

Reflections and Analysis on the Convergence Development of Radio and Television Media in the New Era: Postprint

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Abstract

Chinese society is gradually entering a new era, wherein people's pursuit of life has progressively shifted from purely material dimensions to spiritual dimensions, with greater emphasis placed on the enjoyment of life. Radio and television media represent a particularly popular form of such enjoyment; consequently, numerous contemporary radio and television media are actively seeking breakthroughs and development. The 19th National Congress of the Communist Party of China proposed establishing media convergence as the principal theme in the development of media in society. Many media professionals have immediately responded to this national call, striving to align with the initiative. Throughout this process, the convergence development strategies of numerous radio and television media have gradually entered public discourse, prompting an increasing number of scholars to conduct specialized research on this topic. Against this backdrop, this paper examines the convergence development of radio and television media, focusing on the current new era and drawing cases from daily life and society. It sequentially elaborates on the significance, existing challenges, and corresponding solutions for the integration of traditional and new media within China's contemporary radio and television landscape, aiming to provide reference and guidance for the convergence development of modern radio, television, and other media, thereby facilitating their improved implementation and evolution, and advancing the coordinated development of China's media industry.

Full Text

Thoughts and Analysis on the Integrated Development of Radio and Television Media in the New Era

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Abstract: Chinese society has gradually entered a new era, with people's aspirations shifting from purely material concerns to spiritual fulfillment and a greater emphasis on quality of life. Radio and television media represent a popular form of entertainment, prompting many modern broadcasters to seek breakthroughs and development. The 19th National Congress of the Communist Party of China identified media convergence as the main theme of social media development, prompting immediate action from media professionals striving to align with national priorities. Throughout this process, various radio and television media convergence strategies have gained recognition, inspiring more scholars to conduct specialized research. Against this backdrop, this paper examines the integrated development of radio and television media from a new-era perspective, drawing on real-life and societal cases to systematically discuss the significance of integrating traditional and new media in China's current broadcasting landscape, existing challenges, and corresponding solutions. The aim is to provide reference and guidance for the integrated development of modern broadcasting and other media, promote better implementation and evolution, and advance the coordinated development of China's media industry.

Keywords: Radio and television media; improve efficiency; update content; talent allocation; improve industrial chain

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1. Significance of Radio and Television Media Convergence

1.1 Enhancing Information Reporting and Dissemination Efficiency

The convergence of radio and television media primarily involves integrating traditional media with innovative media platforms, leveraging the interconnected characteristics of the information age to report and disseminate information at unprecedented speeds. Traditional media typically follow a news reporting model that requires dispatching personnel to event sites, gathering materials, and only then broadcasting through radio and television channels—introducing considerable delays. By integrating with innovative media such as the internet and mobile applications, breaking events can be disseminated online instantaneously, enabling rapid public access to information. This represents a primary direction for media convergence, substantially improving the efficiency of information reporting and dissemination [1].

1.2 Developing More Competitive Media Products According to national survey data, China's internet television users have reached 230 million, with the internet likely to become the primary platform for media consumption within the coming years. This trend strongly drives media convergence. Given that new media encompasses more extensive and diverse content sources—including online platforms and weekly publications—integrating new media with radio and television not only promotes content updates but also advances broadcasting development overall. This convergence enables media organizations to combine the strengths of both traditional and innovative media: leveraging established television brands and credibility while utilizing new media's multi-channel distribution and flexible service models to create integrated media products. Initial successes in several broadcasting organizations can diffuse throughout the industry, fostering healthy competition and enhancing overall media product competitiveness [2].

1.3 Rescuing Traditional Media from Decline In the new era of rapid internet development, traditional radio and television media appear increasingly inadequate. As a demanding industry, broadcasting media experiences slow personnel turnover, with senior staff often clinging to outdated experiences and practices that resist change in the internet age. Media convergence injects fresh vitality into traditional broadcasting, alerting conventional media workers and helping them maintain traditional advantages while keeping pace with the new internet era, preventing them from falling behind [3]. Additionally, traditional broadcasting media suffer from overly complex industrial chains, redundant internal structures, and excessive flattening of management—issues that new media integration can help address, thereby averting decline.

