

Transformation of Radio and Television Programs in the New Media Era and Its Analysis Postprint

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Abstract

With the transformation of the broader media environment, traditional media can no longer satisfy audience demands for information. From the perspective of China's current media landscape, the development of the media industry is associated with various social factors including technology, economy, humanities, and literacy; social progress drives the advancement of the media industry. As individuals enhance their competencies across diverse domains, their demand for media information is concurrently escalating. Beyond requiring media to possess basic information dissemination capabilities, audiences have imposed additional requirements for timeliness, effectiveness, interactivity, and other attributes, thereby giving rise to new media. New media has delivered tremendous impact and challenges to traditional radio and television. To enhance survivability and strengthen core competitiveness, traditional media must continuously identify epochal trends and firmly seize the opportunities presented by the era, thereby achieving the objective of stable development.

Full Text

Transformation and Analysis of Radio and Television Programs in the New Media Era

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Abstract: As the media environment evolves, traditional media can no longer satisfy audience information needs. In China's current media landscape, industry development is intertwined with technological, economic, cultural, and educational factors. As society progresses and people elevate their capabilities

across various domains, their demands for media information have grown increasingly sophisticated, requiring not just dissemination but also timeliness, effectiveness, and interactivity—giving rise to new media. New media has profoundly impacted traditional radio and television. To enhance viability and core competitiveness, traditional media must clearly identify era trends and seize opportunities to achieve stable development.

Keywords: new media era; new media; information needs; radio and television programs; transformation analysis

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New media is both a product of its era and of technological advancement. As public demands on the media industry have escalated, new media has become the favored form of contemporary communication, winning audiences over with its broad dissemination capabilities and real-time interactive features. Radio and television programs represent the most traditional forms of media. To achieve continuous breakthroughs and innovation in the current era, traditional media must actively integrate the advantages of new media development, promote its own viability and core competitiveness through fusion and upgrading, while simultaneously staying true to its strengths and resisting negative industry trends to maintain its enduring position in the media landscape.

2. Why Radio and Television Programs Must Transform in the New Media Era

New media represents both a media form and a media environment. As the second generation of media expression built upon traditional media, it primarily disseminates information content via the internet, characterized by immediacy, broad reach, specificity, and flexibility. Compared with traditional broadcast media such as television, outdoor media, newspapers, and radio that rely on specific channels, new media offers more diverse dissemination channels, including mobile television, digital newspapers, text messaging, and touch-screen media. New media is founded on digital information technology, creating novel media forms through the combination of innovation and technology. *Wired* magazine once defined new media as “communications for all, by all.” Beyond differences in expression form and dissemination channels, the most significant distinction between new media and broadcast media lies in real-time interactive communication. New media can instantly and widely disseminate personalized content to the masses, establish exchanges with audiences through diverse platforms, and facilitate group communication among audience members.

Although scholars in the media industry have yet to reach a definitive definition of new media—some journals have even established special columns treating new media as a research object—as new media has matured from its nascent stage,

scholars have identified forms such as mobile television, IPTV, and mobile phone media as new media, while others consider blogs and podcasts to fall under this category as well. Concrete examples of new media dissemination pathways include digital television, mobile phones, and computers that people use daily, fully leveraging the value created by the internet to drive industry development and innovative upgrading.

2.1 Meeting the Demands of the Era

Through new media, people can find resonance and establish communication with online groups who share the same “frequency,” similar concerns, and comparable experiences, thereby mutually addressing life challenges and promoting psychological well-being and spiritual civilization development. Therefore, the integration of radio and television programs with new media aligns with contemporary needs. People require channels and content that foster resonance—what we commonly call “points of interest,” “punchlines,” or “tear-jerkers” all represent forms of human resonance. By employing novel expression forms and diverse information transmission channels, new media satisfies people’s information needs while providing news, knowledge, and other content through various programs.

