

How Broadcast News Can Leverage Mainstream Advantages to Pioneer and Innovate Postprints

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Abstract

In the contemporary era, science and technology are advancing rapidly, leading to the emergence of numerous new media that exhibit exponential growth. This phenomenon has significantly impacted broadcast news; however, broadcast journalism maintains its established mainstream and authoritative status in such a competitive social environment by virtue of its inherent characteristics, including rapid dissemination speed, extensive coverage, and rich forms and content. Nevertheless, with the increasing public demand for both news information and lifestyle service information, broadcast news must inevitably undergo continuous reform and innovation to meet the needs of the masses. Only through persistent advancement and continuous progress and development can broadcast journalism fulfill public expectations and keep pace with the evolving trends of the times.

Full Text

How Broadcast News Can Leverage Mainstream Advantages and Pioneer Innovation

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Abstract: In today's era, science and technology are advancing with each passing day, giving rise to a proliferation of new media platforms that have experienced exponential growth. This phenomenon has significantly impacted broadcast news. However, broadcast news has maintained its mainstream and authoritative position in this highly competitive social environment by virtue of its characteristics: rapid dissemination, wide reach, and rich forms and content. Nevertheless, as public demand for news and lifestyle information continues to increase, broadcast news must undergo continuous reform and innovation to meet these needs. Only through relentless progress and development can

broadcast news live up to public expectations and keep pace with the trends of the times.

Keywords: broadcast news; mainstream advantages; public opinion guidance; convergent innovation; user-centric thinking

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1.1 Advantages of Broadcast News

1.1.1 Speed as the Primary Advantage

Speed represents broadcast news' s greatest current advantage. Some news can be reported within extremely short timeframes. For instance, while audiences habitually watch news channels after work, journalists can immediately connect via live feeds to report breaking news as it happens, rapidly transmitting on-site scenes and sounds to listeners. The real-time reporting from Wuhan during the COVID-19 outbreak in 2020, for example, allowed audiences to experience the desolate streets of the city, and subsequent reports conveyed the vibrant return to normalcy once the pandemic was brought under control.

1.1.2 Interactivity

Contemporary audiences possess strong participation consciousness regarding current affairs. With the development of communication technology, people can engage with programs through various channels such as hotline calls and text messages, providing avenues for public expression. In 2003, Wuhan Radio and Television Station's Television News Center launched a program called "People's Hotline," the first television news column in Wuhan and even nationwide named after "the people." Initially a ten-minute call-in segment, it has since expanded to over an hour, consistently adhering to its purpose of "connecting for the people, connecting people together, and connecting hearts," genuinely reflecting people' s lives and serving the public while building a communication bridge between the Party and the masses.

1.1.3 Portability and Convenience

People now carry mobile phones with them at all times, and most smartphones support radio broadcasting functions. When leaving home, listeners can access broadcasts directly from their phones without carrying additional electronic devices, offering remarkable convenience and ease of operation. As technology has advanced, radios have also evolved toward lighter, more compact designs. Elderly individuals often gather with small radios to listen to current news. Sim-

ilarly, drivers and taxi passengers can access news anytime through car radios. These examples demonstrate that listening to broadcast news represents the most convenient method, highlighting its characteristic of being unrestricted by location or time.

1.1.4 Accompaniment

The “accompaniment” feature of broadcast news allows listeners to engage with content while simultaneously performing other activities. People can listen to broadcast news anytime and anywhere, enabling 贴身收听 (close-proximity listening). This mobile listening capability represents a distinct advantage over television, newspapers, and online media. The aforementioned car radio example illustrates how drivers can listen to news while driving, alleviating fatigue while staying informed about current affairs.

1.1.5 Strong Emotional Impact

Broadcast journalists possess high professional competence and social responsibility, often narrating news events in a compelling manner. Broadcast news relies on sound to transmit content, evoking auditory imagery that readily resonates with audiences. This demonstrates both the professional expressive capabilities of journalists and the emotional power of broadcast news. When emergencies occur, information can be transmitted directly through audio broadcasting—an advantage that images and video cannot match. Therefore, broadcast news should fully leverage its sound advantage by using different vocal tones to reflect the characteristics of news stories, enabling audiences to experience immersive realism.

