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## An Analysis of Innovative Development in Broadcast News Communication from the Perspective of Media Convergence (Postprint)

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### Abstract

With the rapid development of internet and new media technologies in recent years, media convergence has become an inevitable trend in media development. Against this backdrop, broadcast journalism in China is facing unprecedented opportunities and challenges. Achieving innovative development in broadcast journalism dissemination from the perspective of media convergence is an issue that demands serious attention at the current stage.

### Full Text

#### Analysis of Innovative Development of Broadcast News Communication from the Perspective of Media Convergence

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**Abstract:** With the rapid development of internet and new media technologies in recent years, media convergence has become an inevitable trend in media development. Against this backdrop, broadcast news in China is facing both new opportunities and challenges. Achieving innovative development in broadcast news communication from the perspective of media convergence is a critical issue that must be addressed at the present stage.

**Keywords:** media convergence; broadcast news; internet audio platform; audio news

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In recent years, the listenership of broadcast news has been impacted to a certain extent by the proliferation of internet and new media technologies. In this new era, broadcast news professionals must pay attention to the characteristics of media convergence, leverage internet and new media technologies to enhance the efficiency of broadcast news communication, promote the diversification and enrichment of broadcast news program types, improve the timeliness and interactivity of broadcast news, and meet the diverse needs of contemporary broadcast news audiences.

## 1. Current Situation of Broadcast News Communication

### 1.1 Integration of Traditional Media and Diverse Audio News Forms

From the perspective of media convergence, traditional media are actively transforming and seeking diversified audio news formats. At present, several large-scale internet audio platforms have emerged on smartphones, such as Ximalaya FM, Qingting FM, and Lizhi FM. These platforms offer rich content, featuring not only new media productions but also inviting numerous traditional and local media outlets to establish a presence. Currently, not only traditional media like People's Daily and CCTV News have joined these internet platforms, but the platforms themselves are also actively cooperating with local media such as Southern Metropolis Daily and Liaoshen Evening News to jointly promote the integration of traditional media with diverse media forms.

Media convergence presents both significant challenges and new opportunities for broadcast news communication. However, in the development process, broadcast news media should always recognize that the audience serves as the foundation for their survival, development, and transformation, and holds profound significance for their own integration and growth. In this process, they must not abandon their existing stable audience base, but should instead provide richer information to users through diversified media forms based on the characteristics of their established audience, thereby acquiring more users [1].

### 1.2 Rapid Development of New Media Audio News Under Media Convergence

Driven by the development of internet and new media technologies, the audience numbers of major audio platforms have been increasing year by year. At present, China's online audio user base has reached a very high level. By

2020, the number of online audio users in China had reached nearly 550 million [2]. This growth trend can be attributed to four main factors. First, the popularization of internet and new media technologies has led to a year-by-year increase in smart device ownership, expanding the base of online audio users. Second, intense competition in the internet audio industry has accelerated the dissemination and popularization of broadcast news, making audio news content ubiquitous across various new media platforms. Third, China has a large potential user base for broadcast news; previously, broadcast news was difficult to access, hindering its dissemination, but with the development of internet and new media technologies, many potential users have been converted after discovering the low cost of accessing broadcast news today. Fourth, in the era of media convergence, major traditional media and new media platforms have actively expanded audio formats and enriched audio content to meet users' diverse broadcast news needs.

### 1.3 Expanding Broadcast News Communication Market

Contrary to expectations, the broadcast news communication market has not declined with the development of internet and new media technologies, but has instead emerged in an entirely new form. Two novel markets for broadcast news communication in the current stage deserve particular attention: in-vehicle scenarios and smart terminals. During driving, video media cannot leverage their advantages, while audio media play a crucial companion role. Automotive users constitute a significant portion of the broadcast news audience. Automotive platforms, internet audio platforms, and traditional media are increasingly focusing on upgrading and improving broadcast news to create better listening experiences for automotive users. Smart terminals also represent an important market for broadcast news communication in the new era. With the development of artificial intelligence technology, intelligent voice technology has become widely popularized in China [3]. Taking smart speakers for home use as an example, users can now listen to broadcast news simply by giving voice commands. For morning news broadcasts, smart speakers can even seamlessly integrate morning news with alarm clocks. Since users have limited time to watch television news in the morning, broadcast news can utilize audio formats combined with smart terminals to deliver simultaneous news broadcasts during users' morning routines—waking up, washing, dressing, and having breakfast—thereby expanding the broadcast news communication market.