2.2 Enhancing Core Competitiveness

Unlike manufacturing or production industries that require physical raw materials, the media industry’s raw material is “content.” Media professionals collect and organize news, conduct professional editing, and then publish information. For example, radio and television variety shows must gather information about audience interests and concerns during production. However, traditional media lacks real-time interactivity, necessitating the use of new media dissemination channels to increase audience engagement and thereby promote radio and television innovation. In the current era, innovation represents the core capability of a nation, driving continuous revitalization, and it is also the core competitiveness of an enterprise. Only through continuous innovation can enterprises develop distinctive features and enhance their competitive capital. The professional competence of the media industry lies in orienting program production according to human concerns. Innovation can increase program attractiveness, thereby upgrading core competitiveness while stabilizing viability, satisfying both era demands and development trends.

2.3 Promoting Internal Upgrading

Although traditional media possesses authority and authenticity that no other media can replace, meeting the demands of the era and continuously improving audience satisfaction requires timely integration and upgrading. By merging with new media, traditional media can enhance internal innovation capabilities and immediacy. Through transformation and development that integrates new media, traditional media can promote structural transformation within radio

and television institutions, increase investment in innovation and expansion, and achieve unified internal and external upgrading that aligns with the era's background and adapts to market environments.

3. Impact of the New Media Era on Radio and Television Programs

The arrival of the new media era represents a temporal shock to radio and television programs. Traditional media has specific dissemination channels such as television, radio, newspapers, and outdoor media, whereas new media leverages internet channels for dissemination. As people have become increasingly accustomed to and dependent on internet-based lifestyles, new media can utilize the internet to achieve multi-channel dissemination, occupying people's fragmented time while continuously satisfying audience appetites through novel creative techniques and expression forms. Simultaneously, new media uses internet platforms to establish interactive communication with audiences, thereby promoting increased audience engagement—something traditional radio and television programs cannot achieve. Therefore, the new media era has delivered a disruptive impact on radio and television program development.

While bringing challenges, the new media era also presents opportunities. Although new media has achieved innovation in certain content areas, it cannot depart from the essence of media. Radio and television programs can seize this point to promote enhancement of their core capabilities in innovation and professionalism through transformation, while combining the advantages of traditional media's authenticity and authority to strengthen their competitiveness and thereby perfect transformation strategies for stable development.

4. Obstacles Faced by Radio and Television Stations as Pillars of Traditional Media During Transformation

4.1 Insufficient Technological Capacity and Imperfect Operational Mechanisms

Based on the current state of most radio and television media in China, the disadvantages of traditional media are evident, primarily manifested in insufficient technological capacity and imperfect internal operational mechanisms. Audiences experience poor emotional engagement and low-quality content reception. Radio and television programs require not only intensified transformation efforts and increased technological investment but also upgraded operational mechanisms. The problems in operational mechanisms mainly manifest as internal systems that cannot adjust according to actual circumstances, causing development obstacles and increased external constraints. During operation, radio and television programs have failed to emphasize increased promotion and audience engagement, resulting in reduced broadcast frequency and inability to promptly improve ratings. Compared with new media, traditional media lacks interactive platforms for audience communication and has narrow channels for genuine

feedback, preventing clear identification of existing problems and formulation of corresponding improvement strategies.

4.2 Weak Era Awareness Among Media Professionals and Insufficient Understanding of Current Situation

Weak era awareness and insufficient understanding of the current situation among radio and television media professionals constitute key reasons for low innovation capacity, poor audience engagement, and low content quality. “Content” is the raw material of the media industry. Without certain levels of attention and engagement, television programs cannot survive in the industry. As public cultural and spiritual levels have elevated, media professionals lacking innovative consciousness cannot promptly grasp audience interests and concerns, thereby losing media initiative and passively allowing audiences to selectively receive information. This not only hinders transformation and upgrading of traditional media but also creates numerous obstacles, forcing television media to face both external pressures and internal constraints—an extremely unfavorable situation for achieving transformation.

