

An Analysis of Television Program Development Strategies in the New Media Context: Postprint

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Abstract

Media is intimately intertwined with people's lives, and the forms and content of media dissemination more profoundly influence people's lifestyles and modes of production. In the era of new media, television programs face considerable challenges. To enhance the influence of television programs, it is imperative to fully assimilate the advantages of new media, actively investigate development and dissemination strategies for television programs, organically integrate the strengths of new media and traditional media, and achieve the convergence and mutual benefit of media resources.

Full Text

Preamble

Title: An Analysis of TV Program Development Strategies in the New Media Context

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Abstract: Media is closely related to people's lives, and both its forms and content of dissemination influence people's lifestyles and production modes. In the new media era, television programs face significant challenges. To enhance their influence, it is essential to fully absorb the advantages of new media, actively research development and dissemination strategies for television programs, and organically combine the strengths of new and traditional media to achieve resource integration and mutual benefit.

Keywords: new media; dissemination forms; dissemination content; television programs; development strategies

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1. Challenges Facing Television Programs in the New Media Era

1.1 Changing Audience Psychology and Demands

Before the rise of new media, audiences passively received television programs. Broadcasters simply planned and produced content according to established protocols, presenting it to viewers who had limited agency in information consumption. However, as television programs have become increasingly diverse, audiences now actively select content based on their individual preferences, shifting from passive reception to active choice. The proliferation of information across various new media platforms has transformed viewing habits and methods, with more audiences turning to alternative channels to watch their preferred programs, posing significant challenges to the television industry.

1.2 Limitations of Broadcast-Style Distribution

Traditional media such as television and newspapers employed a broadcast-style distribution model that overlooked personalized and differentiated dissemination. This approach has further diminished the timeliness of information dissemination in the new media era. As audiences increasingly seek active information reception, the abundance of repetitive content has led to aesthetic fatigue. To enhance competitiveness, television professionals must carefully consider how to differentiate their programs within a homogenized market. New media fully demonstrates the advantages of information technology, bringing diverse content to audiences. To compensate for their shortcomings and improve competitiveness, television media must actively adopt new media strengths, transitioning from professional, independent dissemination to cross-platform, diversified communication.

1.3 Intensifying Competition in Television Programming

The proliferation of homogeneous television programs across major stations has intensified market competition. In the new media era, many stations attempt to replicate successful programs to gain market share, yet this strategy fails to resolve competitive dilemmas. Only through active innovation in content and marketing models, coupled with strong brand building, can stations create lasting impressions. Competition between television programs and new media self-produced content is particularly fierce. The continuous emergence of web series capitalizes on fragmented viewing times, attracting large audiences. The

entry of these self-produced programs into the market has escalated competitive pressures. Although new media has significantly impacted the industry, television's position in audiences' minds remains substantial. Major stations attach great importance to television program development, actively responding to new media impacts through innovation.

1.4 Impact of Media Convergence

In the context of media convergence, the interaction between audiences and information has become more intimate, transforming television dissemination platforms and reshaping industry chains and audience markets. Television programs now exhibit characteristics of non-linear broadcasting, interactivity, cross-platform availability, and personalization [?]. Therefore, achieving innovative development requires consideration of production costs, dissemination channels, and other factors. Television stations should actively establish strategic partnerships with leading new media platforms to maximize efficiency. The relationship between networks and television has grown increasingly close, providing broader space for program development. China's digital television user base is growing rapidly, with strong audience adaptability to new technologies [?], enabling access to diverse high-quality content that enhances program vitality. IPTV, which synchronizes internet program resources with traditional television, allows audiences to watch content on demand. Mobile television leverages smartphones to meet viewing needs, offering convenience, portability, and diversified content that creates broad development prospects.

2. Development Paths for Television Programs in the New Media Era

2.1 Strengthening Television Program Product Development

In the new media era, television program formats are increasingly diversified and content-rich. For instance, the establishment of digital pay channels has diversified media products. Digital television incorporates advanced multimedia technologies that require organic integration of traditional and new media to provide audiences with more information. Programs should deliver diverse experiences, such as interactive features that guide viewers to answer questions by scanning QR codes. Tianjin Satellite TV launched a personalized interactive app called "Tian Tian Quan" that fully integrates with popular programs to enhance visibility, allowing audiences to easily interact with guests and strengthening their sense of participation.

2.2 Integrating New Media with Television Program Marketing

2.2.1 Internet-Based New Media Marketing Social media represents the most participatory new media platform, offering personalized services that meet contemporary lifestyle needs. Strengthening social media marketing for television programs ensures stations can fully satisfy audience demands and improve

ratings. Stations must establish precise audience targeting and market positioning to enhance competitiveness. Multimedia content on social media platforms can fully leverage information advantages while reducing dissemination and marketing costs. Television stations should actively cooperate with multiple social media platforms through various promotional strategies to obtain more resources. For example, in 2015, Dragon TV's reality travel show "Sisters Over Flowers" utilized Sina Weibo to host a "Show Your Love" contest, offering round-trip air tickets to winning couples who posted selfies. This Weibo marketing campaign not only interacted with audiences but also promoted the program effectively.

