



Original Research Article

Characteristics Development of News Commentators in the Digital Era

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ARTICLE INFO

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Keywords:

Characteristics Development;
News Commentators; Digital Era

Article history:

Received: 16/02/2024

Revised: 16/04/2024

Accepted: 30/05/2024

Available online: 29/06/2024

How to Cite:

Qiuyi, S., Buranadechachai, S. & Boonpiam, S. (2024). Characteristics Development of News Commentators in the Digital Era. *Journal Dhamma for Life*, 30(2), 319-347.

ABSTRACT

This research examines the characteristics development of news commentators in the digital era with the following objectives: To explore the differences in communication modes across various media in the digital era. To study the influence of characteristic development on the growth of hosts. To propose distinctive communication characteristics, discursive logic, and modes of expression for hosts in the digital media era.

A mixed methodology was employed, combining both qualitative and quantitative research approaches. This hybrid method facilitated a comprehensive understanding of the complex phenomenon of news commentator development. The research was conducted through three stages: preparation of the research proposal, execution of research procedures, and compilation of the final report.

The findings reveal multifaceted insights into the communication paradigms, distinctive characteristics, and psychological aspects influencing the growth of news commentators in the digital age. Analysis of communication paradigms and methods across different media highlights the dynamic nature of news commentary. The transition from print, radio, and television to the dominance of new media platforms demonstrates the adaptability of news commentators. Short video platforms, in particular, have emerged as powerful tools, enabling commentators to showcase their unique styles and voices, thereby enhancing personal brand building.

These findings have significant implications for the evolving landscape of news commentary, emphasizing the need for adaptability and the development of distinct personal styles in the digital era.

Introduction

Background and significance of research

In the digital era, significant changes have occurred in human production and lifestyle, particularly in media consumption habits. The emergence of data algorithms, content distribution, and personalized recommendations has transformed media communication from the era of oral communication and print media to the explosive development of news commentary and television, and now to the complex and multifaceted new media environment. Undoubtedly, this marks the advent of a new era. People now communicate with the world instantaneously through mobile phones, tablets, and personal computers, expanding the reach of media.

Chinese TV news commentary programs have undergone a process of development from their inception in 1980 to continuous prosperity over more than forty years. Evolving in content and form, news commentary programs have become an indispensable part of Chinese television. (Hu Jianxi, 2022) As vital symbols of traditional news commentary and television, broadcasters and news commentators play an irreplaceable role within the media. They embody the image and representation of the media and actively participate in the construction of media identity, holding profound significance.

However, the traditional roles of broadcasters and news commentators are confined to reporting, interviewing, and commentary, guiding public opinion and news progression with standardized language and regulated voices. In the context of Artificial Intelligence-Generated Content (AIGC), these roles are susceptible to being replaced by artificial intelligence. Many Chinese broadcasters and news commentators have chosen to venture into the realm of short videos to seek new development opportunities, while others have entered the field of new media within their existing positions. Regardless of the path they choose to embrace new media, personalized development is indispensable. It has become the current direction for media practitioners to strive for self-improvement and a focal point for cultivating newcomers in the vast landscape of new media.

In terms of the production entities of commentaries, the size of the commentary community has greatly expanded, presenting diverse representations. Traditionally, news commentary authors mainly include several major groups: professional news commentators, freelance commentators, and expert celebrity opinion leaders. (Wu Jiasheng, Wu Fei, 2023) From the perspective of the professional ecology of news, currently, professional media, institutional media, self-media, and platform media collectively constitute China's new news ecosystem. (Zhang Zhian, Tang Min, 2018)

In the digital age, due to the rise of short videos, the formation of fragmented auditory and visual habits, and the shift in audience attention, traditional forms of news commentary no

longer meet the audience's demand for information. Traditional news commentary and television emphasize the authority and accuracy of news content, presenting a highly rigorous media image in the public eye. However, in the field of new media platforms, content is updated rapidly, expressed in diverse ways, and delivered concisely and powerfully, directly meeting user demands. This has brought about changes in the construction of media communication modes and domains. Lu Ye and Zhou Ruiming argue that in the multi-node, rapidly flowing information landscape, various paths through which traditional professional news practitioners assert their professional authority have disappeared, become marginalized, or been dissolved by the new media environment, resulting in the loss of jurisdiction that represents professionalism. (Lu Ye, Zhou Ruiming, 2016) Other scholars believe that in the digital era, real-time, diversified digital technologies drive a constantly updating, correcting, and multifaceted news narrative. However, digital news still aims at the mission of "high-quality news." (Wang Chenyao, 2021)

Many news commentators have embarked on new endeavors in the field of new media. For instance, after departing from traditional media, Wang Xiaoqian, a news commentator from the China Media Group, established a personal account on Douyin (TikTok), where she shares content related to lifestyle and parenting. As of the end of June 2023, she has amassed 8.53 million followers on the Douyin platform, receiving 84.27 million likes. Wang Xiaochuan, a host from Anhui Satellite TV, created a personal channel on Douyin with a focus on news commentary. By the end of June 2023, he has garnered 8.71 million followers and accumulated 120 million likes. Media professionals from traditional outlets have adopted a more independent form, facing the challenges presented by new media platforms. They embrace a more relaxed style, engage in more relatable and life-oriented scenes, and use language that aligns with audience expectations, thereby guiding the development direction of social hot topics.

It's noteworthy that traditional media programs are quietly undergoing transformation to meet the demands of new media audiences. As a significant flagship program in China's news industry, "Xinwen Lianbo" (News Broadcast) holds unique significance. Since its establishment in 1978, "Xinwen Lianbo" has served as a platform for delivering important government policies, showcasing China's political development, focusing on domestic reform frontiers, and conducting external propaganda. Its program status and political importance are evident. However, it lacks appeal to young users. In light of this, the News New Media Center of the China Media Group launched the news commentary program "Zhubo Shuo Lianbo" on July 29, 2019. This short video program features the news commentator of "Xinwen Lianbo" as the main figures and adopts vertical screen transmission instead of traditional horizontal screen transmission. The video length is around 2 minutes, and the news commentator style and language differ significantly from traditional news programs. It incorporates more subjective and commentative expressions, making the program more appealing to young audiences.