## 2. Problems in Broadcast News Communication Under Media Convergence

### 2.1 Content Issues

Local radio stations broadcast news programs covering various types of columns including news information, culture, and music, with broad coverage and rich content. However, they fail to gain user support and popularity, primarily due

to numerous content-related issues that require upgrading and optimization. When producing broadcast news programs, radio stations are often conservative in packaging due to the special nature of their content, resulting in certain limitations. In the new era, broadcast news media must break through the constraints of traditional media, reform content from the perspectives of specialization and flexibility, and advance the progress of broadcast news communication.

**2.1.1 Content Mismatch with Channel Positioning** In the past, broadcast news generally suffered from information scarcity, but in the context of media convergence, information overload has become the trend. Therefore, broadcast news must also emphasize differentiation in content selection. Programs should be distinctive from one another, with emphasis placed on content localization to ensure selected content aligns with program positioning. For example, the concept of a law popularization program is to enable listeners to learn legal knowledge while experiencing the emotions within cases and stories through the explanation of legal examples and narratives. However, in actual production, after presenting legal cases and stories, the program mechanically explains legal knowledge. Such content is insufficient and lacks emotional resonance, failing to match the channel's positioning and preventing the formation of unique characteristics to attract target listeners.

**2.1.2 Poor Professional Standards of Communicators** For radio program quality, the host's competence directly affects program quality. Throughout the decades of broadcast news development, host competence has always been a crucial factor affecting program quality. In recent years, some local broadcast news media have invited local residents and guests to participate in programs alongside professional hosts to bridge the gap with local audiences. While well-intentioned, this approach is limited by the audio format of broadcast news. The broadcast effect is often difficult to guarantee. Taking the invitation of local residents as an example, guests or local residents lack professional broadcasting training, resulting in issues such as non-standard Mandarin, heavy dialect accents, and improper word usage during program recording. This causes listeners to have difficulty understanding the content, and when they encounter inappropriate expressions, they develop resistance, producing counterproductive effects. Unlike television news, broadcast news cannot provide assistance through visual imagery with subtitles, thus requiring greater emphasis on the professionalism of communicators.

**2.1.3 Lack of Productization in Broadcast News** In the perspective of media convergence, the internet has become an important platform for broadcast news communication. Currently, broadcast news communication suffers from a lack of productization. Many listeners, after enjoying broadcast news programs, wish to access more related content but find no such information available through internet channels, severely impacting their listening experience. In the new era, broadcast news production must feature specialization

and productization, requiring producers to master relevant theoretical and practical knowledge, clarify communication purposes and directions, and transform programs into products. Broadcast news should not only appear in audio format but also establish WeChat public accounts to archive each program's content for user review. These accounts can also supplement program content with text, images, and video formats to strengthen user dependence on broadcast news. In summary, only specialized and productized broadcast news can attract more listeners.

## 2.2 Technical Issues

Technology serves as an important factor driving broadcast news progress and development and requires serious attention. Technical problems will hinder broadcast news communication.

**2.2.1 Single Entry Point for Broadcast News** Although broadcast news and internet/new media technologies have shown convergence trends under media convergence, broadcast news still suffers from a single entry point problem. For example, when in-vehicle radio users hear a call for clues in a radio broadcast, discover relevant clues, and wish to provide them to the broadcast news media, they cannot find appropriate contact information and must listen to the broadcast again to obtain it. This problem of single entry points occurs frequently. For instance, in areas with unstable network access, users cannot listen to programs through mobile clients, a phenomenon that is quite common. Therefore, it is necessary to increase broadcast news entry points and promote interoperability among them, enabling users to access corresponding information across various platforms through a single keyword and achieving information connectivity [4].

**2.2.2 Single Platform Push Method** Internet audio platforms typically promote program information to users through backend push notifications, but these titles often lack originality and fail to attract user attention. Common push formats include: "The XX program you follow has been updated!" or "XX program, hosted by XX, is broadcasting at X o' clock." Even when listeners see such pushes, they have no desire to watch the current program. Although these generic push formats save considerable manpower, their communication effect is very poor and cannot achieve differentiated communication. With the development of network information technology, pushes can also appear in forms combining images with play buttons. However, due to performance issues, this format may cause lag on users' smart terminals, making it difficult to implement.

**2.2.3 Inability to Categorize Audience Groups** Different programs have different audiences. The development of internet and new media technologies enables programs to provide intelligent recommendations based on listeners' listening history and bookmark records. By analyzing users' gender, age, and

listening times for different programs, audience groups can be effectively categorized to match broadcast news with corresponding users. However, at present, many broadcast news media are limited by technical factors and cannot achieve this level of sophistication, resulting in greatly reduced broadcast news communication efficiency.

