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Rethinking the Regulatory Policy of TV News Channels from the Digital Convergence Perspective

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Abstract

The purpose of this project aims to analyze the development and regulatory policies of the TV news channel industry in the Digital Convergence Era, which including analysis the law and policy systems of different countries and Taiwan. With the rapid development of the Internet, the sources and ways of receiving news by audiences have become more diverse, and traditional TV news media are facing new challenges and opportunities. In order to understand industrial changes and related policies, the objective of this study is to analyze the policies of various countries in order to put forward policy recommendations for our government.

This study is expected to use five major research methods, including literature analysis, case analysis, in-depth interviews, focus group interviews and comparative methods. Through the analysis of relevant literature and information, our goal is to understand the policy development experience of various countries. And through in-depth interviews and focus group interviews to conduct opinions of our country's TV news channel operators. Finally, comparison of domestic and foreign policy systems puts forward conclusions and suggestions in order to fulfill the goal of this study.

In the end, the study found that with the rapid development of broadband networks, various TV news stations have begun to expand their online news services, and this has caused a certain degree of impact on news production processes, which include the news sources and news routines of reporter's daily works. Although traditional TV media all operate online news, this study believes that TV news is not directly equivalent to online news. The news media industry will adjust the content of online news according to the technical characteristics of digital technology and social media platforms. Traditional TV news operators face

diversified competition and challenges, including online news media, OTT TV and other diversified services, making news services more varied and diverse.

Therefore, in terms of the supervision policy of TV news channels, this study believes that there should be more discussions on Internet news and TV news to understand the differences between two of them.

First of all, this study compares the supervision policies of various countries on TV news channels and finds that there are some common points, such as the supervision of TV news through the law and TV licenses. In addition, the supervision of civic groups and the self-regulation of the industry also play an important role.

Taiwan currently regulates television news through TV licenses and re-new licenses process. In other hand, civic group supervision and industry self-regulation also important to supervise the procedure of TV news. However, if we compare the experience of various countries and refer to the opinions of experts and scholars, if we want to further improve the existing policies, this research suggests that the goal of deepening administrative transparency may be considered.

For example, publicizing the cases of arbitration over the past years, strengthening media literacy related education and training, and promoting cooperation between industrial unions, etc., these methods may improve the existing supervision measures of TV news and reduce the administrative cost of government agencies.

In terms of TV news content, this research suggests that in addition to the existing monitoring mechanism, citizen groups or industry associations may be fostered to work together, such as setting standards for the production of TV programs to improve the quality of TV content. Taking the TV rating system as an example, Taiwan may also refer to the

experience of the United States or Australia and let the industry establish a TV rating system and supervise each other to improve the quality of TV content.

Finally, in the supervision of online news, considering that the development of online news is still very diverse and difficult to define, this research believes that the management of online media should not be rushed, but should be gradual and coordinated with related amendments. Self-discipline and civic group supervision should be given priority, and the law should be the last measure for news content supervision. This study puts forward the above policy recommendations, hoping to help Taiwanese government agencies improve the monitoring mechanism of TV news under the digital convergence.

Keywords : TV News Channel, Online Journalism, Self-Regulation, Media Policy

Chapter 1 Introduction

With the rapid development of digital technology and the convergence and development of the information and communication industries, the boundaries of the media industry have become increasingly blurred. The sources from which people receive news have become more diversified, and a large amount of information content and services can be received across platforms through diversified terminal devices and diversified news media services, which has also caused the problem of false information (or known as Disinformation).

In order to understand the influence of the Internet on TV news, this research collects data from various countries through systematic research methods. In addition, in-depth interviews and focus group interviews are used to collect the opinions of Taiwanese TV news-related industries, experts and scholars. This research hopes to understand the current development of TV news in the digital age, so as to make policy recommendations for TV news for the reference of the Taiwan government.