1.1.6 Reliability of Information

Broadcast news content is regulated by laws and regulations, ensuring the authenticity and authority of its content. During news gathering, information undergoes filtering and screening to guarantee quality. This reliability stands as a guarantee that other new media platforms cannot match.

1.1.7 Seriousness and Depth

Broadcast news must maintain the authority of information dissemination as a mainstream media outlet. Whether covering political content or livelihood issues, its sources are reliable and its interpretations are reasonable and effective. The inherent authority of broadcast news is unmatched by other new media platforms.

1.1.8 Diverse Functions

Broadcast news can disseminate social news, popularize life knowledge, conduct educational activities, and provide rich entertainment. Simultaneously, it can meet the multifaceted needs of different ages, professions, and audience groups.

1.2 Disadvantages of Broadcast News

Broadcast news’ s authoritative status means that its statements and judgments often become the basis for public observation and evaluation of reality. However,

not all matters can be generalized; different situations possess unique characteristics. When the public applies a recognized viewpoint to other matters indiscriminately, social conflicts may arise. Additionally, editorial deficiencies exist in broadcast news. Content can be dry and uninteresting, failing to attract audiences effectively. When broadcasting local news, it is essential to understand which issues interest and concern local residents and to gain deep insights into public opinion. Editorial content should be novel, with enhanced innovation capabilities. When narrating objective facts, language must be highly accurate and unambiguous.

Broadcast news has not effectively utilized multimedia platforms. Traditionally, journalists describe news through language or text, preventing vivid and dynamic presentation that evokes genuine emotional responses, causing audiences to gradually lose interest. This limitation is evident in broadcast news equipment such as radios. Furthermore, accompaniment listening can cause auditory fatigue. Single-source information inevitably produces listening fatigue, and the lack of focus while listening may cause audiences to miss important news segments, reducing the effectiveness of information transmission. Finally, broadcast news has not truly integrated with online media. Although broadcast news possesses its own advanced features in the current internet era, traditional radio stations' online platforms have not been meaningfully operationalized.

2.1 Leveraging the Sound Advantage of Broadcast News

Sound transmission has always been the most distinctive feature of broadcast news. When emergencies occur, information can be delivered directly through audio broadcasting—an advantage that images and video cannot achieve. Therefore, broadcast news must fully leverage its sound advantage by using different vocal tones to reflect the characteristics of news stories, enabling audiences to experience immersive realism.

2.2 Conducting Public Welfare Activities

Broadcast news can play a vital role in helping those in need. For example, Liaoning Traffic Radio once received a call from a young girl seeking help for her brother, who had leukemia. While a successful bone marrow match had been found, the family lacked the hundreds of thousands of yuan needed for treatment. After broadcasting this story, various radio stations issued appeals for the boy, and within a week, the substantial medical expenses were raised through donations from people across regions, enabling the boy to receive his transplant and saving his life. Similar cases abound, such as reports about primary school students in remote mountainous areas living in poverty without adequate resources for learning and daily life. After broadcasting these stories, listeners spontaneously donated clothing, school supplies, and visited these left-behind children and elderly individuals, bringing warmth and compassion. These small individual contributions, when combined through broadcast

news appeals, create tremendous collective power that saves countless families in need.

2.3 Leveraging the “Speed” Advantage

Pu'er Radio and Television Station has conducted research on leveraging broadcast news' s speed advantage. For event-based news, emphasis should be placed on live on-site reporting. With the development and popularization of communication technology, broadcast journalists can use various equipment to conduct synchronized on-site reporting of news events anytime and anywhere, enabling audiences to access news content immediately. Some programs directly broadcast news live, a method that requires low technical complexity, is easy to operate, cost-effective, and provides rapid response. Therefore, when broadcasting event-based news, broadcast news should fully utilize this advantage and intensify efforts in synchronized on-site reporting.

