

Regulatory Objectives and Implementation Pathways for Radio and Television News Communication in the New Media Era: Postprint

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Abstract

With the emergence and development of new media, traditional news communication resource platforms have revealed contradictions of homogenization. Journalism and communication institutions should align with social development trends and enrich the training objectives for multimedia talent. To implement the transformation of talent training objectives, it is necessary to cultivate students' abilities and thinking through professional education methods, thereby enhancing the construction of news communication resource platforms under new media. Triple network convergence changes the technical characteristics of broadcast media, causing changes in the internal and external environment of information dissemination. The implementation path of radio and television news in the new media era reflects the innovation of broadcast news production models, safeguards national ideological security, reconstructs a diversified evaluation index system for broadcast news programs, and enables broadcast news communication under new media to play a greater role.

Full Text

Objectives and Implementation Pathways for Broadcasting News Communication Regulation in the New Media Era

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Abstract

With the emergence and development of new media, traditional news communication resource platforms have revealed contradictions of oversimplification. Journalism and communication institutions should adapt to social development

trends, enrich multimedia talent cultivation objectives, and to implement these transformed objectives, they must cultivate students' capabilities and thinking through professional education methods, thereby improving the construction of news communication resource platforms in the new media environment.

Triple network convergence represents a fusion of industrial forms, with mutual market access in business operations and shared resources. Changes occur in information source structures, media performance, and media organizational structures. Following triple network convergence in the new media environment, the internal and external environment of information transmission has changed. The integration of three screens (TV, computer, mobile) returns traditional television to a diversified information dissemination platform. Whether broadcasting news programs can achieve faster dissemination effects through integrated networks to safeguard national cultural security depends on the construction of regulatory frameworks for television news communication under triple network convergence.

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Introduction: Triple Network Convergence and Broadcasting Development

Triple network convergence represents a fusion of industrial forms, with mutual market access in business operations and shared resources. Changes occur in information source structures, media performance, and media organizational structures. Following triple network convergence in the new media environment, the internal and external environment of information transmission has changed. The integration of three screens (TV, computer, mobile) returns traditional television to a diversified information dissemination platform. Whether broadcasting news programs can achieve faster dissemination effects through integrated networks to safeguard national cultural security depends on the construction of regulatory frameworks for television news communication under triple network convergence.

For broadcasting news communication to achieve sustainable development in the new media era, it must adapt to the trend of triple network convergence

and be regulated primarily through social regulation. Although online media currently dominates, broadcasting media remains the mainstream media with high penetration rates in China. Broadcasting news possesses non-competitive consumption characteristics, and its communication regulation must satisfy the fundamental interests of the public.

Currently, broadcasting media news communication development faces issues such as narrow topic coverage, weak relevance, and prominent homogenization. Macro-level causes include intense media competition, management systems that constrain broadcasting media development, and new media development breaking the survival pattern of traditional media. Micro-level factors include insufficient news innovation capability, inadequate equipment investment, and lack of professional competence among news practitioners.

1. Impact of New Media Development on Broadcasting News Communication

Broadcasting media has made significant contributions to the Party's news propaganda work. With the development of new media, broadcasting media encounters new problems in its development. As the economy develops rapidly, there exists a certain gap between broadcasting media development and the requirements of news propaganda work under the new situation. Broadcasting media urgently needs to form its own development momentum and enhance core competitiveness. Although broadcasting media news program formats continue to innovate, there remains a considerable gap with audience requirements for broadcasting news under the new situation. Facing the severe challenges of new media, how to increase innovation efforts and enhance the guiding power of news programs has become an issue that practitioners must consider.

The development of China's broadcasting media industry continues to advance with the progress of the times. Broadcasting policy licensing forms the foundation of broadcasting media development. After the central government proposed the four-level operation system in 1983, broadcasting stations increased rapidly nationwide. In the early 1990s, counties and cities established broadcasting stations. In 2000, the central government required the implementation of broadcasting groupization, and the State Administration of Radio, Film and Television promoted public channels, requiring county-level television stations to cease self-produced programs and transition from a four-level to a three-level station system. These policy adjustments resulted in tortuous development for broadcasting stations.

Broadcasting media development is characterized by large quantities but weak overall strength. Development across China's broadcasting stations is unbalanced, with economically developed regions possessing stronger broadcasting stations, such as the Beijing-Tianjin-Hebei region and the Bohai Economic Rim, where stations are more powerful. County-level television stations in developed eastern coastal regions surpass prefecture-level stations in western regions.

