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## Response and Innovation in Radio and Television News Operations in the Context of Media Convergence: Postprint

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### Abstract

In the context of media convergence, broadcast television news business faces greater developmental challenges and opportunities, requiring the formulation of scientific response strategies that integrate analysis of converged media with the developmental characteristics of broadcast television news business and explore effective innovative measures aimed at promoting the steady development of broadcast television news business.

### Full Text

## Broadcasting and Television News Business Response and Innovation in the Context of Media Convergence

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**Abstract:** In the context of media convergence, broadcasting and television news operations face unprecedented challenges and opportunities. It is imperative to formulate scientific response strategies and explore effective innovative measures by analyzing media convergence and the development characteristics of broadcasting news operations, with the goal of promoting steady and healthy development of the industry.

**Keywords:** media convergence; news resource integration; news gathering and editing; topic planning; central kitchen

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The development of broadcasting and television news operations in the context of media convergence will encounter numerous challenges and opportunities. Therefore, it is essential to recognize the characteristics of traditional broadcasting news operations, analyze their strengths and weaknesses, actively expand development pathways, and keep pace with the new era by innovating new models for broadcasting news operations. In particular, it is crucial to fully leverage the support of big data and information technology, accelerate the integrated development of broadcasting news operations, attract audience attention, and maintain the discourse power and authority of party media. Consequently, broadcasting news operations must transition from traditional formats to diversified forms, enrich news content and promotional methods, improve business structures, and innovate publicity approaches to inject fresh vitality into the industry's development. This requires confronting head-on the certain impacts brought by new media to broadcasting news operations, accurately seizing development opportunities, and actively integrating elements of new-era media development to consolidate the foundation for broadcasting news operations.

## 1. Brief Analysis of Media Convergence

The development and response measures for broadcasting and television news operations in the context of media convergence must be based on a correct understanding of media convergence itself. The development of the new era, coupled with the popularization of internet and big data technologies, has led to the continuous penetration of new technologies and development models in many aspects. Under these conditions, media convergence has emerged as an integrated form that combines network technology and information technology, merging traditional media formats with new-era media forms to create a compound development medium. By seeking common ground for integration on the basis of media carriers and communication modes such as radio and television, and actively pursuing complementary optimization, scientific integration of publicity and other aspects can be achieved. Media convergence has realized resource integration between new and traditional media formats, achieved mutual integration in publicity, and enabled content compatibility and shared benefits. In the context of media convergence development, broadcasting and television news operations have spawned more product forms, utilizing platforms such as self-media and other network forms for information transmission, thereby bridging the gap with the public. This approach ensures real-time and accurate information delivery while understanding public needs, creating a more comprehensive information interaction platform and achieving resource sharing.

## 2. Weaknesses of Traditional Broadcasting Operations

### 2.1 Relatively Weak Flexibility and Timeliness

Traditional broadcasting media are constrained by objective factors that limit their communication speed, volume, and richness, resulting in insufficient flexibility and timeliness—characteristics inherent to traditional media. Compared with the current information age, this also fails to meet people's basic requirements for obtaining information under the background of the new era. For instance, the broadcasting news gathering and editing process is highly stable, primarily involving topic selection, gathering, editing, review, and broadcasting, which means news requires a certain amount of time from selection to broadcast. Meanwhile, broadcasting and television place extreme emphasis on the authenticity and authority of news, with very strict review processes. Generally, a three-tier review system is implemented from editor to department head to responsible leader, which requires time and consequently reduces the flexibility and timeliness of news to some extent. Additionally, due to objective factors, broadcasting news has fixed broadcast times, with live broadcasts reserved only for important news, major events, and high-value reports, preventing audiences from accessing the latest news information in the first place.

### 2.2 Limited Richness of News Content

Traditional broadcasting news operations face limitations in content richness due to strict review requirements, relatively rigorous freedom and flexibility in news writing patterns, and time constraints on broadcast duration. For example, radio media only have audio without visual news footage, and broadcast times are constrained, resulting in a single mode and lack of content richness. Furthermore, the habit of listening to radio through radio receivers has faded, with in-car radio becoming the primary listening method. The emergence of new media enables people to quickly obtain various types of information within a very short time, forming a network-based dissemination pattern with strong richness and flexibility in both mode and content—qualities that traditional broadcasting media lack.

### 2.3 Lack of Evaluation Standards for News Programs

The rise of media convergence has increased the scope of news management to some extent, making comprehensive coverage management difficult to achieve and allowing some low-quality broadcasting programs to emerge. Current audiences have increasingly sophisticated aesthetic standards and higher expectations for programs. Some programs with unattractive content, outdated formats, or low ratings can still appear on screen, indicating problems with program evaluation. As the saying goes, practice is the sole criterion for testing truth, and audiences are the best judges of program quality. If programs cannot be close to people's lives and society, they will struggle to survive. This directly affects the development of broadcasting news operations in the context of media con-

vergence and may even hinder their progress. To further improve broadcasting news quality under media convergence, it is necessary to strengthen program evaluation by establishing an effective evaluation system based on actual needs.