Literature Review and Theoretical Framework**1. TV News program****1.1 Development of TV News program**

The development of Chinese TV news commentary programs can be divided into three stages: the initial stage, the exploration stage, and the development stage. In 1980, China Central Television (referred to as "CCTV") launched "Observation and Thinking," which changed the traditional form of commentary and presented it through television, becoming China's first TV commentary program. During the same period, programs like "News Perspective" and "Social Focus" on Oriental TV and "BTV Night Talk" on Beijing TV were successively launched. Their broadcasts significantly expanded the development path of TV news commentary programs in China. The 1980s marked the initial exploration of TV news commentary programs in China, during which these programs gained valuable experience in format, narrative style, and the role of hosts (Jia Yi, 2016). Most of these programs featured forms such as commentator articles, post-editing discussions, and in-house commentary, incorporating elements from traditional media like radio and newspaper commentary into television programs. The role of the host during this period was more about changes in titles and did not necessarily signify them as the true leaders of opinion information (Jia Yi, 2015).

In the 1990s, TV news commentary programs entered the exploration stage. Represented by CCTV's "Oriental Time and Space," this period saw the adoption of a combination of segments, greatly enriching the broadcast forms of news commentary. Subsequently, CCTV introduced "Yidan's Topics," which underwent a reform in its name by naming it after the host and emphasizing the program's commentary aspect with the word "Topics." At the end of 1993, CCTV merged three programs: "Oriental Time and Space," "Observation and Thinking," and "Today in the World." Concurrently, CCTV established a News Commentary Department, advancing program development from a managerial perspective. These initiatives propelled Chinese TV news commentary programs into a period of rapid development.

Entering the 21st century, CCTV launched the program "International Observation." In terms of broadcast format, it departed from tradition by adopting live broadcasts instead of pre-recorded ones, enhancing the timeliness of information dissemination. Subsequently, CCTV's new versions of programs like "News 1+1," "Global Horizon," and "News Live Room" introduced guest connections, diversifying the forms of news commentary and increasing the depth of commentary. Programs like "News Today's Talk" and "One Tiger, One Talk" allowed more people to learn about Phoenix TV, receiving acclaim from the general public and industry professionals. In addition, the audience began to pay attention to programs combining reading and commentary, with Phoenix TV's "Daily Reading from the Newspaper" as a starting point, and

others like CCTV's "First Time" and Jiangsu TV's "Zero Distance in Nanjing," leading to continuous changes in the forms of commentary. In July 2009, CCTV News Center established the commentator mechanism, forming a dedicated commentator team responsible for assembling a group of special commentators. In 2013, CCTV's "Focus Interview" underwent a reform, and in the same year, "News Broadcast" attempted to introduce a commentator system to provide real-time commentary on specific news content. Liu Jun (2021) widely regarded these changes as signals of traditional media adapting to the new media era.

1.2 Changes Due To Digital Media

China's media is undergoing profound integration, a significant factor leading to the transformation of digital media. Short videos, small screens, and fragmented communication have resulted in TV news programs exhibiting scattered characteristics. According to the 52nd "China Internet Development Status Statistical Report" released by the China Internet Network Information Center (CNNIC) in June 2023, China's internet user base reached 1.079 billion, growing by 11.09 million compared to December 2022, with an internet penetration rate of 76.4%. The immense development of the internet has created a new discourse scenario for the media industry, presenting new challenges in the digital era. Ma Lin (2017) argues that traditional media television program production and communication have long been confined within their own closed system structure. The mass communication nature of face-to-face interactions has led to well-produced programs lacking effective interaction with the audience. In the new media environment, authoritative mainstream media TV programs should leverage their advantages in professional content production while maintaining high levels of production equipment and creative teams. Simultaneously, they should choose suitable content and forms to deliver TV programs beyond the traditional broadcasting network to achieve the integration of broadcasting, telecommunications, and the internet.

According to Song Shoushan (2023), a more diverse discourse subject strengthens the camp of news commentary, simultaneously weakening the discourse authority, capability, and efficacy of mainstream media news commentary. Zhao Ru, Ju Gaofer, and Wang Lei (2021) argue that the soil for mainstream media public opinion guidance has been hollowed out, and emerging media still lack systematic public opinion guidance capabilities. The dual pressures make media public opinion guidance increasingly perplexed. Cheng Yuanhui (2023) suggests content dissemination strategies for news commentary programs in the era of short videos: 1. Leverage timeliness advantages to enhance news value. 2. Actively engage with the audience, plan content around hot topics. 3. Collaborate across multiple platforms, leveraging the strengths of converged media. 4. Promote technological integration to enhance communication effectiveness. Insights from "Anchors' Union Talks" on the development of short video news programs include: 1. Seize hot topics, align with audience life. 2. Utilize platform strength to expand communication channels. 3. Strengthen individual expression, build brand IP. Ma Lin

(2017) asserts that short videos change the narrative style of news, broaden news reporting channels, and innovate news communication methods. Audience access to information through mobile short videos has become a new form in the content communication industry.

However, the integration of TV news and short videos faces challenges and issues. Tang Jie (2022) points out problems such as a scarcity of high-quality programs and a lack of core competitiveness. The weak audience stickiness and limited communication influence are also raised as concerns. Li Ya (2022) addresses the issue of regulatory rationality from a data distribution perspective. She emphasizes that short video platforms aiming for long-term growth must use big data algorithms to understand the audience's time periods, demands, and preferences. In the current internet era, big data intelligent algorithms enable platforms to provide more personalized services. Big data can determine user types by analyzing usage times and searched content, allowing for precise classification. Platforms like "Today's Headlines" in China use big data analysis to understand user browsing history and search engine content, tailoring news content that aligns with user interests. In the context of new media, platforms heavily rely on the assistance of big data analytics. As long as there is intelligent algorithm support from big data, users can have an intelligent application or video platform that knows all their preferences. This aids information efficiency in the current fast-paced era. Pan Zhiqi and Jing Ming (2016) pointed out three key aspects for the improvement of traditional media in response to the impact of self-media on news commentary. Firstly, they emphasized the need to grasp the "leeway" of self-media, noting that online news commentary is highly susceptible to collective emotional influences, resulting in overtly aggressive and sarcastic tones. Traditional media must strengthen the construction of their own news commentary, making it objective, rational, and authoritative, distinctly differentiating it from online news commentary. Secondly, they suggested leveraging the "East Wind" of self-media technology. Traditional media's news commentary, in addition to being carried by newspapers, television, and radio, should rely on the internet to maximize visibility among the public. By setting certain topics, traditional media can trigger public discussions and generate significant impact. Lastly, they highlighted the importance of news commentators independently thinking and forming unique perspectives. While online news commentary often stays at the public's "first opinions or viewpoints," which are simple and direct, news commentators should explore new and nuanced viewpoints and angles based on rationality, objectivity, and authority. This is not only crucial for traditional media to capture public attention but also an essential means of upholding correct public opinion.

