

such as integrating multiple elements such as music, travel, documentaries, etc., to meet the audience's pursuit of innovative experiences.

Chinese music television programs, as an important form of culture and entertainment, have a far greater impact and value than simple music playback. With the development of technology and changes in audience demand, music television programs have undergone significant changes in content innovation, technological application, enhanced interactivity, and market strategy. By introducing advanced technologies such as virtual reality and artificial intelligence, these programs not only enhance the viewing experience of the audience, but also broaden the boundaries of artistic expression. In addition, with the rise of streaming platforms and the integration of social media, music TV programs are becoming more flexible and interactive, thus attracting a wider audience worldwide.

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Research on the homogeneity of regional news in the new media environment

Abstract. *With the popularity of the Internet and mobile devices, new media has gradually become the main channel for people to obtain information. However, in the new media environment, the homogeneity problem of regional*

news has become increasingly prominent, which not only affects the diversity and local characteristics of news, but also has a negative impact on the effectiveness of news dissemination. This article aims to explore the homogeneity problem of regional news in the new media environment, analyze its causes, and propose corresponding countermeasures and suggestions.

Keywords: *new media; regional news; homogeneity.*

Исследование однородности региональных новостей в новой медиасреде

Аннотация. *С популяризацией интернета и мобильных устройств новые медиа постепенно становятся основным каналом для получения информации людьми. Однако в новой медийной среде проблема однородности региональных новостей становится все более заметной, что не только влияет на разнообразие и местные особенности новостей, но также негативно сказывается на эффективности их распространения. В статье рассмотрены проблемы однородности региональных новостей в новой медийной среде, анализ ее причин и предложение соответствующих мер и рекомендаций.*

Ключевые слова: *новые медиа; региональные новости; однородность.*

With the advancement of technology and the popularity of the Internet, the new media era has arrived. The outstanding feature of this era is the rapid spread of information and its wide coverage. However, it is precisely because of this characteristic that regional news gradually loses its local characteristics in the process of dissemination, showing a high degree of homogeneity.

The landscape of regional news has undergone a transformative evolution in the digital age, marked by the rise of new media and changing consumption patterns. One notable phenomenon that warrants exploration is the performance of regional news homogeneity, where news reports across different regions exhibit striking similarities in content, form, and style.

Some regional news is limited by issues such as news concepts, quality of production staff, funding and technology, etc., resulting in a low production level of the news. Therefore, they will track hot topics on major media platforms and rush to publish content [1]. As a result, in news reports during the same time period, the focus topics of general concern in various places are often the same, such as policies and regulations, economic development, social hot spots, etc. Some regional news even plagiarizes the content of other well-known brand programs, making old stories appear new, making the audience feel like they have seen each other before.

For a city, the number of news happening every day is limited, especially for regional news, news sources are limited by geographical restrictions [2]. In addition, in the online media environment, exclusive reporting of news is no longer realistic. Therefore, regional media will not think about establishing their own reporting format with local characteristics. As a result, many reports use similar titles, pictures, videos and other multimedia elements, making it difficult to distinguish news reports from different regions in appearance.

Due to the uneven distribution of news resources, many local news may choose to use the same reporting perspective on the same hot topic – a broad perspective, which results in a certain degree of homogeneity in the style of understanding the content [3]. And with the development of new media, many regional news has begun to use novel methods such as data news and visual news to report, which may lead to homogeneity in reporting methods.

The performance of regional news homogeneity raises critical questions about the evolving nature of regional journalism. Balancing the demand for immediate, trending news with the imperative to maintain local relevance remains a challenge. Regional news outlets must navigate this dynamic landscape with resilience, emphasizing the importance of community-specific reporting to preserve the richness and authenticity of regional media. Striking this balance is not only vital for the continued success of regional journalism but also for the communities relying on these outlets for accurate and representative news coverage. The phenomenon of regional news homogeneity prompts essential inquiries into the dynamic transformation of regional journalism. Striking a balance between the need for instantaneous and trending news while upholding local relevance poses a formidable challenge. Navigating this evolving landscape demands resilience from regional news outlets, underscoring the significance of community-specific reporting to safeguard the depth and authenticity of regional media. Achieving this equilibrium is not only crucial for sustaining the prosperity of regional journalism but also for the communities that depend on these outlets for precise and comprehensive news coverage.

By positioning regional news within the most universal media audience market in a specific locality, field, or around a particular object, outlets can enhance their relevance and engagement. It should be positioned in the most universal media audience market in a place, a field or a specific type of object. When reporting content, news facts should be told to the people living in this area from the perspective of humanistic care and audience service. Strategically situating regional news within the broadest media audience market, whether in a specific locality, field, or focused on a particular subject, empowers outlets to elevate their relevance and

engagement. This positioning should be meticulously tailored to the most universal media audience market, emphasizing a specific place, field, or object. When delivering content, regional news should narrate news facts to residents in the area with a lens of humanistic care and audience service, ensuring a connection that resonates with the local community.