### 3. Innovation Paths for Broadcast News Communication Under Media Convergence

#### 3.1 Creating High-Quality Broadcast News Content

As competition among broadcast news media has intensified in recent years, the emergence of more broadcast news products has given users more choices. Only high-quality broadcast news with excellent content can survive in this fierce competition. Currently, broadcast news products share a common problem: they cover broad topics, have large quantities and many categories, but lack high-quality, premium content in specific fields. Consequently, it is difficult to form audience groups that love particular domains. This is also the main reason for the high listener turnover in broadcast news communication today. Internet audio platforms contain large amounts of similar content, and it is very common for such content to have zero clicks. To address this phenomenon, it is essential to clarify program positioning, analyze audience profiles, and ensure programs have distinctive features while producing high-quality premium content [5]. Creating high-quality broadcast news content also requires corresponding investment, not only emphasizing talent cultivation but also capital investment. It is necessary to cultivate versatile talents who can handle multiple tasks and work with ease in broadcast news production without getting stuck due to lack of experience or knowledge in any particular area.

**3.1.1 Content is King, Establish Brand Image** For broadcast news products, quality requirements are higher than for video formats due to their audio-only nature. This is primarily because video can capture audience attention and enhance dependence and loyalty through multiple sensory stimuli (visual and auditory), while broadcast news can only reach users through listening. Therefore, greater emphasis must be placed on broadcast news content to ensure depth and value. Taking livelihood news as an example, when producing such broadcast news products, it is essential to actively select localized news content, as listeners who enjoy this type of news are typically passionate about life and interested in local events. Therefore, when producing news, it is necessary to collect and edit local hot news, then present it to listeners through concise language. For party and government news programs, professional commentators can be assigned to analyze and interpret content, helping listeners understand the latest policies and changes occurring in China. For in-vehicle news, greater emphasis should be placed on timeliness, collaborating with local transportation departments to provide automotive users with the latest local traffic information, recent gasoline price fluctuations, and future automotive industry trends

—content they enjoy—to enhance user dependence on broadcast news.

**3.1.2 Creating Versatile Talent** The host serves as the communicator and gatekeeper of broadcast news and thus has a significant impact on program quality. Hosts must maintain a positive image before listeners, with clear, full, and energetic voices. Clear script delivery is a basic requirement. Simultaneously, hosts must possess corresponding professional qualities—the ability to adjust their style according to program type, using a humorous and witty tone for livelihood news while adopting a serious and composed style for party and government news. In the context of media convergence, versatile talent must not only master knowledge and skills related to traditional media but also actively learn about the latest trends in internet and new media technologies, understand future development directions of the broadcast news industry, and promote effective broadcast news communication.

## 3.2 Advancing Broadcast News Communication Technology

In the internet era, fragmented information has become increasingly abundant. Different users have different needs regarding this fragmented information. More and more users are beginning to require personalized and private information. The emergence of mobile radio and internet audio platforms has satisfied these needs of Chinese residents. From the perspective of media convergence, it is essential to emphasize the application of broadcast news communication technology to promote its effective integration with traditional media. First, this requires breaking the forms of traditional media to enhance interactivity. Second, it involves leveraging the professionalism of traditional media to stabilize listeners.

**3.2.1 Applying Intelligent New Technologies to Promote Broadcast News Communication** Technological development provides tremendous momentum for broadcast news advancement. Many new technologies can be applied in current broadcast news communication, such as big data technology, artificial intelligence technology, and 5G technology. Big data and cloud computing technologies can collect listeners' historical records and bookmark information, integrating and analyzing this data to provide programs that better meet user needs. 5G technology can provide users with higher-quality listening experiences. In terms of audio, 3D sound technology has been enthusiastically pursued by users in recent years because it provides a more realistic listening experience and creates an immersive feeling [6].

**3.2.2 Optimizing User Experience in Broadcast News Audio Listening** In terms of push notifications, the technology of combining images with play buttons can be optimized to provide users with smoother listening experiences. According to user types, broadcast news program effects should also be optimized. For example, when broadcasting local news, most listeners are

local users, so incorporating some local dialects and combining them with local culture can bridge the distance with users. In terms of narrative storytelling, multiple voice tracks and background music can be utilized to provide users with more realistic listening experiences.

This paper primarily analyzes the current situation of broadcast news communication from the perspective of media convergence, explores existing problems, and proposes corresponding innovation paths based on this analysis. Benefiting from the development of media convergence, broadcast news communication now has richer forms, carriers, and markets. In the new era, broadcast news media must seize the opportunities brought by media convergence and launch more high-quality broadcast news products to stabilize listeners and promote the healthy and sustainable development of the broadcast news industry.

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*Note: Figure translations are in progress. See original paper for figures.*

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