In addition, it is essential to recognize that deliberately distorting news facts to pursue novel viewpoints and create a sensational effect is not advisable. In such cases, even new perspectives are fallacies.

Regarding the survival and improvement of television news programs, Liu Jun (2021) proposed a different answer. He suggested that in the era where "big data plus algorithms" are becoming mature and have permeated into people's daily information consumption, television political programs need to pay high attention to data and algorithmic analysis. The exploration and analysis should include vertical and segmented data related to online playback and audience preferences, rather than just general television viewership data. By adjusting program topics, narrative content, format, communication methods, and feedback absorption based on audience viewing and preference data, television political programs can effectively involve audiences in an indirect manner. This approach is similar to the impact of movie fans participating in Douyin ratings on film creation. It is crucial for program teams to integrate communication technology when planning broadcasts. From the initial stages of content planning and production, considerations should be given to how content adapts to the push and communication of big data algorithms. This includes focusing on typification in production, node-based suspense, verticalization of themes, fine-tuning communication, and closely interacting with push and communication methods to closely follow communication effects and stimulate spontaneous audience sharing.

Zhai Mengjie (2023) points out that in the face of a diverse and complex public opinion environment, online news commentary, with its characteristics of combining the speed of the internet, the authority of the media, and the guidance of commentary, plays a crucial role in guiding public opinion on hot events. This is mainly manifested in three aspects. First, the timely evaluation extends the time and scope of the influence of online news commentary. It serves as one of the primary channels for the public to understand the facts of hot social events, avoiding the proliferation and spread of rumors to some extent. It also tracks the development of events, conveying rational viewpoints and voices, effectively guiding and alleviating negative public emotions. Second, the diversified platforms enrich the forms of online news commentary. Various forms such as text, video, and audio make the information conveyed by news commentary more easily accepted by the audience. Third, open interaction expands the dissemination hierarchy of online news commentary. The functions of searching, forwarding, and commenting on various social media platforms promote the multiple dissemination of online news commentary, breaking through information barriers and reaching a wider audience.

2 News Commentator

2.1 The Role of News Commentator In News Program

Zhang Jinlei (2021) emphasizes that news commentators must adopt a stance based on social morality and legal regulations to create impartial news commentaries. It is crucial to avoid crafting commentary works from a personal perspective.

Li Hui (2021) asserts that outstanding news commentary pieces should not be overly esoteric. Instead, creators should examine and research commentary writing from the perspective of ordinary people. Authors should incorporate the reader's viewpoint and contemplate how ordinary individuals would think, considering the differences in their perspectives on news compared to professionals and media workers.

Li Shaoqiang and Feng Xiao (2021) suggest that mainstream media news commentators can become crucial opinion leaders in the public opinion field by providing competitive viewpoints. The primary paths include: downward dissemination of the Party's principles, policies, and guidelines through the interpretation, explanation, and promotion of news commentary principles, spreading mainstream values to the widest audience; upward reflection of the masses, capturing their demands, opinions, and wisdom, extracting and summarizing the essence, ascending to the level of mainstream social values and national policies. In other words, the intellectual power of news commentators is primarily demonstrated through political acumen and discernment, practicing the mass line by guiding and serving the masses.

Lei Yi (2023) believes that traditional media has long been accustomed to using news events as a starting point but then transcending the events themselves. It takes a higher and more macro perspective to comment on a news event. This form of expression is necessary, especially on a macro and policy level, where such commentary often represents the voice and stance of the party and government. It plays a role in "qualifying" and "setting the tone" for certain events or phenomena, as seen in "editorial commentary" and "op-ed" pieces. However, this long-established writing mindset, especially in the era of developed online media, tends to appear too forceful and high-handed when addressing issues that are not strictly dichotomous but closely related to the interests of the people. Using the intensity and altitude of "editorial commentary" and "op-ed" to criticize issues, while hitting the key points and guiding correctly, often leads to an overemphasis that seems aloof and out of touch, causing an instinctive rejection from the audience. Often, the meticulous crafting of words cannot compete with the deconstruction of events during an online frenzy. For instance, in the 2018 "Kunshan revenge case," despite various traditional media analyzing the case from the perspectives of the rule of law, legal interpretation, and improvement of criminal law, the online discourse focused more on topics like tattoos, underworld rules, the personality of the main character, and even the practicality of martial arts. These diverse and scattered points undoubtedly overwhelmed and eclipsed the voices of many traditional media outlets. This prompts us to reflect on how traditional media can enrich their means and forms of expression to be more in touch with the lives of the masses while strengthening the regulation of online public opinion.

2.2 Online News Commentator

Tong Han&Wang Qianqian (2023): Taking "Anchors' Comments on the News" as an example, they believe that online news hosts should possess the following characteristics:

1. Innovative language styles and personal styles.
2. Enriched news content and communication channels.
3. Diverse interactive methods with the audience.

Shi Sujing (2023): The advent of the era of converged media has brought about a revolutionary change in the relationship between news media and the vast audience. Audiences can autonomously choose news information and information acquisition channels, shaking the dominant position of traditional news media. To stand out among numerous similar news programs, television news commentary program hosts must strive to highlight individualization in language expression. Engels condensed the essence of his artistic creation into "style is the person," a phrase equally applicable to television news commentary program hosts. The personalized language expression of hosts is not only an external reflection of their profound cultural background and professional competence but also serves as the key to entering new media platforms, achieving fan conversion, and enhancing program ratings. However, the mentioned personalized expression should not be equated with "individualization"; hosts must showcase language individuality within reasonable and moderate limits while ensuring they maintain a professional, neutral, and objective perspective to avoid the leakage of one-sided opinions.

