

A Preliminary Study on the Transformation Approaches of Radio and Television in the New Media Context: Postprint

Authors: Zhang Yueyong

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

Abstract

With the continuous development and widespread application of new media, the forms of new media that people encounter are constantly increasing, and its influence is also significantly strengthening. From the perspective of current analysis, the extensive utilization of new media has altered interpersonal relationships under traditional social formations, thereby creating a new context that can be simply summarized as the new media context. In the new media context, social interpersonal relationships have undergone significant changes, encompassing modes of thinking, the pace of work and life, and perspectives on specific matters. Analyzing social development and industrial progress based on these changes holds prominent practical value. Summarizing the current state of social development, radio and television—under the influence of the new media context—must actively seek transformation and clarify the methods and strategies for such transformation to realize their value, which is of significant importance for overall work advancement. This article analyzes and investigates the methods for radio and television transformation within the new media context, aiming to guide practical work.

Full Text

A Brief Discussion on Transformation Methods for Radio and Television in the New Media Context

Author: Zhang Yueyong (Qingfeng County Radio and Television Station, Qingfeng, Henan 457300)

Abstract: With the continuous development and widespread adoption of new media, people are increasingly exposed to diverse forms of new media, whose influence has grown significantly. Analysis of the current stage reveals that the extensive use of new media has transformed interpersonal relationships in

traditional social formations, thereby creating a new context that can be summarized as the “new media context.” In this environment, social interpersonal relationships have undergone notable changes, encompassing shifts in thinking patterns, work-life rhythms, and perspectives on specific matters. Analyzing social development and industrial progress based on these changes holds substantial practical value. A review of current social development shows that, under the influence of the new media context, radio and television must actively seek transformation and clarify its methods and strategies to realize their value, which is crucial for overall progress. This article analyzes and investigates transformation methods for radio and television in the new media context to guide practical work.

Keywords: new media broadcasting; value analysis; ontological transformation; cultural transformation; institutional transformation

In contemporary social practice, new media applications are becoming increasingly pervasive, playing a more significant role in daily life. Actively analyzing specific changes in the new media environment and examining industrial development within this context holds outstanding practical value for implementation. Social practice demonstrates that the state of interpersonal relationships changes markedly depending on the tools employed, resulting in significant differences between interpersonal relationships in traditional media environments versus new media environments [1]. Within this broader context of changing relationships, social work and thinking patterns must be adjusted accordingly—that is, specific content must be transformed within its appropriate social context. The new context constructed by new media possesses unique characteristics, and radio and television transformation must consider operational methods based on this new media context.

1. Analysis of the New Media Context

To analyze transformation methods for radio and television in the new media context, we must first understand what the new media context entails. Based on analysis of the specific concept of context, two prominent features emerge: first, it reflects a state of relationships, representing the relevance in people’s daily communication; second, context possesses immediacy and reality, reflecting relationships within communicative activities [2]. In an environment where new media is becoming increasingly prevalent, interpersonal communication primarily utilizes cyberspace, platforms, and channels, resulting in new forms of interpersonal interaction that significantly alter the immediacy characteristics of context.

If the concept of “new media context” is valid, it corresponds to real-world contexts or those of the traditional media era. Most research on the specific characteristics of the new media context focuses on five aspects: (1) diversified and personalized communication subjects; (2) multimedia content presentation

and hypertext characteristics; (3) pronounced interactivity in communication behavior; (4) shared nature of massive information; and (5) timeliness and global reach of information dissemination. However, closer examination reveals these five aspects represent features of new media itself rather than the new media context. Based on relevant theoretical analysis, the most prominent characteristic of the new media context is its **virtuality**.

In general, cyberspace differs significantly from real society, largely masking individuals' true identities. In this virtual space, netizens can adopt disguises to speak candidly, creating a distinctive discourse style for network or new media use—direct, sharp, and unreserved [3]. In short, virtuality has become a defining feature of the new media context. Current practice shows that the “violent tendencies” of online information are severe in the new media context. Without effective control and management, online information can significantly impact individuals and society. Therefore, emphasizing radio and television transformation in the new media context enables broadcasting media to play a role in “deviation correction,” thereby comprehensively enhancing their practical application value.

2. Value Analysis of Radio and Television Transformation in the New Media Context

To achieve radio and television transformation in the new media context, we must consider and analyze the value of such transformation, as value research clarifies direction and objectives, which is significant for specific implementation.