1.4 Promoting Content Renewal in Radio and Television Since the emergence of self-media, cultural content has become both more abundant and extensive in scope. With advancing information technology, every household now has high-definition televisions, representing a new broadcasting transmission method. Research indicates that China's radio and television audience comprises approximately 1.2 billion people, with about 200 million integrating broadcasting with internet services, while internet users number around 700 million and continue growing. This convergence directs greater focus toward internet media technology as a primary research and development priority, dedicating more resources to breakthroughs in innovative media products.

2. Challenges in Radio and Television Media Convergence

2.1 Constrained by Traditional Development Mindsets Traditional radio and television media possess a long history and deep cultural heritage that continues influencing the industry. However, progress requires synchronized advancement in thinking, and some traditional broadcasters' mindsets have failed to

keep pace with contemporary trends, constraining modern media development. Innovative media in the internet era represents the correct direction for broadcasting media development and should be actively embraced. Yet constrained by conventional thinking, many broadcasting organizations view internet-based new media as a threat, maintaining a defensive stance and drawing clear boundaries between their operations and internet new media, attempting to leverage historical advantages for suppression. This phenomenon remains widespread, with many local television stations still following outdated development models, refusing cooperation with internet new media while focusing solely on protecting their limited territory—ignoring broader consumer markets and gradually declining until they exit the media landscape, as exemplified by many Guangdong Southern Television channels that once commanded market share but now wield significantly diminished influence [4].

2.2 Shortage of Professional Talent for Innovative Media Mindset serves as the development motive for broadcasting media, while professional talent constitutes its sustaining power. Excellent teams provide continuous momentum for media development. However, current broadcasting media lack such specialized professionals, particularly those skilled in internet technologies like cloud computing—talent that remains scarce across many broadcasting groups. This makes it difficult for broadcasting media to identify breakthroughs and achieve effective integration. Moreover, the new era emphasizes audience service, as internet-era audiences determine viewership traffic for most broadcasting media. Some organizations have failed to cultivate sufficient service-oriented talent, with staff remaining behind the scenes and rarely engaging directly with audiences, resulting in diminished audience interest and engagement [5]. Professional copywriting talent is also needed for audience attraction, yet many broadcasting media still employ outdated television program and news headline formats that fail to align with modern aesthetic preferences, requiring improved writing skills that better match audience psychology.

2.3 Incomplete Industrial Chains in Broadcasting Media With technology and talent in place, media content dissemination requires robust industrial chain support. Traditional chains follow an active dissemination model where media organizations determine content—audiences consume whatever appears in television and newspapers, creating a “media-publishing institution-audience” flow. Throughout this process, broadcasting media rarely communicate with audiences or understand their preferences, often resulting in inappropriate content that triggers dissatisfaction—a problem inherent to traditional media. Unfortunately, some broadcasting media remain trapped in this outdated model, continuing to follow old patterns without learning from modern internet media’s interactive approaches. This prevents them from engaging audiences and understanding their content needs, leading to poor market feedback that hinders media convergence [6].

2.4 Blindly Falling into Development Traps Modern internet-era information spreads at astonishing speeds, with trending topics and fashion waves often exploding across networks instantaneously. Consequently, many media organizations monitor these hotspots and rapidly produce related content to capture audience attention—so-called “trend-jumping.” While this phenomenon helps traditional broadcasting media quickly align with contemporary trends and generate substantial traffic, it presents both advantages and disadvantages. Many broadcasting media lack deep understanding in this area, exhibiting blind bandwagon behavior. Some traditional broadcasters hire celebrities for promotion at enormous costs in attempts to follow trends, only to see production costs skyrocket beyond sustainable levels, creating negative effects. Others engage in blind competition with internet rivals, attempting to reclaim market share through cost and pricing while overlooking their greatest advantages: historical cultural heritage and large-scale operations [7].