Liu Jun (2023): Liu Jun raises the issue of "online sense" for news commentators. "Online sense" is the collective character projection of digital natives and early digital immigrants, manifested in postmodern thinking, second-dimensional communication, otaku-style survival, non-linear expression, fragmented understanding, and divergent creativity. These are both manifestations and sources of online sense. Even middle-aged and elderly viewers, immersed in "WeChat-style" existence, inevitably accept or already possess characteristics influenced by online sense, making the preference for online sense almost a "whole-age" phenomenon. Increasing online sense is a crucial factor or successful strategy for content suddenly becoming a "trend" in the current internet and social spaces. Television political news programs also need to pay attention to the "online sense" issue and contemplate methods to increase "online sense" in production and dissemination.

3 Gatekeeping Theory

3.1 Significance of Gatekeeping Theory For Tv News Reporting

Lu Xiaojing, Yao Yongchun (2021): They argue that "gatekeeping" is not an objective and neutral process but rather reflects the value standards of various gatekeepers, including media and other entities. "Gatekeeping" is not a simple information transmission process; it often involves the dissemination of information with a personal touch. The information that undergoes "gatekeeping" is selectively chosen, and content aligning with audience needs and media interests is prioritized for dissemination. In this regard, traditional "gatekeeping" theories

are also constrained by social factors. Additionally, traditional "gatekeeping" is predominantly a collective action, reflecting the will of a media organization.

Yin Hongwei (2016) argues that the bidirectionality of communication leads to the generalization of communication power, weakening the authority of communicators. The liberalization of information dissemination broadens the scope of communication infinitely, resulting in information overload.

Huang Shuai (2022), from the perspective of communication values, observes that the classical "gatekeeper" theory in communication studies finds practical application in the feedback and revision process of news commentary. Previous research has suggested that the "gatekeepers" in news commentary include not only editors but also "machine gatekeepers," serving as a beneficial supplement to "human gatekeeping." The gatekeeping process has become a "vast and dense network" in the era of mass communication. To effectively cover the information on this network, timely and accurate gatekeeping is essential. The feedback and revision stages make the gatekeeping process of news commentary more robust. Firstly, the online editing and publishing system functions as an initial "gatekeeper." For example, mechanisms such as spell-check alerts in WeChat public accounts and automated correction features in app editing platforms play a role in this capacity. Secondly, the role of human editors in gatekeeping cannot be ignored. Errors that machines cannot identify and issues raised by readers can be adjusted and resolved through the gatekeeping efforts of editors.

3.2 Change In The Role Of Gatekeeping In Digital Era

Hu Yong and Zhou Lingyu (2021) take "constructing reality" as the main theme and outline the evolution of gatekeeping theories in different periods. They point out two significant transitions in gatekeeping theory: the shift from the "gatekeeping chain" to the "gatekeeping network" and from "human gatekeeping" to "machine gatekeeping." They argue that, in the context of the information society, machine gatekeeping and the reconstruction of modern society may be crucial research directions for the future of gatekeeping theory.

Tang Xu (2016) points out that in the process of gatekeeping, the audience of new media is the most differentiated gatekeeper. For example, various self-media news video reposters may have different interpretations of national policies, and there might be inappropriate remarks in the comments on the short videos. This can disrupt the audience's correct understanding of national policies, reflecting the varied quality of individual audience gatekeeping.

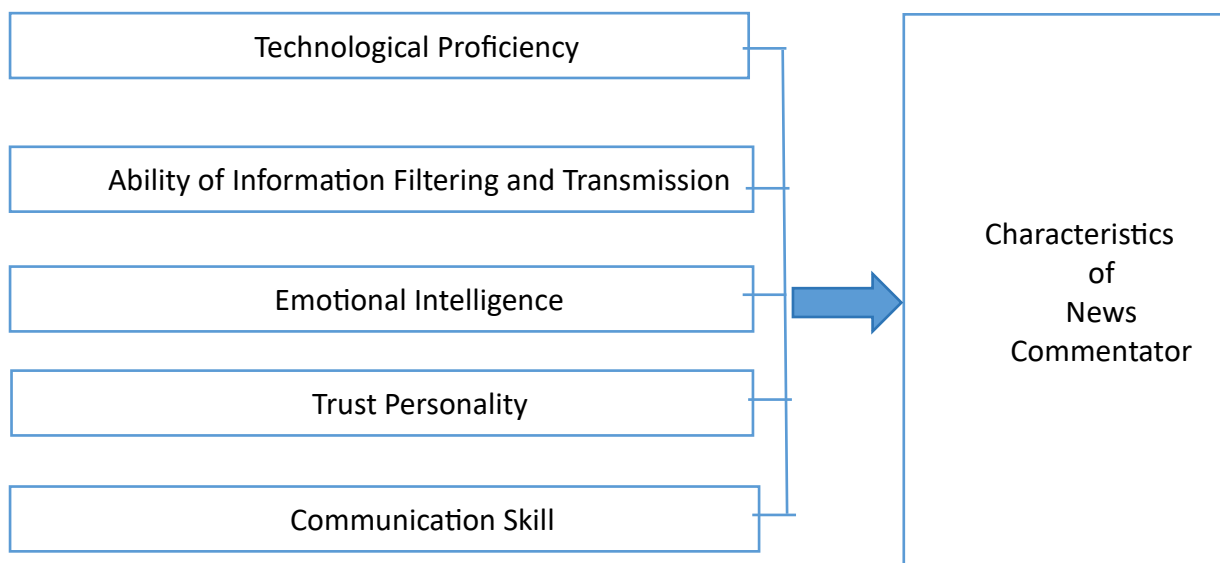
Lu Xiao Jing, Yao Yong Chun (2021) believe that in the context of deepening media convergence, visual information communication will become the norm. The development of news short videos should pay more attention to the development on the interactive level. The "gatekeepers" theory should also be continuously improved and developed in the new environment. Through algorithmic gatekeeping and future AI artificial intelligence technology,

exploring rapid, efficient, and batch gatekeeping and monitoring of news content to enhance the coupling of news short videos with social development. This will encourage the continuous creation of high-quality content for news short videos, open up new communication channels, ensure the sustainable development of news short videos, and jointly create a positive and uplifting online space.