Research shows that new media has changed the landscape of radio and television stations. With the integration of new media into broadcasting, information dissemination methods have undergone noticeable changes, specifically manifesting as faster information transmission, broader coverage, and more prominent interactivity, significantly altering broadcasting effectiveness. Overall, new media possesses clear advantages in information dissemination speed, can carry massive amounts of information, and extends coverage across all of China [4]. Through integration with the internet and radio broadcasting, new media enriches program variety and enhances content novelty, greatly satisfying audiences' growing cultural demands. Compared with new media, traditional radio and television suffer from significant defects such as fixed content and limited audience selectivity. New media eliminates these concerns, allowing audiences to select and play programs based on personal preferences, which stimulates viewing demand and enhances cultural consumption capacity. In summary, new media's advantages are substantial, and leveraging new media for transformation in traditional radio and television development can gradually change broadcasting's competitive disadvantage, making development more effective. In short, achieving transformation in the radio and television industry under the new media context holds outstanding practical value.

3. Discussion of Transformation Methods for Radio and Television in the New Media Context

Based on the above analysis, achieving radio and television transformation in the new media context has outstanding practical value. Therefore, discussing transformation methods is crucial for implementation. The methods primarily concentrate in three areas, analyzed and discussed as follows.

3.1 Ontological Level: Transformation from Traditional Media to Converged Media

From an ontological perspective, transforming from traditional media to converged media represents an important operational method for radio and television transformation in the new media context. This method requires emphasizing three transformations.

First, **transformation of radio and television forms** is essential [5]. Analysis of practice shows that significant development in media technology has substantially impacted the structure of the communication industry, creating a new situation in media order under new media technology applications. The clear boundaries between traditional and new communication methods are gradually blurring, with increasing correlation and compatibility among different media. Analysis of traditional radio and television development in digital technology environments reveals that digital media intervention has given rise to new media formats, such as internet radio and television and mobile broadcasting.

Second is **transformation of radio and television business formats** [6]. In the past, traditional media divisions were clear-cut. However, under the “triple network convergence” background, providing personalized information services anytime, anywhere, and for anyone cannot rely on a single medium to meet the requirements of the current converged media era. Therefore, practice must emphasize the utilization of various technologies to achieve overall transformation of radio and television business formats. Specifically, digital compression technology enables compatibility between network data transmission systems and traditional media methods, improving loading capacity. This enhanced loading capacity makes integration between old and new media increasingly common, creating new business formats for broadcasting development.

Third is **transformation of radio and television roles** [7]. With continuous new media development and application, its role in media convergence has become increasingly prominent. In the new media environment, the collection and production of converged news content have undergone methodological transformations, making converged news far more complex than traditional media products. In this environment, the competency of journalism practitioners must continuously improve. Overall, in the new media environment, the roles of news information producers and audiences have changed significantly—audiences under traditional media have become information producers and creators in the new media environment (Figure 1 [Figure 1: see original paper]). In short, in

the converged media era, any individual using new media can become both a producer and consumer of information, breaking the fixed pattern of information production. In essence, in the new media context, radio and television must recognize this role transformation to implement effective transformation.

3.2 Cultural Level: Transformation from Public Media to Citizen Media

In the new media context, radio and television transformation must also consider the cultural level, shifting from public media to citizen media. This transformation requires emphasizing three aspects.

First, the **audio-visual environment must shift from the living room to “mobile space.”** From a new theoretical perspective, radio and television can be defined as a household medium—that is, understood within the context of individual families. This allows interpretation and cognition of radio and television from both private and public social perspectives [8]. Based on audience analysis, media attractiveness is significantly related to content and format. From this perspective, new media holds clear advantages in both content richness and format diversity. Therefore, during radio and television transformation, leveraging new media technology to transform traditionally fixed broadcasting into a format with obvious “spatial mobility” characteristics will expand the audience base.

Second, the **audio-visual relationship must transform from “watching” to “using.”** Under the triple network convergence background, people’s lifestyles have changed significantly. In radio and television, the most notable change is that broadcasting was previously primarily for entertainment and leisure—people obtained cultural satisfaction by watching programs. In the current new media environment, radio and television have become an important channel for obtaining information, with home televisions becoming information terminals that provide various services for family life. In the past, television broadcast what audiences watched; now, audiences select services based on their needs. This shift realizes the transformation of the audio-visual relationship from “watching” to “using.”

