

Innovative Work Paths of County- and City-Level Radio and Television Stations in the Converged Media Era: Postprint

Authors: Guo Wenjie

Date: 2023-10-08T00:00:00+00:00

Abstract

Against the backdrop of emerging media carriers, traditional media has suffered severe impact, resulting in a gradual loss of public attention. In this process, radio and television media have shouldered the important responsibility of constructing a favorable public opinion environment, particularly as the Party Central Committee has further clarified work requirements in the new era. Therefore, seizing the trends of the times and forging a path of integration and innovation constitutes essential work for promoting county-level radio stations in the integrated media era. Accordingly, this paper proposes innovative work approaches for the integrated media era based on the actual operational conditions of county-level radio stations.

Full Text

County-Level Radio and Television Stations' Innovative Work Paths in the Era of Media Convergence

(Shandong Province Jinan City Zhangqiu District Media Convergence Center, Jinan, Shandong 250000)

Abstract: Against the backdrop of emerging media carriers, traditional media has encountered severe challenges, resulting in a gradual loss of public attention. In this context, radio and television media bear the critical responsibility of fostering a healthy public opinion environment. Particularly in the new era, the Party Central Committee has further clarified its work requirements. Therefore, grasping the trends of the times and forging a path of integration and innovation constitutes essential work for advancing county-level radio stations amid media convergence. This paper proposes innovative operational approaches for county-level radio stations in the media convergence era based on their actual working conditions.

Keywords: County-level radio and television stations; Media convergence era; Innovative work paths; Cross-industry cooperation

Currently, political, economic, technical, and talent trends each exhibit distinct developmental patterns. From the perspective of county-level radio and television media development, blindly copying the experiences of other regions' broadcast media while ignoring local conditions inevitably leads to severe "acclimatization" issues, preventing county-level radio and television stations from fully aligning with the media convergence era. Therefore, this paper proposes innovative work paths for county-level radio and television stations in the media convergence era based on their actual developmental status.

1.1 The Sender-Receiver Relationship is Transformed

For traditional radio and television media, continuing to rely on single-form dissemination proves ill-suited to the media convergence era. In this new landscape, audiences have shifted from passively receiving information to actively producing and publishing content, providing crucial channels for further information dissemination [?]. In the media convergence era, both individuals and institutions across all social strata can transform themselves into information transmitters and publishers, thereby blurring the boundaries between disseminators and receivers. For instance, users on short-video platforms like Douyin possess dual roles as both content creators and viewers. Each user can select content of interest anytime and anywhere based on personal preferences, rather than passively waiting for content delivery as in traditional media. This completely breaks previous temporal and spatial constraints, enabling flexible information reception. In other words, media convergence has provided society with more talented individuals and more personalized information receivers and disseminators. Simultaneously, both film-television websites and video platforms have prioritized user experience, significantly enhancing information dissemination quality and achieving genuine freedom of discourse power [?].

1.2 Discourse Power is Reconstructed

Traditional information dissemination forms such as magazines, radio, and television represented elite-class media, making it difficult for ordinary citizens to establish their own discourse power within these structures and rendering them vulnerable groups in the social discourse power structure [?]. However, under media convergence, diversified communication has broken down previous technical barriers, allowing ordinary people to voice their opinions on social issues through social software like Weibo forums and short-video platforms. This has greatly amplified public discourse power, enabling diverse public opinions to spread farther and wider. For the people, discourse power represents a fundamental means of self-expression. Nevertheless, this freedom of discourse has also introduced negative factors to social development, representing a disadvantage

of the media convergence background [?].

1.3 Interaction Becomes More Comprehensive

Traditional radio and television media could only transmit information unidirectionally, with reverse transmission proving extremely difficult. Relying solely on telephone or text messages to gauge public opinion failed to achieve significant results. In the media convergence context, network communication has developed rapidly, enabling audiences to directly express their opinions and achieve secondary or multiple rounds of dissemination. This has forced traditional media to broadly incorporate opinions from all parties and actively engage with audiences. Combined with traditional media's substantial influence and commercial value, the media environment under media convergence has become more direct and transparent compared to traditional models.

2.1 Aligning with Internet Thinking

Users have developed media convergence-era thinking based on information dissemination habits and content formed during the internet age, transforming information transmission from unidirectional to diversified development. In other words, the media convergence era must prioritize customers in information dissemination. Under this background, 21st-century radio and television stations must accurately grasp their direction and positioning, abandoning previous single-form information dissemination methods. They must also lower their traditional high-handed posture and communicate with users and the public as equals [?]. In the media convergence era, users become both witnesses of events and primary information disseminators on these platforms. Radio and television stations must organically integrate user needs with professional media capabilities to ensure correct public opinion guidance during information aggregation. Regarding current hot topics, they must synchronize with the internet to deliver first-hand information to audiences, avoiding the spread of false information. Simultaneously, during radio and television media convergence, they must ensure smooth user information channels, allowing users to feedback their knowledge through the fastest and most convenient channels, thereby providing audiences with more in-depth and specialized content. This not only aligns with media convergence development characteristics but also maximizes benefits for users, achieving genuine media convergence functions and enabling universal connectivity.