4.3 Professional Competence of Media Professionals Needs Improvement

With the arrival of the new media era, the internet is flooded with all kinds of information. New media content suffers from problems such as lack of authenticity, overly subjective viewpoints, excessively biased ideological guidance, and overemphasis on hot news topics. In this regard, traditional media possesses certain advantages. Whether in program production or news broadcasting, traditional media must adhere to content authenticity, correct values, and healthy ideology. Therefore, as media professionals, they must uphold traditional media advantages while achieving transformation. However, in reality, some news editors and program producers excessively hype controversial topics and release unverified news to increase program traffic, boost audience engagement, and improve ratings, creating confusion in television media. Such behavior not only fails to promote transformation but also significantly impacts television program development.

5. How to Overcome Transformation Obstacles for Radio and Television Stations

5.1 Fully Integrate New Media Dissemination Platforms

Compared with traditional media, new media’s greatest advantage lies in its dissemination channels, which primarily include digital television, online platforms, and information reception terminals. To enhance transformation efficiency and quality, traditional media must fully integrate contemporary technological means. For example, they should expand dissemination pathways beyond

primary forms such as television, newspapers, radio, and outdoor media to include digital television, the internet, and information reception terminals. As mobile devices have gradually replaced traditional dissemination carriers with era progression, television programs should break through content form limitations and release content through various formats including short videos, live streaming, animated graphics, and illustrated text. Television program content should be broadcast on currently popular video, literature, audio, and communication platforms—for instance, communication platforms like Xiaohongshu, WeChat Official Accounts, and Weibo official websites; literature platforms like Zhihu and Qidian Reading; audio platforms like Ximalaya and Qingting FM; and video platforms like Douyin, Huoshan Short Video, and Kuaishou. By establishing official television program accounts across multiple channels and releasing short videos and news through these accounts, broadcasters can build dissemination channels, increase brand effect, promote audience recognition, enhance audience experience, broaden television program pathways, and thereby improve viability in the current era.

5.2 Enhance Era Awareness and Promote Content Innovation Development

The arrival of the new media era has brought not only challenges and opportunities to traditional media but also elevated consciousness among media professionals. Media professionals in the new era must possess era-specific vision, conduct detailed analysis of the current situation, understand existing deficiencies in television programs, improve their perspectives to enhance professional competence, and continuously achieve program innovation, increased audience engagement, and improved content quality. If traditional media cannot achieve timely transformation and breakthroughs in the current era, it will face a precarious environment. Failure to innovate leads to accumulating problems, not only missing opportunities brought by the era but also weakening traditional media's original advantages. Therefore, in the new media era, television media professionals must continuously explore development pathways through innovation to enhance their competitive capacity.

For example, by applying big data analytics to grasp market trends and promptly identify topics of high audience concern, professionals can achieve content innovation and dissemination through specialized skills and competence. In content production, they can utilize novel technological software available in the current era, employing video editing, post-production, graphic design, and other methods to enrich program content and improve visual quality, thereby enhancing audience viewing experience. When creating content for internet platforms, they should incorporate various formats including images, illustrated text, animated graphics, short videos, and voice content to increase content applicability and improve audience experience, thereby accelerating radio and television program transformation and upgrading while ensuring both successful transformation and improved work quality and efficiency.

5.3 Uphold Professional Competence of Traditional Media Professionals

China's current media environment generally suffers from insufficient professional competence among media personnel, leading to market disorder, crude content production, and questioned authenticity and fairness. Traditional media is the most authoritative and authentic media in China's industry, with many people approaching new media with skepticism while remaining loyal audiences of traditional media. To leverage traditional media advantages and continuously uphold authenticity, professionalism, and fairness, media professionals must strengthen their professional cultivation, clarify their responsibilities, and produce content with correct values, healthy ideological expression, and positive guidance through continuous information gathering and ideological development.

As the media industry continues to innovate, radio and television programs seeking transformation and upgrading must thoroughly understand era trends, promptly update development concepts, pathways, and models, and enhance media professionals' professional competence and innovation capacity. By maximizing traditional media advantages through full integration and professional dedication, they can accelerate transformation speed, improve transformation quality, and achieve steady development in the media field.

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