Broadcasting station media news reporting is limited to regional scopes. However, due to proximity to grassroots masses, they can observe actual living conditions and quickly capture scenes of people's lives. The disadvantages of broadcasting media include regional constraints, limited news material sources, generally low educational levels among audiences, low media exposure rates for county-level broadcasting media audiences, insufficient investment in broadcasting media, and inadequate technical improvements to meet development demands.

China's mobile internet industry has developed rapidly, with Chinese netizens reaching 900 million, internet penetration reaching 65%, and mobile phone usage reaching 96%. Mobile phones have become the primary internet terminal, with 560 million Chinese mobile netizens watching videos. New media is fast and convenient, attracting large numbers of young people. New media development has broken the survival pattern of traditional media, impacting the mainstream status of broadcasting media. Mobile information communication functions have become primary functions, with the internet penetrating all levels of society and changing broadcasting media audience viewing habits. In the self-media era, people are accustomed to understanding news through mobile internet, significantly affecting broadcasting media news communication.

2. Building Institutional and Cultural Environment

"Regulation" possesses dual attributes as both verb and noun. In 1971, Stigler proposed the concept of regulation, arguing that legal regulation is the application of state coercive power, with regulatory subjects being national administrative and legislative institutions. According to regulatory purposes, it is divided into economic regulation and social regulation. Economic regulation aims primarily to prevent inefficient resource allocation by establishing standards, while social regulation establishes standards for service quality and production activities.[1] Social regulation theory addresses externalities of behavioral subjects and public goods issues.

The objectives and pathways for broadcasting news communication regulation are manifested in building an institutional and cultural environment, innovating news production and promotion models, safeguarding national cultural security, and reconstructing diversified evaluation systems for news programs. As global political democratization advances, mass media frequently intervenes in various stages of public policy, constituting a process of deliberative democracy. Deliberative democracy involves citizens participating in public decision-making through free, equal dialogue and other consultative methods.[2] The integration of three screens returns traditional television to a diversified information dissemination platform, enabling audiences to become both recipients and disseminators of information. The initiative of traditional senders weakens while the influence of recipients strengthens, breaking the monopoly of authoritative information release.

The “Broadcasting and Television Management Regulations” promulgated by the State Council constitute the basic basis for managing broadcasting activities in China. Additionally, this includes the “Film Management Regulations” and the “Regulations on the Protection of Rights of Information Network Communication” specifically regulating internet communication. Administrative regulations are mostly formulated to address problems arising in certain periods, with unclear management subjects, and cannot solve existing problems in broadcasting communication from their source.

Under the industrialized development of new media convergence, the State Council issued the “Overall Plan for Promoting Triple Network Convergence” in 2010. It is imperative to formulate specialized legal norms to replace administrative regulations. As laws involve different subjects, such as broadcasting institutions and various organizations, detailed and explicit provisions are needed to avoid discretionary power, effectively circumvent constraints on broadcasting communication activities by interest groups, and fully safeguard the information rights of ordinary citizens. The public, possessing the right to discourse, can interact with television through information terminals like mobile phones, express their wishes and propositions, and propose suggestions on government decisions at any time. This makes citizen participation more convenient and efficient, stimulates civic consciousness among the entire population, and promotes the orderly development of democratic politics.

3. Innovating News Production and Promotion Models

Following new media convergence, information communication exhibits diversified, all-media characteristics. The unidirectional information communication mode faced by public opinion propaganda is broken, with non-linear information communication becoming dominant. The disappearance of boundaries between traditional and emerging media leads to direct conflicts between traditional public opinion fields constituted by broadcasting and other traditional media, and emerging public opinion fields constituted by new media. National cultural security faces challenges.[3] Broadcasting media must break through traditional rigid thinking to improve propaganda efficiency. Under new media convergence, broadcasting news communication regulation must innovate broadcasting news program production models to meet public opinion propaganda requirements.

First, program quality must be enhanced through the large editorial department model. Overseas television institutions represented by CNN employ the large editorial department model to produce news programs, improving production efficiency. The large editorial department model transforms program production concepts centered on columns, enabling editors to dominate news production. This facilitates editors to implement channel news concepts through gatekeeping, powerfully promoting news program quality improvement.

Second, marketing of broadcasting news programs should be emphasized. Traditional television news focuses on how to produce good news, often assuming that

good programs will generate good public opinion effects. Because unidirectional, closed communication methods gave traditional media channel monopoly advantages, new media convergence has transformed audiences from passive recipients to active selectors, shifting their role from audience to user.[4] Introducing news product marketing concepts becomes essential, requiring broadcasting news programs to adhere to the principle of “channel is king.” Communicators can utilize incentive mechanisms to mobilize audiences to share news programs for marketing purposes. They can also leverage the openness of news text information to actively create topics through social platforms like Weibo, attracting audience participation in activities to achieve indirect marketing effects.