2.5 Uneven Convergence Speeds Regional disparities in economic development and technological levels create uneven convergence speeds across China. Economically developed regions with advanced technology can rapidly integrate with new media and achieve favorable results, while less developed areas with poor technical conditions struggle with slow progress, hindering national convergence objectives.

3. Effective Strategies for Radio and Television Media Convergence

3.1 Unifying Innovative Development Thinking In the internet era, convergence with new media represents the inevitable path for broadcasting media. Relevant organizations must establish this consensus as a core development principle, implementing it thoroughly in planning, blueprint design, and execution. Leadership and management should formulate development strategies based on contemporary needs and national guidance, updating and enforcing them internally. Staff should also embrace this mindset, actively applying internet technology to solve problems in daily operations [8]. In essence, traditional broadcasting media must adopt a proactive, positive attitude toward internet new media rather than hostility, promoting mutual integration and development.

3.2 Scientific Talent Allocation Media convergence requires specialized professionals—from technical and service-oriented talent to content creators. Organizations should actively recruit and cultivate these personnel, potentially adopting modern enterprise management models to reduce redundancy. Development processes should consider rational personnel allocation, assigning different talents to appropriate positions where they can maximize value, meet audience needs, and satisfy corporate interests, thereby achieving successful media convergence in the new era.

3.3 Improving New Media Industrial Chains To better realize broadcasting media convergence, industrial chains require innovation and improvement across two dimensions. First, business linkage mechanisms: local broadcasting organizations should identify their business types, preferably those addressing audience needs, and coordinate with intermediate links to ensure timely transmission of audience requirements. Second, technical linkage mechanisms: in today's big data era where data drives marketing, the broadcasting industry should foster a collaborative spirit of mutual assistance, breaking down barriers to enable both media and industry-wide convergence.

3.4 Clarifying Development Paths In the complex and volatile media landscape, broadcasting organizations should maintain their core identity and remember their positioning, avoiding blind trend-following. They should rationally evaluate social hotspots and contemporary trends, refusing to publish news indiscriminately for traffic, and upholding professional communication ethics while considering event authenticity and newsworthiness. Simultaneously, they should leverage their strengths, maintain positive benefits, and carefully consider promotional methods such as spokespersons and advertising copy to select models suited to their development path [9]. For instance, one regional broadcasting group combined its existing mobile news platforms with WeChat and Weibo social networks while launching diverse interactive programs covering food, entertainment, and reality shows, significantly improving ratings and promoting its core news business. Overall, broadcasting media must balance attention to ratings with awareness of the internet's importance, harnessing its value to create compelling content while 坚守底线 and adhering to the requirements set forth at the 19th Party Congress. Only by clarifying their development path can broadcasting media achieve better results.

3.5 Strengthening Network Technology Application As society progresses and urbanization accelerates, China's information technology level has improved accordingly. Many broadcasting organizations have enhanced network technology application, launching satellite broadcasting and incorporating advanced technologies to make programs more vivid and engaging. As living standards rise, audiences demand higher-quality broadcasting content, requiring companies to strengthen network technology application to secure market share. However, some broadcasters still face constraints from internet speed and bandwidth in video transmission. Leadership should develop proper understanding of network technology before integrating with new media, actively introducing advanced technologies to support broadcasting-network convergence.

Conclusion

Through detailed analysis of the three aspects above, this paper concludes: First, the significance of current broadcasting media convergence lies in: enhancing

information reporting and dissemination efficiency; developing more competitive media products; and rescuing traditional broadcasting media from decline. Second, primary challenges include: constraints from traditional development mindsets; shortage of professional talent for innovative media; incomplete industrial chains; and blindly falling into development traps. Third, effective strategies comprise: unifying innovative development thinking; scientific talent allocation; improving new media industrial chains; and clarifying development paths.

In summary, the integrated development of radio and television media in the new era represents a major undertaking that will determine the future prosperity of the broadcasting industry. Media convergence involves not just technology and business integration, but also conceptual and ideological alignment. Only through unified thinking across the broadcasting industry—treating the nation as a single chessboard—can media convergence succeed. Only by adhering to professional ethics and remembering their mission can broadcasting professionals achieve brilliance in media convergence.

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

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