Ding He Rong (2021) suggests that "algorithmic gatekeeping" is generally performed by using pre-set artificial intelligence models to identify keywords and images in short videos, thereby examining whether there are any violations in the works and texts. If suspected violations are found, the machine intercepts the content and alerts human attention through methods such as highlighting or marking in red for reevaluation. Additionally, "algorithmic gatekeeping" conducts content plagiarism checks in a massive video database, rejecting or recommending low-quality content based on the audit results.

Research Framework or Conceptual Framework

The research framework delineates the variable relationships between personality development and news commentators, as shown in Figure 1-1.



Objectives

- 1.To explore the difference of news program in the modes of communication across different media in the digital era.
- 2.To study the influence of new media characteristics of news commentator.
- 3.To propose a likely characteristics of news commentator to online news program.

Research Methodology

1. Population and Sample

1) Population. There are two population groups. The first comprises frontline staff in news production organizations, including managers, news planners, and news commentators. The second consists of the audience, including university journalism faculty and fans.

2) Random Sampling. This involves a random sampling method to randomly survey the audience's understanding of personalized news commentator traits. The questionnaire is distributed until 400 valid responses are collected to ensure the random authenticity of the data.

2. Research Scope

1) The scope of qualitative research focuses on the management of news broadcasting organizations, news planners, news commentators, university journalism faculty, and fan club members.

2) The scope of quantitative research targets university students, news industry professionals, academic researchers in journalism, and the general audience.

3. Research Tools

1) Sources for literature review include books, articles, and previous research papers, including the China Radio & Television Yearbook, annual industry analyses, and studies on TV journalism development.

2) Open and closed questions are used for data collection, with a 5-point rating scale applied to closed questions.

3) The research utilizes the Index of Item Objective Congruence (IOC) from five experts in the field to ensure clarity, appropriateness, and accurate measurement of the questions.

4) Questions are subjected to Institutional Review Board (IRB) evaluation to mitigate potential risks to participants, particularly focusing on ethical and moral issues related to the privacy of Chinese female Generation Z respondents.

5) Statistical analysis of questionnaire data includes Cronbach's α coefficient, frequency, percentage, mean, standard deviation (S.D.), and analysis of variance (ANOVA) using the SPSS program.

6) An online questionnaire survey tool, namely Questionnaire Star, is employed for data collection in China.

4. Data Collection

The processes of data collection and analysis are stepwise in accordance with the research methods and expectations of this research.

4.1 Step of Data Collection

Step 1: Conduct a literature review to determine the components of TV news production and business.

Step 2: Based on the results of the above steps, set in-depth interview questions and questionnaires.

Step 3: Consult experts for IOC testing and IRB review.

Step 4: Conduct in-depth interviews with 10 experts.

Step 5: Descriptively analyze the results of the interview process.

Step 6: Conduct an online questionnaire survey of 400 valid responses. Before data collection, the questionnaire is repeatedly checked and revised to ensure the accuracy and validity of the questions leading to the quality and reliability of the study.

Step 7: Computerize the raw data of the questionnaire survey.

Step 8: Utilize the SPSS program for statistical analysis of questionnaire data.

4.2 Analysis Process

1) Descriptive analysis of in-depth interview questions to interpret the results of the interviewees. The analysis covers how TV shows adapt to online media and the significance of Generation Z for the TV industry.

2) Statistical analysis of the questionnaire includes values such as frequency, percentage, mean, and standard deviation. The analysis assesses the audience's perception of the traits of news commentators in the digital era. Results are presented through narration, tables, and charts. Additionally, Cronbach's α coefficient is used to test the internal consistency reliability of the scales by calculating the correlation between items in the scales. In this research, the results show that the Cronbach's α coefficients for the "Technological Proficiency" scale, "Ability of Information Filtering and Transmission" scale, "Emotional Intelligence" scale, "Trust Personality" scale, and "Communication Skill" scale were 0.872, 0.897, 0.868, 0.862, and 0.853, respectively. An α coefficient above 0.8 indicates good internal consistency, leading to good reliability.

Result

1. Descriptive Analysis of the Sample

An analysis of the descriptive statistics of the research variables reveals that the majority of variables exhibit mean (M) and standard deviation (SD) values within a reasonable range, without significant anomalies. Normality tests are primarily employed to assess whether continuous variables follow or approximately follow a normal distribution. In this study, skewness and kurtosis coefficients are considered to determine if the data is moderately normally distributed. If the absolute values of skewness and kurtosis are within 3, the data is considered to be moderately normally distributed.

As indicated in the table below, the skewness and kurtosis absolute values for variables such as Technological Reserves and Empowerment, Network Participation and Group Identity,

Emotional Intelligence and Emotion Management, Information Filtering and Transmission Ability, Discourse Framing and Ideology, Social Learning Adaptation, External Image and Aesthetics, Personality Traits, Network Environment, Values, Social Identity, and Audience Groups are all within 3. This suggests that the data for the variables in this study conforms to a moderately normal distribution, allowing for further analysis.

Descriptive Statistical Analysis of Research Variables

Items	M±SD	Variance ²	Kurtosis ²	Skewness ²	Coefficient of variation (CV) ²
Technological Reserves and Empowerment	3.459±1.022	1.045	-0.646	-0.456	29.560%
Network Participation and Group Identity	3.474±1.067	1.140	-0.950	-0.357	30.725%
Emotional Intelligence and Emotion Management	3.132±1.113	1.239	-1.218	0.143	35.529%
Information Filtering and Transmission Ability	3.073±1.035	1.071	-1.021	0.101	33.673%
Social Learning Adaptation	3.150±1.048	1.097	-0.962	-0.162	33.257%
Discourse Framing and Ideology	3.517±1.027	1.056	-0.822	-0.449	29.218%
External Image and Aesthetics	3.438±1.101	1.213	-0.978	-0.341	32.034%
Personality Traits	2.451±0.685	0.469	0.548	0.268	27.951%
Network Environment	2.472±0.720	0.519	0.997	0.523	29.129%
Values	2.487±0.720	0.518	0.117	0.222	28.944%
Social Identity	2.650±0.990	0.981	-0.779	-0.047	37.366%
Audience Groups	2.684±0.812	0.660	-0.206	0.167	30.273%

2 Validity Analysis of the Scale

2.1 Exploratory Factor Analysis of Influencing Factors on Personalized Development

Validity testing analysis of the questionnaire scale is typically conducted using exploratory factor analysis. The prerequisite for testing the validity through exploratory factor analysis is that the Kaiser-Meyer-Olkin (KMO) value after factor extraction should be greater than 0.6, and the p-value should be less than 0.001. These conditions indicate that the existing questionnaire data can be examined using exploratory factor analysis. Based on the KMO and Bartlett's test results for the questionnaire on influencing factors of personalized development for news

commentators, the KMO value is 0.838, exceeding 0.7, and the p-value is less than 0.001. This indicates suitability for factor analysis to test validity, and the research data are suitable for factor extraction, demonstrating good data validity.