Third, constructing personal portal platforms promotes news product value addition. Under traditional news viewing, most audiences were unclear about what they could do after receiving information, resulting in unsatisfactory reception effects. Building user personal portal platforms in integrated networks, which integrate upload and comment functions and provide content management access, can address this. Platforms must possess content review functions to effectively gatekeep user-uploaded news content. Users can actively and accurately obtain communication information based on their own needs and value judgments. CNTV’s “My TV Platform” built in the iXiyou section serves as a case of personal portals. “Personal portals” represent a deeply participatory television experience for users, an effective approach to extending the lifecycle of news information, enabling audiences to remember news programs that would otherwise be forgotten after traditional viewing.

Under triple network convergence, broadcasting news communication models have changed, with content presenting diversified characteristics. As information technology rapidly develops and the volume of social communication information continuously increases, some false and negative news information can adversely affect people’s lives. Identifying information authenticity in news communication becomes extremely important. To ensure broadcasting news program quality, communication institutions must strictly gatekeep information quality, adhere to information communication authenticity, timely disseminate social news, and correctly guide public opinion. Establishing communication review systems is essential for broadcasting news communication under new media convergence.

4. Reconstructing Multi-evaluation Index System for News Programs

Safeguarding public interest constitutes the foundation of broadcasting industry legitimacy. China’s broadcasting media should emphasize its responsibility to protect public interest. However, the current ecological environment of broadcasting programs is not optimistic, with various talent shows and entertainment programs flooding the airwaves, showing excessive entertainment tendencies. Some provincial satellite television people’s livelihood news programs have taken an entertainment route, with the ratings baton effect being the underlying cause. To strengthen the public service functions of broadcasting

media under new media convergence, it is necessary to reconstruct a diversified evaluation index system for broadcasting news programs, ensuring that news program production under new media is based on the objective of safeguarding public interest.

Currently, China's authoritative applied evaluation index system is the column evaluation system formulated by CCTV, where television ratings as objective indicators account for 50% and expert evaluation as subjective indicators account for 25%. This system targets columns including news, entertainment, finance, and lifestyle services. Reconstructing the evaluation system requires breaking the dichotomous weighting setup. Under new media convergence, objective indicators include both television rating metrics and internet traffic metrics. While objective indicators play a unique role in television program duration evaluation and user loyalty cultivation, news programs pursue pluralistic value orientations. Establishing dichotomous weighting for news programs creates negative guidance, causing programs to pursue powerful sensationalism to boost ratings, ultimately descending into vulgarization.[5]

Subjective indicators include audience satisfaction and expert evaluation. Audience satisfaction indicators represent the credibility of broadcasting programs, with value orientation pursuing social effects. Broadcasting news programs rich in independent and pluralistic principles under diversified value orientations satisfy differentiated audiences, exerting positive effects on broadcasting news program production.[6-7] Under new media convergence, broadcasting news media communication channels have changed, and satisfaction indicators can be conveniently obtained through new media. Audience feedback information can be acquired through viewing terminals. Expert evaluation involves television programs inviting representative experts from relevant fields as program quality consultants, with expert evaluation indicators representing whether column orientation is correct and program production standards. New media convergence brings diversified public opinion, and increasing the weight of expert evaluation indicators benefits program professionalism in the all-media era.[8]

According to system theory optimization principles, it is reasonable for objective indicators to account for one-third of the weight in broadcasting news program evaluation indices, which benefits the enhancement of broadcasting media news program dissemination power and professionalism under new media, and improves their cultivation of democratic spirit. After new media convergence, technological advancement, coupled with audience demands, brings broadcasting news into a new stage, with news communication presenting characteristics such as value pluralism. Regulation of broadcasting news communication must adhere to human-centered concepts, targeting the highest interests of society and the public, enabling broadcasting news communication to play a greater role during social transformation.[9-11]

Conclusion

Driven by the 21st-century technological revolution, China's technology should keep pace with international development. According to China's triple network convergence plan, the country fully entered the triple network convergence era in 2016. Broadcasting news communication development under new media convergence must innovate programs and broaden channels to enhance competitive strength. Broadcasting news communication institutions should enrich program content and build brand influence. The development direction for broadcasting news communication is enabling audiences to watch their favorite television programs not only through traditional television but also through broadband networks. Through new media convergence development and multi-channel marketing, broadcasting news communication brings unprecedented audio-visual feasts to the masses and improves people's living standards.[12-15]

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