2.2 Transforming Traditional Content Production Models

Currently, county-level radio and television stations have not yet established comprehensive content integration plans. Traditional radio and television media rarely reprocess content for secondary or multiple broadcasts. The short-video platforms or public accounts operated by different channels exhibit uneven quality. From an overall perspective, the current integration of county-level radio and television stations remains at a primary stage, with considerable distance

from deeper and higher-quality convergence. Therefore, county-level radio and television stations can integrate their new media centers with new media technology departments to construct locally distinctive media convergence service centers. They should employ professional staff dedicated to media operations and new media content production, forming a sound production structure that ensures better performance on the path of content and information dissemination innovation [?]. For example, Zhejiang Satellite TV's "I Am an Actor" new media platform demonstrates a program content layout and management model that local media can actively learn from. On this platform, all channels have dedicated personnel for content publishing, and rankings are implemented based on click-through rates and readership. Integrating rankings with incentive schemes not only ensures the quality of media convergence clients but also attracts more audiences, breaking content barriers, leveraging the roles of various positions, and thereby attracting more audiences.

2.3 Developing Cross-Industry Cooperation

For county-level radio and television stations, the greatest obstacles to unified development under new media integration are technology, manpower, and funding. If county-level radio and television stations remain complacent, they will inevitably hinder their overall progress. The greatest characteristic of radio and television media lies in their strong news production and creation capabilities, which can produce more fresh content through in-depth cultivation. Examining current local radio and television situations, many regions lack market presence and innovation capacity due to economic and technical constraints. Therefore, they can actively learn from programs that have already established market positions, such as Hunan Satellite TV's variety shows and Shanghai Satellite TV's talent competition programs. County-level radio and television media in the media convergence context often fall into the "Matthew Effect" trap, where the strong become stronger and the weak become weaker. To fundamentally reverse this situation, county-level radio and television media must find common ground between information dissemination and entertainment, achieve all-round development, and realize cross-industry cooperation to achieve breakthroughs in the media convergence environment.

2.4 Innovating Institutional Mechanism Reforms

The current management model of county-level radio stations remains primarily administrative unit management. This single management model has slowed media convergence development and severely constrained internal production vitality. Many county-level radio and television station media organizations suffer from single assessment models, leading to seriously declining enthusiasm and standards among content producers and lacking rationality, making them incompatible with the media convergence era. Particularly in the traffic-driven media background, this singular model has also caused severe obstacles to county-level radio and television station development. Therefore, it is necessary to

establish a set of feasible incentive schemes. For instance, an evaluation system can encourage news professionals to innovate in short-video or graphic formats while ensuring content authenticity, and assess their overall performance based on readership and comment numbers. Outstanding practitioners can receive corresponding material or salary rewards, creating a favorable innovative work environment that plays an important role in clarifying staff motivation on media platforms. Notably, when defining job responsibilities for news editors, work content must be further divided, requiring these personnel to clarify their positions while handling operations and editing work. A scientific assessment mechanism can stimulate practitioners' enthusiasm and innovative skills, thereby providing the public with more novel and high-quality news content.

2.5 Further Refining Media Positioning

Different media possess distinct characteristics, particularly regarding suitable text formats. Examining the development of county-level radio and television stations' broadcast frequencies and website terminal new media platforms, county-level radio and television stations in the media convergence era should leverage different media characteristics while achieving unification. In the media convergence context, radio and television stations must fully respect media technology development, base their development plans on new media characteristics, and thereby satisfy user needs. For example, local residents' life information and familiar content can be published on WeChat public platforms in text or image formats with clear themes to encourage active public participation. Particularly for livelihood-related content, novel titles are needed to attract citizens and encourage them to actively share information in their social circles. Government news can break away from traditional serious broadcast formats and use news clients to satisfy public demand for transparent government information, thereby better building a bridge between government and citizens. Additionally, fragmented reading and short videos have become important media forms pursued by contemporary residents. If their content can be organically integrated with people' s demands, they can not only attract audiences but also better 拉近 the distance with users.

Under the influence of national policy and market environment, the development of county-level radio and television stations under media convergence represents an inevitable trend. County-level radio and television stations must exert greater effort compared to other regional broadcast media. Therefore, county-level radio and television stations must not only continuously innovate news production models but also actively explore new products and actively meet user demands in line with the pace of the times. Driven by technology, media convergence is an inevitable dynamic development process. Currently, county-level radio and television stations exhibit certain shortcomings in their media convergence development process, such as the need to aggregate large amounts of data to accurately grasp user interests.

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

Source: ChinaXiv – Machine translation. Verify with original.