Chapter 2 Methodology and Research Steps

In order to complete the research work of this study, the research methods include literature review, case study, in-depth interviews, focus group interview and comparative research. The detailed steps of each research method are as follows:

I. Literature Review

According to the methodology of the literature review, researcher needs to collect relevant market information, survey reports, industry trends and other literature data according to certain research purposes and topics. The materials analyzed in this study would be the reports either from governments, industry and commerce research documents, and so on. The analysis steps include reading, collating, describing, classifying, and interpretation. The following is a list of the sources that would be used in this study, which including:

1. Government report:
2. Database of research reports written by the business community and international organizations
3. Enterprise or organization's public information:
4. Books, theses, journals and newspapers

II. Case Study

This research studies a total of 6 countries as research cases, including the United States, the United Kingdom, Germany, Japan, South Korea, and Australia. The scope of data collection includes supervision measures and laws of various governments on TV news.

III. In-Depth Interviews

This study interviewed domestic TV news industry players, including TV news directors and Internet news directors, to understand the influence of the Internet on the production and production methods of TV news. This study finally interviewed 15 respondents from 7 companies.

IV. Focus Group Interview

After conducting research work such as literature analysis, this research conducted four focus group interviews (FGI) to interview with industry experts and scholars.

V. Comparative Method

After the data collection and analysis, the research team made a comprehensive research to understand the differences between the major countries. By comparing and analyzing the advantages and disadvantages of different policy approaches, this research will integrate different point of views to make conclusions and suggestions for the policy makers.

Chapter 3 Research Findings and Conclusions

This research mainly responds to the following two research questions:

1. In order to improve the quality of TV news, please propose policy or legal revision suggestions based on the research results.
2. In order to understand the influence of the Internet on TV news, and in response to the development of digital convergence, please provide policy recommendations for existing TV news supervisors.

In response to the above two questions, this study proposes the following research findings and conclusions.

A. Policy Recommendations for the Supervision of TV News Channels

This study found that with the rapid development of broadband networks, various TV news stations have begun to expand their online news services, and this has caused a certain degree of impact on news production processes, which include the news sources and news routines of reporter's daily works. Although traditional TV media all operate online news, this study believes that TV news is not directly equivalent to online news. The news media industry will adjust the content of online news according to the technical characteristics of digital technology and social media platforms. Traditional TV news operators face diversified competition and challenges, including online news media, OTT TV and other diversified services, making news services more varied and diverse.

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countries on TV news channels and finds that there are some common points, such as the supervision of TV news through the law and TV licenses. In addition, the supervision of civic groups and the self-regulation of the industry also play an important role.

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B. The influence of Internet news on TV news and relevant policy recommendations

In the supervision of online news, considering that the development of online news is still very diverse and difficult to define, this research

believes that the management of online media should not be rushed, but should be gradual and coordinated with related amendments. Self-discipline and civic group supervision should be given priority, and the law should be the last measure for news content supervision. To this end, this study proposes the following specific implementation steps:

1. Self-regulation first, and then strengthen the cooperative relationship between civic groups and industrial unions

Internet content develops rapidly and instantly. Its openness and interactivity not only empower audiences to create content, but also create more diversified public discussion space through discussion and sharing. This study refers to the development of various countries and finds that for the content on the Internet, some countries have begun to establish self-regulatory mechanisms. For example, the British IPSO is the cross-media self-regulatory organization, and to encourage industry players to join the organization, it can establish such Certification marks or incentive measures encourage industry players to exercise self-discipline together.

Taiwan may start by encouraging online journalists to jointly establish industrial unions and jointly establish self-discipline codes, based on which the companies promise to improve the quality of news based on the content of the codes.

2. Taking Law as one of the long-term plans for monitoring the quality of online news

Since the law is compulsory, the law should be enforced in a more rigorous manner. For example, it should be implemented cautiously through administrative procedures such as public hearings and consultation meetings, and the law should be taken as a long-term goal and policy

consideration for supervising online news. Moreover, once legislation is required to regulate online content, the media competition market should be considered first. In addition, the definition of online news and legislative purposes should be clearly defined, and multi-party opinions should be widely accepted.

Taking European countries as an example, the United Kingdom, Germany and other countries have actively responded to the digital convergence and proposed amendments in recent years. This study suggests that Taiwan may refer to the legislation experience of European countries. Internet supervision legislation does not happen overnight. Long-term considerations and value judgments are needed to reduce disputes that interfere with freedom of speech and achieve a balance between pluralism and public interest.

This study puts forward the above policy recommendations, hoping to help Taiwanese government agencies improve the monitoring mechanism of TV news under the digital convergence.