In this study, SPSS 25.0 software was utilized to perform exploratory factor analysis using the maximum variance method with orthogonal rotation. A total of 5 common factors, namely Audience Group, Personality Traits, Online Environment, Social Identity, and Values, were extracted. The eigenvalues for these factors all exceeded 1, and the cumulative variance explained after rotation was 71.465%. Generally, a cumulative variance explained rate exceeding 50% suggests good explanatory power for the used scale, with minimal information loss during the process of dimensionality reduction for high-dimensional data. An exploratory factor loading matrix was obtained through maximum variance orthogonal rotation, and convergence validity is acceptable when the factor loading coefficients for each measurement item are greater than 0.5, and very good when they exceed 0.7. In this study, the factor loading coefficients for the measurement items on the dimensions of Audience Group, Personality Traits, Online Environment, Social Identity, and Values all exceeded 0.7, with no cross-loading phenomenon observed. Therefore, the questionnaire scale for influencing factors on personalized development of news commentators in this study exhibits good validity.

KMO and Bartlett test

KMO		0.838
Bartlett test	Approx. Chi-Square	3138.772
	df	136
	p value	0.000

Total Variance Explained

Factor	Eigen values			% of variance (Initial)			% of variance (Rotated)		
	Eigen	% of Variance	Cum. % of Variance	Eigen	% of Variance	Cum. % of Variance	Eigen	% of Variance	Cum. % of Variance
1	5.594	32.907	32.907	5.594	32.907	32.907	2.705	15.914	15.914
2	2.120	12.471	45.378	2.120	12.471	45.378	2.624	15.432	31.346
3	1.747	10.274	55.652	1.747	10.274	55.652	2.338	13.752	45.098
4	1.645	9.679	65.331	1.645	9.679	65.331	2.336	13.741	58.839
5	1.043	6.134	71.465	1.043	6.134	71.465	2.146	12.626	71.465
6	0.797	4.687	76.152	-	-	-	-	-	-
7	0.524	3.081	79.233	-	-	-	-	-	-
8	0.495	2.911	82.144	-	-	-	-	-	-
9	0.460	2.708	84.852	-	-	-	-	-	-
10	0.434	2.551	87.402	-	-	-	-	-	-

Total Variance Explained									
Factor	Eigen values ²			% of variance (Initial)			% of variance (Rotated)		
	Eigen	% of Variance ²	Cum. % of Variance ²	Eigen	% of Variance ²	Cum. % of Variance ²	Eigen	% of Variance ²	Cum. % of Variance ²
11	0.371	2.183	89.585	-	-	-	-	-	-
12	0.339	1.997	91.582	-	-	-	-	-	-
13	0.331	1.949	93.531	-	-	-	-	-	-
14	0.324	1.905	95.437	-	-	-	-	-	-
15	0.298	1.753	97.190	-	-	-	-	-	-
16	0.246	1.449	98.639	-	-	-	-	-	-
17	0.231	1.361	100.000	-	-	-	-	-	-

Factor loading (Rotated)						
Items	Factor loading ²					Communalities ²
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	
Audience Groups1	0.768	0.112	-0.065	0.128	0.234	0.678
Audience Groups2	0.820	0.009	0.148	0.031	0.085	0.703
Audience Groups3	0.747	0.150	0.157	0.144	0.121	0.640
Audience Groups4	0.789	0.249	0.147	0.015	0.181	0.740
Personality Traits 1	0.241	0.701	0.141	0.071	0.289	0.658
Personality Traits 2	0.124	0.856	0.093	0.112	0.102	0.780
Personality Traits 3	0.158	0.734	0.137	0.151	0.273	0.680
Personality Traits 4	0.029	0.735	0.011	0.060	0.142	0.565
Online Environment 1	0.103	0.088	0.836	0.127	0.039	0.735
Online Environment 2	0.144	0.055	0.846	0.096	0.168	0.776
Online Environment 3	0.080	0.142	0.853	0.098	0.069	0.768
Social Identity 1	0.112	0.141	0.092	0.820	-0.018	0.714
Social Identity 2	0.070	0.109	0.119	0.869	0.129	0.803
Social Identity 3	0.079	0.062	0.107	0.883	0.030	0.803
Values 1	0.167	0.240	0.140	0.066	0.747	0.668

Values 2	0.184	0.187	0.016	0.006	0.782	0.680
Values 3	0.202	0.253	0.147	0.074	0.792	0.759

Note: Blue indicates that the absolute value of loading is greater than 0.4, and red indicates that the communality is less than 0.4.

Methods: Varimax.

2.2 Exploratory Factor Analysis of Personalized Expression

Based on the factor analysis results in this study, the tool for the Personalized Expression scale demonstrates reliability in terms of construct validity. The Kaiser-Meyer-Olkin (KMO) value is 0.609 ($p < 0.001$). The results of principal component analysis indicate that the first factor can explain 28.210% of the variance, suggesting the absence of common method bias in the scale. The first seven factors can collectively explain 72.420% of the variance. In the factor loading matrix after rotation, there is a certain level of correlation between each factor and the respective measurement items. Furthermore, the measurement items within the tool exhibit high loading values within their respective scales, all exceeding 0.8.

In summary, the Personalized Expression scale tool in this study demonstrates good reliability in terms of construct validity, as evidenced by the KMO value exceeding 0.6, the variance explained by factors, and the high loading values of measurement items within their designated scales.