Regional news media should establish an effective news screening mechanism to reduce dependence on large media organizations and discover more valuable local news [4].

As we see the pivotal role of geographical advantage in the context of regional news outlets refers to the fundamental impact that the specific location, proximity, and regional context have on the effectiveness, relevance, and overall success of these news organizations. This recognition highlights the intrinsic value of being situated in a particular geographic area and the unique opportunities it presents for meaningful and impactful journalism. The geographical advantage encompasses various aspects, including access to local stories, cultural nuances, community dynamics, and a deeper understanding of the issues that directly affect the region.

For example, regional news outlets benefit from being physically close to the communities they serve, allowing them to access and report on local stories that might be overlooked by larger, non-local media. Being embedded in a specific region enables news outlets to grasp the cultural nuances and intricacies of community dynamics, ensuring more accurate and contextually rich reporting. Proximity facilitates a deeper understanding of regional issues, enabling journalists to provide in-depth analysis and coverage that resonates with the local audience. The geographical advantage fosters a sense of community trust, as residents often prefer news outlets that are intimately familiar with the challenges, successes, and aspirations of their locality.

Being in close proximity allows for timely reporting of breaking news, events, and developments, providing the community with up-to-the-minute information. This proximity ensures that the community receives up-to-the-minute information, allowing for swift and accurate coverage of unfolding situations.

Geographical advantage contributes to the authenticity of reporting, as local journalists are better positioned to convey the realities of the community with a genuine and informed perspective. Proximity also encourages direct engagement with the community, facilitating interviews, town hall meetings, and other interactive platforms that strengthen the bond between the news outlet and its audience.

Regional news outlets, by virtue of their location, contribute to the local economy, supporting businesses and initiatives that are vital to the community's well-being.

Understanding and leveraging this pivotal role of geographical advantage is essential for regional news outlets to carve out a niche, establish credibility, and serve as a reliable source of information within their specific regions. This recognition forms the foundation for the strategic framework proposed to capitalize on this inherent strength.

Traditional news reporting methods often follow certain patterns and frameworks, which limits the innovation and uniqueness of news:

1. The traditional news article structure often follows the inverted pyramid, where the most important information is presented at the beginning, followed by less critical details. While this is an efficient way to convey information quickly, it can lead to a standardized approach to storytelling.

2. The principle of objectivity in journalism, while essential for impartiality, can sometimes result in a dry and formulaic presentation of facts. Striving for neutrality may lead to a lack of distinctiveness in the narrative.

3. Journalists often prioritize certain news values, such as timeliness, proximity, and prominence, when selecting stories. This can result in a focus on similar types of stories and neglect of more unique or unconventional topics.

4. Headlines often follow specific conventions to grab attention and summarize the main point. However, reliance on click-worthy or sensational headlines might contribute to a lack of diversity in the types of stories covered.

5. Journalistic writing style, characterized by clarity and conciseness, can sometimes become too standardized. Overuse of jargon or adherence to a particular tone may dilute the distinct voice of different news outlets.

6. Journalists often specialize in specific beats (topics), which can lead to a consistent style and perspective within each beat. While expertise is valuable, it may result in a lack of cross-pollination of ideas between different areas.

7. News reporting often centers around events, with a focus on who, what, where, when, and why. This structure can sometimes overshadow the human or contextual aspects of a story, contributing to a sense of uniformity.

Breaking away from these patterns involves encouraging creativity, embracing diverse perspectives, and experimenting with storytelling formats that go beyond the traditional norms. It's about finding a balance between established journalistic principles and the need for innovation and uniqueness in the storytelling process.

To address the issue of stylistic homogeneity, media organizations can try to break out of these frames and adopt non-traditional reporting

methods [5]. For example, regional media can use story writing techniques to present news events in a narrative manner to make the news more vivid and interesting.

Local convenience services cannot be omitted, and contact with users must be strengthened. Regional news can not only publish local hot topics, but also serve as a communication tool. For example, setting up a column for public submissions can not only provide convenience to users, but also enhance the stickiness of the audience and attract local commercial advertisements.

Regional news, rooted in the principle of being “people-oriented”, plays a vital role in recording the changes of the times and caring about the well-being of the people. In the new media era, addressing regional news homogeneity requires a clear understanding of the situation, identification of shortcomings, and an agile response to the evolving media landscape. By embracing innovation, collaboration, and a commitment to local perspectives, regional news outlets can regain their vitality and continue their essential role in public opinion supervision.

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