2.2.2 Mobile New Media Utilization Today, an increasing number of internet users access content via mobile phones, making mobile information dissemination increasingly sophisticated. With the proliferation of smartphone applications, television professionals can leverage mobile platforms to strengthen program marketing and promotion. Mobile media offers high mobility and convenience, ensuring timely information dissemination and enhanced interactivity. For example, the mobile game adaptation of "Where Are We Going, Dad?" demonstrates how combining television programs with mobile media can achieve effective audience interaction and improve program loyalty.

2.2.3 New Media Television With continuous development in digital and high-definition television technologies, new media television applications are expanding. Common forms include IPTV, mobile television, and digital television. As technology improves and channel numbers increase, the integration between networks and television provides broader development space for programs. Users can access diverse high-quality content, further enhancing program vitality.

3. Emphasizing Content Innovation for Television Programs

In the new media era, television professionals must recognize the necessity of content innovation, adhering to the principle that "content is king." Without delivering quality experiences to audiences, programs will lose users. It is essential to transform traditional perspectives on television programming, accurately position the relationship between programs and users, and approach development with a forward-looking vision. Treating television content as a product requires diligent production and management following product development principles. Meticulous product design, development, and packaging, combined with effective marketing strategies, are crucial. Additionally, leveraging advanced technologies like big data for content analysis and establishing media decision-making models is vital. In production, content forms the foundation, making content marketing particularly critical. Achieving content commercialization requires active cooperation with major social networking sites for program promotion and leveraging celebrity endorsements to achieve desired effects

[?].

High-quality packaging is essential to showcase premium content to users. Due to program homogenization and the inability to fully meet evolving audience demands, television development has been affected. Recognizing the benefits of advanced technology, producing content products, and actively conducting data analysis are necessary to create outstanding programs.

4. Enhancing Social Responsibility of Media Practitioners

In recent years, much information has spread through new media without verification, reducing news quality. Some false news has affected the credibility of media organizations. While ensuring information timeliness in news dissemination, event authenticity must also be considered. Improving media practitioners' social responsibility is essential to truly meet user needs.

4.1 Establishing Fact-Checking Mechanisms

Although new media is developing rapidly, public trust in it remains lower than in traditional media. In short, traditional media represented by television still maintains high authority and credibility. To ascertain truth, many people still turn to television programs. Traditional media possesses robust news verification mechanisms, typically filtering news through multiple layers to ensure authenticity. Professional journalists' objective evaluations and sense of responsibility enhance program quality. Since new media lacks gatekeepers, news spreads extremely quickly, making it difficult to distinguish truth from falsehood and generating rumors [?]. In the new media era, media practitioners must possess basic social responsibility and continuously improve their media literacy. As the communication ecosystem becomes increasingly complex, ensuring news authenticity and objectivity while safeguarding people's right to know is paramount. All stakeholders must bear responsibilities commensurate with their roles, with increased supervision to prevent uncivilized communication and create a healthier media environment.

4.2 Improving Discourse Quality

Traditional media primarily used linear communication, but the new media era has transformed this into a many-to-many model. Television discourse must therefore align with audience preferences to open market opportunities and attract viewers. First, audience needs must be fully satisfied. To ensure effective program dissemination and harness netizen power, appropriate use of internet slang can increase affinity. Second, business models require innovation. Different dissemination channels demand different language approaches. Many media platforms now feature multi-media reporting forms incorporating various elements such as animation, images, and charts to ensure programs remain close to people's lives [?].

4.3 Enhancing Professional Competence

To improve program quality, practitioners must possess excellent professional capabilities. Traditional media personnel must fully adapt to the challenges and opportunities presented by new media, transform traditional development concepts, and meet user and market demands. Universities training media talent should also adjust their curricula according to industry needs. As the media industry evolves rapidly with various advanced technologies, dissemination platforms and methods change constantly. Practitioners must keep pace with the times and seize development opportunities.

Journalists must recognize new media challenges and changes in their work content and methods. They should be adept at using mobile phones to report breaking news, possess excellent writing skills, improve writing efficiency, and produce in-depth reports. Journalists are responsible for both content quantity and quality, while editors must clarify content positioning, distribute content appropriately, and consider dissemination effects [?]. Large-scale live broadcasts require teamwork attention. Strengthening material classification and processing improves news immediacy. Different users access news via mobile phones or televisions, and different operational methods can meet the needs of different age groups.

As times develop, people select content based on their interests and hobbies. The future media environment will present a flourishing diversity of options. The ability to choose different media depends on advanced dissemination technology support. With digital and network technologies, the media industry landscape has changed significantly. Although traditional media faces major impacts, media convergence is increasingly tight, forming new dissemination models, media forms, and media institutions. As new media develops rapidly, competition will intensify not only in technology but also, more critically, in talent. Cultivating excellent talent is essential to promote sustainable television program development.

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