KMO and Bartlett test

KMO		0.886
Bartlett test	Approx. Chi-Square	5727.901
	df	351
	p value	0.000

Total Variance Explained

Factor	Eigen values				% of variance (Initial)				% of variance (Rotated)			
	Eigen	% of	Cum. %		Eigen	% of	Cum. %		Eigen	% of	Cum. %	
	n	Variance	of	Variance	n	Variance	of	Variance	n	Variance	of	Variance
1	7.617	28.210	28.210		7.617	28.210	28.210		3.628	13.438	13.438	
2	3.134	11.607	39.817		3.134	11.607	39.817		2.935	10.869	24.307	
3	2.599	9.624	49.441		2.599	9.624	49.441		2.900	10.742	35.049	
4	1.918	7.104	56.545		1.918	7.104	56.545		2.879	10.662	45.711	
5	1.603	5.937	62.482		1.603	5.937	62.482		2.748	10.179	55.890	

6	1.52 3	5.642	68.124	1.52 3	5.642	68.124	2.28 9	8.477	64.367
7	1.16 0	4.296	72.420	1.16 0	4.296	72.420	2.17 4	8.053	72.420
8	0.60 2	2.230	74.650	-	-	-	-	-	-
9	0.53 4	1.977	76.627	-	-	-	-	-	-
10	0.49 1	1.818	78.445	-	-	-	-	-	-
11	0.47 6	1.763	80.208	-	-	-	-	-	-
12	0.45 7	1.693	81.901	-	-	-	-	-	-
13	0.44 2	1.639	83.540	-	-	-	-	-	-
14	0.42 7	1.583	85.123	-	-	-	-	-	-
15	0.40 4	1.496	86.619	-	-	-	-	-	-
16	0.39 4	1.460	88.078	-	-	-	-	-	-
17	0.36 8	1.361	89.440	-	-	-	-	-	-
18	0.34 6	1.282	90.722	-	-	-	-	-	-
19	0.34 0	1.260	91.982	-	-	-	-	-	-
20	0.31 6	1.169	93.151	-	-	-	-	-	-
21	0.31 1	1.151	94.302	-	-	-	-	-	-
22	0.29 2	1.083	95.384	-	-	-	-	-	-
23	0.28 5	1.056	96.440	-	-	-	-	-	-
24	0.25 8	0.956	97.396	-	-	-	-	-	-
25	0.25 3	0.937	98.334	-	-	-	-	-	-
26	0.24 0	0.890	99.223	-	-	-	-	-	-

27	0.21	0.777	100.000	-	-	-	-	-	-
	0								

Factor loading (Rotated)								
Items	Factor loading ²							Communalities ²
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	
Information Filtering and Transmission Ability 1	0.841	0.060	0.028	0.120	0.034	0.102	0.075	0.744
Information Filtering and Transmission Ability 2	0.844	0.001	0.070	0.096	0.041	0.058	0.074	0.737
Information Filtering and Transmission Ability 3	0.786	0.063	0.028	0.020	0.120	0.072	0.037	0.644
Information Filtering and Transmission Ability 4	0.829	0.125	0.011	0.100	0.028	0.073	0.071	0.724
Information Filtering and Transmission Ability 5	0.821	0.046	0.031	0.080	-	0.076	0.228	0.742
					0.018			
Emotional Intelligence and Emotion Management 1	0.044	0.782	0.115	0.225	0.109	0.109	0.069	0.707
Emotional Intelligence and Emotion Management 2	0.063	0.784	0.175	0.187	0.045	0.062	0.136	0.709
Emotional Intelligence and Emotion Management 3	0.105	0.828	0.141	0.093	0.080	0.068	0.111	0.748

Emotional Intelligence and Emotion Management 4	0.075	0.800	0.232	0.052	0.114	0.083	0.082	0.729
Network Participation and Group Identity 1	0.030	0.147	0.796	0.154	0.080	- 0.012	0.123	0.701
Network Participation and Group Identity 2	0.068	0.113	0.802	0.190	- 0.031	0.066	0.154	0.725
Network Participation and Group Identity 3	0.054	0.220	0.802	0.110	0.035	0.087	0.114	0.729
Network Participation and Group Identity 4	0.005	0.177	0.778	0.201	0.118	0.027	0.105	0.703
Technological Reserves and Empowerment 1	0.114	0.295	0.221	0.687	0.087	- 0.011	0.223	0.679
Technological Reserves and Empowerment 2	0.138	0.111	0.153	0.853	0.042	0.056	0.116	0.801
Technological Reserves and Empowerment 3	0.071	0.142	0.184	0.825	0.097	0.042	0.012	0.752
Technological Reserves and Empowerment 4	0.115	0.089	0.150	0.805	0.077	- 0.012	0.153	0.721
Discourse Framing and Ideology 1	0.036	0.088	0.049	0.065	0.781	0.152	0.174	0.679

Discourse Framing and Ideology 2	0.092	0.069	0.083	0.058	0.837	0.141	0.053	0.746
Discourse Framing and Ideology 3	- 0.013	0.053	0.036	0.066	0.716	0.029	0.204	0.564
Discourse Framing and Ideology 4	0.077	0.101	0.018	0.068	0.808	0.066	0.055	0.682
Sociological Adaptation 1	0.105	0.084	0.048	0.067	0.133	0.838	0.069	0.749
Sociological Adaptation 2	0.118	0.072	0.028	- 0.009	0.173	0.854	0.070	0.783
Sociological Adaptation 3	0.109	0.113	0.061	0.006	0.059	0.835	0.076	0.735
External Image and Aesthetics 1	0.161	0.139	0.173	0.143	0.197	0.096	0.776	0.745
External Image and Aesthetics 2	0.229	0.128	0.201	0.175	0.182	0.020	0.802	0.817
External Image and Aesthetics 3	0.130	0.169	0.183	0.161	0.223	0.169	0.758	0.758

Note: Blue indicates that the absolute value of loading is greater than 0.4, and red indicates that the communality is less than 0.4.

Methods: Varimax.

2.3 Confirmatory Factor Analysis of Factors Influencing Personalized Development

In the context of confirmatory factor analysis for factors influencing personalized development, the measurement model was subjected to Confirmatory Factor Analysis (CFA). Composite Reliability (CR) values, indicating internal consistency, are typically considered acceptable when surpassing 0.7. In this case, all CR values for the measurement items exceed 0.7, signifying a high level of internal consistency for the measurement tool. Average Variance Extracted (AVE) values, reflecting relatedness, are expected to be above 0.5 for acceptability. All AVE values for the measurement items are indeed above 0.5, indicating a high level of relatedness for the measurement tool.

