

## On the Adaptation of Grassroots Radio and Television Departments to Smart Broadcasting Development in the New Era: A Postprint

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### Abstract

Grassroots radio and television departments constitute major components of mainstream media, significantly enriching the daily lives of grassroots masses and, to a certain extent, effectively transmitting spiritual and cultural content from higher-level departments to the masses, thereby promoting the construction of spiritual culture in grassroots townships and effectively meeting the spiritual needs of modern masses. Especially against the backdrop of smart radio and television construction and development in the new era, grassroots radio and television departments must actively innovate and improve to effectively adapt to this new-era smart radio and television development, thereby enabling their own development to keep pace with the trends of the times and satisfying the people's ever-growing spiritual needs.

### Full Text

## On How Grassroots Radio and Television Departments Should Adapt to the Development of Smart Radio and Television in the New Era

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**Abstract:** Grassroots radio and television departments constitute a major component of mainstream media, significantly enriching the daily lives of local communities while effectively transmitting cultural and spiritual content from higher-level authorities to the masses, thereby promoting the construction of spiritual culture at the township level and satisfying modern public demands for spiritual fulfillment. Particularly against the backdrop of developing smart

radio and television in the new era, these departments must actively innovate and improve their operations to adapt to these new developments and keep pace with contemporary trends, thereby meeting people' s growing spiritual needs. With the rapid development of social economy, the public has developed new aspirations for spiritual life, seeking greater access to social news and national policies. In recent years, the state has placed considerable emphasis on the development of smart radio and television in the new era, imposing new requirements on grassroots departments. Previous management models can no longer effectively meet these new demands, necessitating comprehensive understanding and in-depth analysis of the relevant requirements, timely and effective innovation to address existing deficiencies, and internal adjustments in strict accordance with smart radio and television development standards. This will ensure that grassroots departments can satisfy the demands of the new era, deliver more valuable news content to the masses, enrich their spiritual lives, and provide safeguards for the positive development of China' s socialist undertakings.

**Keywords:** grassroots; radio and television; smart radio and television; media convergence; talent cultivation

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### 1.1 The Significance of Smart Radio and Television

Smart radio and television primarily centers on establishing national foundational information infrastructure, leveraging cable and wireless equipment, satellite systems, and internet platforms to effectively integrate cloud computing, big data, Internet of Things, and IPv6 technologies. This integration aims to achieve intelligent media convergence to the greatest extent possible, thereby elevating overall broadcast management capabilities, network transmission speeds, operational performance, and service quality to new heights and driving comprehensive system upgrades. Moreover, smart radio and television represents the strategic objective for future broadcast development, capable of promoting structural reforms on the supply side of China' s broadcasting industry and comprehensively enhancing service standards. It effectively integrates various social sectors and industries with departmental ecosystems, combining urban, rural, social, and family-level smart construction to advance intelligent development across society. Consequently, promoting the intelligentization of radio and television can effectively achieve national strategic objectives while advancing the positive development of "smart radio and television."

## 1.2 Construction Requirements for Smart Radio and Television

Smart radio and television construction has evolved from the relevant programs and concepts of socialism with Chinese characteristics for a new era, taking socialist thought as its guiding principle to effectively satisfy the people's growing needs for a better life. It aims to provide the public with more authentic, effective, and high-quality information while guiding public opinion in the correct direction, thereby contributing to the prosperity and development of socialist culture and providing guarantees for the reform and development of China's information media industry. The National Radio and Television Administration has issued relevant regulations requiring modern broadcasting departments to effectively collaborate with national government affairs, social commerce, education, healthcare, tourism, finance, agriculture, and environmental protection during their development process, as well as to cooperate with enterprises, enabling whole-society participation in smart city construction. Smart radio and television construction must take the future development of intelligent broadcasting networks as its foundation, effectively utilizing big data, cloud computing, artificial intelligence, virtual reality, augmented reality, mobile internet, and Internet of Things platforms to achieve effective integration of modern information science and technology with social life. This drives the transformation of traditional information dissemination, management, control, and services toward intelligence and security, ushering information society into a new stage of sustainable and healthy development and realizing integrated smart development across cities, communities, and households. [1]

## 2. Current Situation of Grassroots Radio and Television Departments

Examining the development of most grassroots radio and television departments reveals that although certain improvements and innovations have been achieved, persistent problems continue to constrain their intelligent development and prevent effective adaptation to the demands of smart radio and television in the new era. [2]

### 2.1 Unreasonable Arrangement of News and Information Content

With modern socio-economic and cultural development, public demand for information has gradually increased, with audiences hoping to understand developments across various industries and access more comprehensive information. However, some grassroots radio and television departments fail to recognize the importance of their work and cannot reasonably arrange relevant content. Merely attempting to meet reform requirements, they disproportionately emphasize either entertainment or current affairs, failing to effectively satisfy public information needs and adversely affecting grassroots spiritual and cultural development.

**2.2 Insufficient Emphasis on Talent Team Building** Talent constitutes a crucial element for the development of society and enterprises, as excellent

talent teams provide essential guarantees for progress. However, some grassroots radio and television departments lack corresponding personnel in their actual development and cannot effectively promote reform and innovation. Department leaders also neglect ongoing talent cultivation, believing that simply following instructions from higher authorities can effectively drive healthy and positive departmental development. This underestimation of talent's importance results in a lack of outstanding personnel support for various departmental tasks and prevents effective utilization of relevant technologies and equipment to achieve intelligent development.

**2.3 Lack of Relevant Technology and Equipment** Due to insufficient funding, some grassroots radio and television departments lack comprehensive technologies and equipment during intelligent reform and construction, preventing effective intelligent management and development. Relevant broadcasting systems have not been timely upgraded or optimized, significantly reducing overall operational efficiency and quality and failing to meet public information demands.