Third is **transformation of audio-visual information acquisition.** In the past, due to scarce media resources, media subjects held monopolistic discourse power, requiring information recipients to passively receive conveyed messages [9]. With new media revolution and widespread internet technology, information has become increasingly massive, submerging public information. In other words, in the current social environment, information is abundant and diversified. In this environment, audiences no longer need to collect information but rather select it—that is, choose needed content from massive information. For example, CCTV’s *News 1+1* focuses on elevating hot topics from online tracking to public discussion issues, achieving perfect integration between online and public agendas and providing in-depth, unique interpretation of network topics.

3.3 Institutional Level: Transformation from Regulated Media to Monitoring Media

To achieve radio and television transformation in the new media context, institutional-level transformation from regulated media to monitoring media is necessary to realize transformation objectives.

First, **reform of the broadcasting media structure** is required [10]. The broadcasting media structure significantly impacts specific practice. In past practice, the structure showed strong professionalism. However, in the new media environment, media technology utilization has enabled converged media development. Operating traditional media structures in this environment significantly impacts work adaptability and effectiveness. Therefore, to truly achieve transformation goals, the broadcasting media structure must be reformed based on practical conditions. In media reform practice: (1) clarify specific development directions and goals; (2) analyze existing structures to identify defects and deficiencies; (3) optimize and improve structures to ensure rationality and scientific design; and (4) develop corresponding institutional systems to enhance structural functionality. In short, reforming and developing the broadcasting media structure based on the new media context holds outstanding practical value.

Second, **improvement of the broadcasting regulatory system** is needed. Specific implementation requires analyzing traditional “broadcasting” and “webcasting” in new media applications to strengthen regulation. Analysis of China’s new media development shows that due to policy “regulations” on communication and information dissemination, new media development has slowed, and the network environment has been purified [11-12]. These policy provisions regulate media and companies, essentially protecting the media environment.

In summary, analyzing and discussing radio and television transformation in the new media context is significant for determining transformation direction and clarifying objectives. This article analyzes the specific content of the new media context, discusses the value of radio and television transformation, and examines implementation methods and related operations to provide guidance for current practice.

References

- [1] Zhou Qiang. Strategic Transformation of Radio and Television in the New Media Context [J]. *Communication and Influence Studies*, 2019(004): 90-90.
- [2] Qiao Hua. Strategic Transformation of Radio and Television in the New Media Context [J]. *Western Broadcasting and Television*, 2020, No.465(01): 49-50.
- [3] Shen Yangcheng. Strategic Transformation of Radio and Television Based on the New Media Context [J]. *China Media Technology*, 2019, (08): 100-102.

- [4] Xiao Yuxu. Characteristics of Radio and Television News Gathering and Editing in the New Media Context [J]. *Satellite TV and Broadband Multimedia*, 2020, (06): 138-140.
- [5] Xu Wei. On Changes in Broadcasting Audiences and Response Strategies in the New Media Context—Taking the British Broadcasting Corporation (BBC) as an Example [J]. *Radio & TV Journal*, 2020(4): 59-61, 67.
- [6] Yang Yuchen. Teaching Reform of Broadcasting and Television Practice in the New Media Context [J]. *China Journal of Multimedia & Network Teaching (Electronic Edition)*, 2019(006).
- [7] Qiu Yulian. On Changes and Constants in Content Creation Under the New Media Context [J]. *Bao Lin*, 2019, (05): 52-53.
- [8] Zhong Zhiqiang. On Role Transformation and Function Expansion of Television Editors in the New Media Context [J]. *Communication and Influence Studies*, 2019, (03): 126-127.
- [9] Zhou Yuanyuan. On In-Depth Reporting of Television News in the New Media Context [J]. *Journal of News Research*, 2019, 010(017): 127, 129.
- [10] Liu Jizhong. Dilemmas and Innovations in Undergraduate Teaching of “Chinese and Foreign Broadcasting History” in the New Media Context [J]. *Education and Media Studies*, 2019, 19(02): 37-39.
- [11] Chen Hongqun. Practice and Reflection on Converged Communication of Yangzhou Television Station in the New Media Context [J]. *Contemporary TV*, 2019(001): 90-92.
- [12] Ren Lili. Analysis of Strategic Transformation of Radio and Television in China’ s New Media Context [J]. *Home Drama*, 2017(5): 293.

Author Biography: Zhang Yueyong (1971-), male, from Qingfeng, Henan, Editor. Research direction: News editing.

(Responsible Editor: Hu Yang)

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

Source: ChinaXiv –Machine translation. Verify with original.