In summary, based on the measurement item data provided in the table below, the measurement tools for Audience Group, Personality Traits, Online Environment, Social Identity, and Values demonstrate high internal consistency and relatedness. Overall, this measurement tool exhibits a high level of internal consistency and relatedness in evaluating the factors influencing personalized development.

Confirmatory Factor Analysis of Factors Influencing Personalized Development

manifest variable	Coef.	Std. Error	Std. Estimate	AVE	CR
Personality Traits 1	1.000	-	0.796	0.548	0.827
Personality Traits 2	0.974	0.063	0.776		
Personality Traits 3	1.031	0.065	0.792		
Personality Traits 4	0.789	0.070	0.576		
Online Environment 1	1.000	-	0.765	0.639	0.842
Online Environment2	0.935	0.061	0.832		
Online Environment 3	1.009	0.067	0.801		
Values 1	1.000	-	0.740	0.565	0.794
Values 2	0.879	0.073	0.663		
Values 3	1.196	0.084	0.842		
Social Identity 1	1.000	-	0.729	0.659	0.852
Social Identity 2	1.227	0.080	0.857		
Social Identity 3	1.266	0.083	0.843		
Audience Groups 1	1.000	-	0.714	0.559	0.834
Audience Groups 4	1.143	0.079	0.833		
Audience Groups 2	1.009	0.079	0.710		
Audience Groups 3	1.002	0.077	0.725		

According to the results of discriminant validity analysis, it is evident that the correlations between the various constructs of the measurement tool are not very high. This suggests that they can to some extent distinguish between different concepts. For instance, the correlation between "Personality Traits" and other constructs is relatively low, with a maximum value of 0.538, indicating a certain level of distinctiveness between "Personality Traits" and other concepts. The Average Variance Extracted (AVE) levels for Audience Group, Online Environment, Social Identity, and Values are all higher than the levels of correlation between Audience Group, Online Environment, Social Identity, Values, and other constructs. This indicates that there is good discriminant validity among the concepts of the research measurement tool.

Discriminant Validity

	Personality Traits	Online Environment	Values	Social Identity	Audience Groups
Personality Traits	0.741				
Online Environment	0.277	0.800			
Values	0.538	0.275	0.752		
Social Identity	0.272	0.268	0.176	0.811	
Audience Groups	0.380	0.282	0.450	0.231	0.747

Discussion**1 Discussion about Major Findings of Objective 1: Communication Paradigms**

The study reveals a nuanced understanding of communication paradigms in the digital era. It highlights the need to differentiate communication methods across diverse media. News commentators navigate various platforms, each with its unique demands. From concise messaging on short video platforms to In-depth interview discussions on traditional media, commentators strategically adapt their communication styles. The findings underscore the importance of flexibility and strategic communication in the digital age.

The use of multimodal expressiveness is one of the salient features of news commentary in the digital age. Commentators today use a range of media types, such as interactive components, videos, photographs, and text, to communicate their ideas. This change is a reaction to how digital consumers are becoming more diverse and interested in content. The incorporation of multimedia not only improves commentators' narrative skills but also caters to the visual and auditory preferences of contemporary consumers of news.

The advent of digital technology has completely changed the nature of news commentary, altering both its evolution and its features. In this summary of findings, we examine the salient features that characterize the development of news commentary in the digital age and how these features have changed and evolved in response to audience behavior shifts, technical improvements, and the changing media landscape.

2 Discussion about Major Findings of Objective 2: Communication Characteristics

Analyzing the distinctive communication characteristics, discursive logic, and modes of expression of hosts in the digital media era has unraveled the intricate web of influences on news commentators. The study underscores the impact of platform and program types on communicative effects. The analysis showcases the diversity of communication styles employed by hosts, ranging from authoritative to conversational, tailored to the preferences of the target audience.

The advent of digital technology has completely changed the nature of news commentary, altering both its evolution and its features. In this summary of findings, we examine the salient features that characterize the development of news commentary in the digital age and how these features have changed and evolved in response to audience behavior shifts, technical improvements, and the changing media landscape.

News reporting and commentary have become more rapid in the digital age, with a noticeable focus on real-time updates and responses. Live broadcasting and social media platforms allow pundits to react instantly to events as they happen. This feature not only gives viewers the most recent information but also gives news commentary a livelier and more responsive feel. In the pursuit of immediacy, it also presents issues with information accuracy and verification.

Diverse voices have been amplified in news commentary thanks to digital media. Online forums give contributors with a range of experiences, viewpoints, and levels of competence a place to contribute their thoughts. This quality upends established media hierarchies by giving attention to voices who were previously ignored or neglected. The democratization of discourse plays a role in a more inclusive and pluralistic media landscape.

Recommendations

The study opens avenues for further research, particularly in understanding the long-term effects of news commentator characteristics on audience perception and engagement. Exploring the intersection of personality development and communication effectiveness could offer deeper insights into the dynamics of news commentary in the digital era.

Future studies on the influence of emerging technologies on news commentary should be conducted as long as technology is developing. This involves investigating immersive technologies such as artificial intelligence (AI), virtual reality (VR), and augmented reality (AR). Gaining insight into how these developments affect news commentary presentation, consumption, and interaction can help one understand how digital media is changing.

In conclusion, the personalized development of news commentators in the digital age is a dynamic and multifaceted phenomenon. This research contributes to the evolving discourse on news commentary, offering a nuanced understanding of communication paradigms, distinctive characteristics, and psychological influences. The recommendations provide practical insights for policymakers, media practitioners, and researchers seeking to navigate the ever-changing landscape of news commentary in the digital era.

Investigating the traits and evolution of news commentary in the digital age has been a thorough and insightful study trip that has shown the complex dynamics of these changing phenomena. Deliberate decisions, methodological concerns, obstacles, and ongoing adjustments have all been present throughout the research process, from the beginning of the study to the conclusion of data analysis and reflection. The main conclusions, ramifications, and more general understandings derived from this thorough investigation are summarized in this final reflection.

The study's findings have shown the complex relationship between news commentary and the digital age, highlighting the significant influence of audience behaviour shifts, technology breakthroughs, and dynamic shifts in the media environment. The traits that this study found indicate a paradigm change in the way news commentary is produced. A clear picture of how news commentary is changing can be seen in the rise of multimodal expression, more interaction, personalized content, real-time reporting, and the amplification of different viewpoints.

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