2.4 Leading Public Opinion and Innovating Guidance Methods

Broadcast news content must be rigorous, thorough, and in-depth, with viewpoints that adhere to correct orientation, guiding public opinion toward healthy development, disseminating positive energy, and maintaining social stability. Only through continuous propagation of positive social energy can constructive voices be amplified. Through long-term cultivation, the public can derive powerful spiritual strength from the deeper meanings of broadcast news content.

2.5 Maintaining a People-Centered Approach and Staying Close to People' s Lives

To win more listeners, broadcast news must gain public affection and trust by standing on the people' s side, facing the masses, rooting itself in life, and warmly telling livelihood-related news stories. This approach should demonstrate care for people' s lives and genuinely consider their feelings, presenting news in ways that the public can accept and even enjoy, using easily understandable language.

3. The Role of Broadcast News in People' s Daily Lives

During the COVID-19 pandemic, the importance of broadcast news for epidemic prevention and control was self-evident. Since the virus primarily spreads through airborne droplets, face-to-face communication had to be avoided. In communities and villages where announcements needed to reach all residents, broadcasting became the most effective information dissemination method, allowing residents to receive news without leaving their homes. Broadcast news also compensated for the internet' s inability to cover rural elderly populations, achieving comprehensive epidemic prevention publicity in rural areas. Similarly, during the devastating 8.0-magnitude Wenchuan earthquake on May 12, 2008, broadcast news played a crucial role. With countless people displaced and materials extremely scarce, local government aid alone was insufficient.

Through rapid dissemination and reporting of post-earthquake scenes, broadcast news channeled public sorrow into appreciation for life and human compassion, prompting nationwide donations of materials and money. Volunteers and medical personnel from across the country converged on Wenchuan to combat the disaster collectively, making relief efforts more effective.

4.1 Innovating Content Forms

Pu'er Radio and Television Station has developed methods for content form innovation. As society progresses, public demand for information volume and lifestyle services has changed significantly, requiring unique content formats. Broadcast news media must do their utmost to meet public demand, keep pace with market development trends, and create content that is humorous and engaging without losing sophistication, making it both interesting and substantive for audiences. Content can also incorporate currently popular internet terms that audiences enjoy, keeping up with the trends of the times.

4.2 Integrating with New Media Channels

Pu'er Radio and Television Station pays close attention to new media development and recognizes that contemporary new media's greatest characteristic is breaking boundaries between media formats, regions, administrative divisions, and even between disseminators and receivers, enabling freer information flow. This represents one of traditional broadcast news's most significant limitations. New media platforms such as Weibo, Douyin short videos, and Kuaishou short videos are immensely popular with vast user bases far exceeding traditional broadcast news audiences. If broadcast news can combine its own advantages with new media strengths, this powerful alliance will undoubtedly produce outstanding results.

4.3 Enriching Program Formats

In current news programs, dissemination effectiveness has become the primary challenge. Therefore, broadcast news undoubtedly needs to enrich its program formats. News can be presented through conversational exchanges, leaving audiences with space for reflection. Alternatively, commentary-style broadcasting can help audiences deeply understand news connotations while guiding active thinking.

4.4 Using Appropriate Music

Music influences emotions. News reports consisting solely of dry content can feel tedious, but inserting appropriate music creates different auditory experiences and alleviates listening fatigue. For instance, music can be played before and after news segments, or suitable music can be added when narrating joyful or sad portions of stories.

4.5 Strengthening Audience Interaction

While post-broadcast call-in segments represent an advantage, they also have limitations since listeners often move on to other activities after listening. Therefore, simultaneous interaction during broadcasting can be adopted, allowing listeners to ask questions in real-time while news is being aired.

Conclusion

In today's competitive new media era, broadcast news must fully leverage its inherent advantages while strengthening its own innovation. To win greater audience attention, it must adopt a listener-oriented perspective, prioritize service to audiences, emphasize content development, understand listener interests and preferences, and adapt to the demands of the times to achieve better development.

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[2] Cheng Jia. Research on Innovative Techniques for Broadcast News Gathering and Editing in the New Media Era[J]. Communication Power (continued on page 43).

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

Source: ChinaXiv – Machine translation. Verify with original.