**2.4 Incomplete Relevant Management Mechanisms** Sound, comprehensive, and effective management mechanisms can prepare the ground for subsequent management work. However, some grassroots radio and television departments cannot effectively integrate their actual development conditions with relevant policy requirements during operational management, resulting in deficiencies and loopholes in management mechanisms. These mechanisms fail to play their proper role in actual departmental work, cannot effectively guarantee information transmission speed and timeliness, and considerably reduce service levels.

### **3. The Importance of Adaptation for Grassroots Radio and Television Departments**

With the rapid development of social economy, culture, politics, and science and technology, modern media has taken the internet as its primary information carrier, and economic development has gradually shifted toward a knowledge and information-based economy. Against the backdrop of globalized information and intense media market competition, grassroots radio and television departments can only drive their own innovative development and achieve intelligent development of modern broadcasting by adapting to the construction and development requirements of smart radio and television in the new era. This adaptation attracts public attention, enhances industry competitiveness, and provides guarantees for sustainable development. Furthermore, effective adaptation can deepen overall broadcasting reform, provide higher-quality information for society, and establish an intelligent, automated, and information-based dissemination system that transforms audiences into users through multi-level aggregation and differentiated distribution. This system automatically learns, feeds back, and adapts, intelligently screening, classifying, editing, and deeply

processing information from cloud service platforms to ensure efficient and precise program production. It intelligently matches user information needs with relevant content to push effective information to users, achieving the goal of new media business development. [3] Therefore, grassroots departments must effectively integrate their development conditions with various influencing factors to promote innovative reform and intelligent development, thereby satisfying the public's growing information needs, enriching people's spiritual lives, and providing guarantees for social stability and harmonious development.

#### **4. Strategies for Grassroots Radio and Television Departments to Adapt to Smart Radio and Television Development**

**4.1 Emphasize Financial Support for Intelligent Development** Relevant departments should emphasize financial support for the intelligent development of grassroots radio and television, effectively introducing cloud computing, big data, artificial intelligence, and network information technologies. Leveraging the Internet of Things and internet platforms, they should establish specialized information processing platforms for grassroots departments to deepen cooperation between internet and television. These platforms should collect and integrate information on various social events, use relevant technologies and systems for intelligent classification, gather user viewing data, and intelligently distribute relevant information content through coordinated use of network resources. Simultaneously, departments should focus on government services, promptly and effectively interfacing information resources with party and government organs at all levels, fully leveraging broadcast credibility and network advantages to build open and two-way information platforms. This helps party and government departments construct comprehensive broadcasting service systems. Additionally, during intelligent construction, departments must consider new consumer demands from the masses, effectively extending network functions to maximize integration between cultural spirit and market development needs. They should incorporate public demands regarding clothing, food, accommodation, transportation, tourism, entertainment, finance, education, healthcare, and purchasing as primary extended functions, making development more aligned with public life needs. This draws public attention closer, improves program ratings, effectively expands economic benefits, and promotes progress and development.

#### **4.2 Construct Sound Management and Development Mechanisms**

During internal innovation and reform, grassroots radio and television departments must establish clear subjects for smart radio and television construction based on overall planning, clarify the positions of government and enterprises in broadcasting intelligentization, and formulate comprehensive, effective, and reasonable internal management mechanisms according to actual development conditions. This provides maximum guarantees for reform and development. Departments should construct technical management systems, personnel management systems, platform management systems, and information management

systems, strictly implementing relevant management work to maximize network information processing efficiency, optimize and upgrade current production and review processes, and achieve comprehensive intelligent development. [5] Additionally, departments can send staff to other excellent news enterprises for further study and enhance exchanges between grassroots departments, enabling staff to learn more about broadcasting development concepts and innovate their work models and methods. This cultivates outstanding talent teams for intelligent development and enables effective adaptation to smart radio and television construction. [6]

**4.3 Effectively Innovate Television Program Content** The rapid development of online self-media has significantly impacted traditional grassroots broadcasting media. To enhance industry competitiveness, grassroots departments must actively innovate broadcast television program content and enrich television programming to effectively stimulate audience interest. Broadcasting has gradually transformed into an industrialized development model, and grassroots departments must incorporate local characteristics to establish distinctive local brand programs, improve overall program quality, and integrate program content with local grassroots development conditions. Taking “serving the people” as the central mission, programs should help regional masses understand local development realities and assist grassroots communities in handling practical matters, demonstrating departmental value and enhancing credibility to stimulate audience interest. By fully leveraging grassroots broadcast television advantages and continuously improving work according to local conditions, departments can find suitable development paths, transform grassroots television programs into brand columns that meet audience information needs, stand out among competitors, expand economic and social benefits, and promote self-development.

**4.4 Emphasize the Construction of Outstanding Talent Teams** Grassroots radio and television work involves various aspects including camera operation, journalism, post-production, hosting, project implementation, and equipment maintenance, all requiring personnel with certain professional competence, operational capabilities, and professional ethics to ensure overall work quality and efficiency. Therefore, grassroots departments must emphasize and strengthen talent team construction by expanding recruitment channels, enhancing cooperation and exchanges with educational institutions to provide internship opportunities for relevant majors, accumulating work experience, and familiarizing students with operational management models. Departments may also hire industry professionals for work guidance to ensure standardized operations. [4] On this foundation, regular professional education and training should be conducted to enable all staff to master the technical knowledge and skills required for intelligent development, understand the meaning and content of smart radio and television construction in the new era, establish modern broadcasting intelligentization awareness, and effectively utilize various modern information

technologies to improve, innovate, and perfect various tasks. This drives the intelligent and automated development of all work, enhances staff efficiency, and promotes comprehensive intelligent development within departments.

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

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