reporting innovation of TV data news reporters

In 2014, my country's CCTV News first adopted the concept of data observers for news reporting. In today's era of big data, the role of TV data news reporters needs to be combined with the development of the times, so as to better provide the public with real and effective news information. In the process of news reporting, reporters have a variety of job functions, which can be both reporters and commentators. Generally speaking, both data observers and reporters need to express the cold numbers in a humanized way in the process of news broadcasting, which is also one of the characteristics of TV data news reports. Therefore, in order to realize the role integration and reporting innovation of TV data news reporters, it should be carried out based on the following four aspects. The first is multiple innovative reporting. For example, news reporters need to be both data observers and special commentators. Can not be responsible for a single job function.

2.1 Strengthen data analysis

In order to better improve the quality of TV data news reporting, news reporters should first establish data awareness, enhance their own data analysis capabilities, and be able to mine useful data from numerous news data, so as to better provide the public with scientific and reliable information. news.

Therefore, with the development of the times, TV news reporters also need to constantly innovate their professional skills. Only in this way can scientifically and rationally analyze and integrate news information in the face of massive data .

2.2 Take on multiple roles

TV data news reporters need to assume a variety of roles, not only to undertake news reporting work, but also to become data observers to improve news value through multiple perspectives. Therefore, news program reporters need to participate in the planning, editing and production of news in addition to reporting news in their actual work. Therefore, the work of news reporting in today's society not only requires practitioners to have solid professional capabilities in news reporting, but also requires practitioners to be able to adapt to the information processing methods in the era of big data. Because good TV data news reporters not only assume the role of data communication, but also assume the role of data analysis, so the entire news reporting team needs to strengthen data integration and data analysis^[2].

2.3 Facing digital challenges and telling data stories

News reporters should first be clear that neither the way the reporter leaves the country nor the dubbing content of the entire news broadcast work is the focus of the news broadcast work. Only when it is shown to the public can it be called a real newscasting job. Therefore, when reporters use data to illustrate, they should first adopt a rigorous attitude and be able to provide the audience with digital information clearly and clearly. In addition, journalists also need to pay attention to the correlation between digital information and news information. Only by clearly expressing the content behind the numbers can the public better accept digital information.

Secondly, journalists need to pay attention to the form of news information in the process of broadcasting news. In traditional news broadcast work, digital information processing is more difficult because people did not have advanced science and technology for data processing at that time. In the new era, data processing has become very easy under the background of the integration of big data technology and the field of news. However, a major problem faced by journalists is whether they can use data scientifically and reasonably to tell the story behind them, and convert these abstract concepts into things that are easy for the public to understand .

For most story-related news information, small stories and big data can be used to solve the problem. Taking the news information

on the theme of going home for the Chinese New Year as an example, first of all, journalists need to use big data technology to search for relevant information on the theme of going home for the New Year. Then analyze the proportion of various data through the data visualization function. For example, “people have less time to go home for the New Year. Most people pass the time by playing with their mobile phones instead of having a long reunion with their families.” The news broadcaster is broadcasting. When the above-mentioned news is reported, it should not only provide the public with cold data, but tell the general public how to solve related problems while broadcasting. For example, “The main reason why most young people choose to go home for the Chinese New Year is the difficulty of the Spring Festival, but they only have seven days to go home, and their families have to wait for a year. During the Spring Festival holiday, people should chat with their parents more when they go home, and take another picture. Family portrait.” This new reporting method can make news content more targeted. At the same time, this method also shortens the distance with the public, making the news content more attractive^[3].

2.4 Enrich reporting forms

Under the background of big data, there are various ways of news broadcasting. Traditional news broadcasting mainly presents various news information to the public through live studios. In today’s society, most news studios have become virtual studios with multimedia interaction, and technicians can better innovate live broadcasts by combining virtual reality. The combination of virtual and real, and the way of moving and moving has greatly broadened the technical space of news broadcasting. Newscasters combined with rich body language can make newscasting work even more icing on the cake. To better enrich the reporting form, journalists need to do the following two things. First, news reporters need to improve the frequency and aesthetics of body language. In my country’s traditional news broadcast work, most of the broadcasters provide various kinds of news information in the form of sitting broadcast or station broadcast. With the development of virtual reality technology, the host can broadcast news information for the public offline, and can also shuttle to the public. A virtual scene to broadcast news information to the public.

Therefore, this requires news reporters to have the ability to play on the spot, as well as more professional news broadcast quality. If the newscaster needs to travel to the virtual scene to broadcast news to the public, the combination of body language and newscasting work can reduce the abruptness caused by the scene transition to the public. Therefore, news broadcasters need to take body language as one of the key directions of future work. Body language can not only strengthen news dissemination, but also effectively express relevant news information to the public and enhance the beauty of the entire news broadcast work.

Secondly, news reporters need to flexibly use prop language to express transitions in conjunction with the reporting scene. For example, news reporters can become props for the transition of the entire newscasting work, whether through a certain gesture or a certain prop. Therefore, whether these objects can be used scientifically and rationally to achieve transitions requires journalists to have strong imagination and professional skills, so as to better enhance the beauty of the program and improve the innovation of news reporting.

2.5 Adapt to the broadcast environment

Under the background of big data, news broadcasters need to improve their professional ability. Taking virtual reality technology as an example, from the perspective of the audience, news broadcasters under virtual reality technology broadcast various information to the public in an offline environment. But from the journalist’s point of view, they just broadcast the news to the public in front of a green screen. Therefore, this technology is a great test of the professional skills of journalists. If the journalists have poor professional skills, there may be a phenomenon that cannot be achieved in one step in the process of news broadcasting, which will affect the development of the entire news broadcasting work. At the same time, reporters also need to have strong sensitivity to data information, and improve the efficiency of news broadcasting by scientifically and rationally analyzing data, so as to reduce the time and economic cost of news data processing.

3. Closing remarks

To sum up, in the context of big data, TV data news reporters should first improve their data analysis capabilities, and be able to tell data stories well in the face of digital challenges. Only then can we make better use of big data technology to improve the efficiency of news broadcasting.

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