

Explore the Meteorological Service Mode Based on the Live Broadcast of Meteorological Convergence Media

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Abstract

In the current era of new media economic integration, the public's demand for meteorological services is getting higher and higher. Traditional meteorological news services can no longer meet the public's increasingly refined and personalized needs. How to transform public meteorological service from traditional film and television service mode to integrated media meteorological service has become a new topic actively explored by meteorological departments. In the weather service of convergence media, the live broadcast form of convergence media plays an important role in important weather or emergency reports. This paper takes the live broadcast mode of meteorological finance media as the research object, analyzes its characteristics, further explores and summarizes the practice process, and provides certain reference for the live broadcast of meteorological finance media.

Keywords

Meteorological; Convergence media; Live broadcast.

1. Introduction

With the rapid development of media platforms and live broadcast systems, the meteorological department is actively exploring new media development technologies and models. Reform the traditional meteorological media model, actively carry out technological innovation and system optimization in the operation mechanism and service form of public service. In order to meet the needs of market structure under the background of new media development, a series of new media live programs have been developed.

2. The Function of the Live Broadcast of Meteorological Convergence Media

At present, in the process of urban development, most TV weather forecast programs take recording and broadcasting as the main structural mode, so the information and data are relatively delayed, which cannot fully meet the needs of the public for information timeliness and convenience. The main function of the weather broadcast platform is to provide users and fans with the local climate and weather changes. However, with the constant change of society, people no longer pursue the form of weather forecast only numerical broadcast, for the form of weather forecast requirements are also more diverse. For this reason, live mode, animated images and text content must have high requirements. The animation forecast of weather forecast can be more vivid by using weibo live broadcast platform. Meanwhile, weibo live broadcast can also change the live broadcast content according to various festival solar terms, so that people can feel the weather and pay attention to the local weather platform and support live broadcast.

In the process of sudden weather information reporting, it is necessary to follow up the report, especially in the timely field news information reporting. The live broadcast mode can transmit the live weather to the public, so that the public can have a more intuitive and clear

understanding of the weather state that has happened or is about to happen, so as to make favorable decisions for themselves. At the same time, weather fusion media can further build a bridge structure between the society, the audience and the live broadcast platform in the process of live broadcast, further increase the authenticity of meteorological information, and better solve the doubts about climate for the public

3. How to Carry Out the Live Broadcast of Meteorological Convergence Media

3.1. Expliciting the Position

In the process of media integration, it is not simply to record programs into video mode, but to fully cater to the development trend of market structure and further meet the multi-level and diversified practical needs of the public for meteorology. The advantages of each media are combined with each other, so as to realize the development and maximize the economic benefits generated.

Before live broadcasting, relevant objectives of live broadcasting should be further clarified, and different types of live broadcasting methods should be used according to different types of live broadcasting objectives. According to the actual meteorological conditions, work out different types of plans. For example, in the process of live broadcast of disastrous weather, effective data should be provided for local growers according to local climate characteristics and actual changes planting scheme. At the same time, the weather live broadcasting platform should fully combine the policies related to agriculture and tourism, and do a good job in public meteorological services, so as to achieve the main structural goals of meteorological development. In addition, in the process of live weather broadcast, it is necessary to comprehensively publicize and promote the local weather service brand star, so as to increase the overall attention of the local weather channel and China's domestic weather channel. Meteorological platform live broadcast should be broadcast simultaneously with traditional media such as TV structure and radio, so as to achieve all-round and multi-angle coverage of local meteorological information and other relevant content and further realize meteorological services.

3.2. Adequate Preparation

A systematic work plan should be sorted out at the first time, including: live broadcast channel, live broadcast method, live broadcast time, live broadcast location, live broadcast frequency, program form, program content, partners, equipment debugging, background production, arrangement of journalists, invitation of experts, manuscript writing and so on. Each big item can be subdivided into a number of small items, each task is implemented to the people. Due to the heavy workload of live broadcast by large-scale financial media, a large team is required to complete it. In the early stage, all personnel should be mobilized to mobilize everyone's enthusiasm, so as to quickly enter the state. Location selection should be careful, it is best to be familiar with the terrain and contact relevant personnel in advance. Take the live broadcast of typhoon as an example, to report the impact of typhoon, there should be references on the scene, such as choosing places where people have fishing boats, so that the audience can intuitively feel the impact of typhoon on production and life through the wave height, the shaking degree of fishing boats and the interviews with people.

3.3. Suitable Communication Channels

Compared with traditional live broadcast, network broadcast has a much faster and larger spread speed and coverage. In addition to the broadcast content itself is more concerned by the public, it is more important to have appropriate communication channels. At the same time, it also has the characteristics of diversity, such as government media, NetEase, Sina, Toutiao and

other mainstream media with high attention. These communication channels meet the tastes and requirements of audiences of different ages, different levels and different viewing habits, and achieve a good communication effect.

3.4. Build A Reasonable Live Broadcast Team

In the process of live broadcasting on meteorological platforms, relevant staff should be arranged to hold meetings and discuss details of live broadcasting. At the same time, it is necessary to carry out detailed research on the specific contents, routes, interviewees to be interviewed, emergency plans and other aspects of live broadcast. Live in conditions permit under the conditions of the scene simulation, each post technical personnel and the host need to arrive in advance, guarantee the stability of the camera area and camera crews also need to test and background staff to carry out the effective connection and information, when again to determine the content accuracy, live processing of meteorological platform, timely adjust live program changes.

Since network broadcast mode is more flexible and random than traditional broadcast mode, the host can spread the information he has observed and learned through chat or communication, which not only requires the host to have high flexibility, but also needs to have high basic ability in the language communication process. At the same time, the Internet live broadcasting platform itself has high interactivity in the operation process, which is incomparable to the traditional live broadcasting mode. When the public learns about meteorological information, they can communicate with the audience in the first time, which plays a significant role in enhancing their interest. Therefore, interactive links need to be set up in the live broadcast platform.

4. Conclusion

Meteorological departments should boldly explore the field of new media, actively innovate in the operation mechanism and service form of public meteorological services, and constantly meet the market demand under the background of new media. In major meteorological services, it makes full use of the powerful platform of financial media to release official authoritative information and interpret disaster prevention and reduction knowledge through diversified audio-visual forms, so as to expand the brand influence of meteorological services and play a positive role in improving the public's disaster prevention and reduction ability.

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