### 3. Effective Innovation Measures for Broadcasting News Operations Under Media Convergence

By analyzing the shortcomings of broadcasting news operations in the context of media convergence, we can formulate effective innovation measures to better adapt to development trends, accelerate the pace of industry development, integrate new elements, and create new operational models.

#### 3.1 Optimizing and Upgrading News Gathering and Editing Models

Optimizing and upgrading news gathering and editing models is a crucial measure for adapting to media convergence requirements. Traditional broadcasting news gathering and editing models are relatively rigid. Although they can deliver news information in a timely manner, their overall structure is “hardened,” failing to bring freshness to audiences and gradually causing them to lose interest in news dissemination formats. Moreover, under this rigid broadcast model, audience experience continues to decline, which not only restricts news editing innovation but also hinders the innovative development of broadcasting news operations. To address this situation, we must intensify exploration and innovation, promptly upgrading news gathering and editing models. Based on the requirements of news gathering and editing models and broadcasting news systems, optimization and upgrading can be considered from two aspects.

**3.1.1 Expanding News Gathering and Editing Channels** Expanding news gathering and editing channels creates favorable conditions for leveraging the advantages of media convergence in many aspects while meeting new-era development requirements. On the basis of fundamental news information gathering and editing, we should innovate forms in various aspects, endowing news gathering and editing with greater attractiveness through diversified features while ensuring news timeliness. We must dig deeper into news stories, focusing more on news backgrounds and follow-ups to fully highlight news value. On this foundation, news gathering and editing personnel must continuously improve their comprehensive qualities and professional ethics, enhance news acuity and sensitivity, keep pace with media convergence development, and strengthen their observation and analysis capabilities for news information. They should approach news gathering and editing from perspectives close to the people, as news value reflects what audiences focus on, and news value mining remains the core of news gathering and editing. This core must always adhere to correct guidance in public opinion, value orientation, and political direction.

For example, Meizhou Broadcasting and Television Station in Guangdong Province, a relatively influential city-level station, has remained at the forefront

of reform and development since recognizing five years ago that traditional broadcasting should prepare for the future amidst the rise of new media. One of its people's livelihood programs, "People's Livelihood 820," has maintained top ratings and influence among Guangdong's livelihood programs for 15 years since its inception. More notably, the program's WeChat public account has successfully entered the national top 500, with over 100 million reads in 2020 alone. In 2020, the account had more than 220,000 clicks, 65 articles with 100,000+ views, and one article published on January 25, 2020, reached 2.19 million+ reads. Additionally, Meizhou Broadcasting and Television Station's new media platform "Wireless Meizhou" is also a highly influential communication medium that frequently innovates in various program and event live broadcasts and premieres, demonstrating the vitality and innovation of a prefecture-level city station. For instance, at the beginning of 2021, the Wireless Meizhou new media platform launched the "Flying to a Century" series in multimedia formats to commemorate glorious history and inherit red genes. Through aerial photography and high-definition panoramic views, it showcased the vigorous momentum of Meizhou, the world Hakka capital and longevity city, forging ahead courageously as a tribute to the centenary of the Communist Party of China.

**3.1.2 Strengthening News Gathering and Editing Planning** Regarding innovation in news gathering and editing work, we must strengthen planning efforts on the basis of diversified channels. By addressing shortcomings in traditional gathering and editing formats, we should fully leverage the advantages provided by media convergence. Traditional radio and television possess undeniable authority and discourse power. In the context of media convergence, traditional media must abandon their "high and mighty" posture, strengthen program planning and topic selection, and ensure programs come from the people and serve the people. We should adjust relatively single news channels and adopt dissemination formats from platforms such as WeChat, Weibo, Kuaishou, and Douyin for our own use. While maintaining principles of authenticity and timeliness, we should gather news materials such as audio, images, videos, or animations in forms that audiences enjoy, thereby gaining attention and innovating reporting formats. Moreover, we can add interactive segments during information dissemination to communicate with audiences in a timely manner, understand public needs and hot topics, and through planning, enable news and program innovation. While maintaining the authority of traditional broadcasting as the "first to publish," we can achieve innovation in traditional broadcasting business models.

### **3.2 Enhancing Content Innovation in News Gathering and Editing**

Content innovation in news gathering and editing must first focus on topic selection, followed by innovation in production formats, and finally clarification of the core aspects of news gathering and editing.

**3.2.1 Optimizing News Topic Selection** Optimizing news topic selection is a crucial prerequisite for news production and key content for business innovation. Only topics that are attractive and of high public concern can immediately capture audiences' attention and stimulate their curiosity or interest. Topic selection should be focused, preferably from the perspective of hot events or issues that people care about, while ensuring topics remain connected to people's livelihoods. If audiences feel distant from news topics, it becomes difficult to bridge the gap with them. Topics should strive to reflect issues that concern the public and truly express their thoughts. For example, Liaoning TV's "First Time" news program continuously tries new formats in the context of media convergence, with all news gathering, editing, and content selection always based on standards of timeliness, depth, impact, and distinctive features, deeply understanding people's difficulties. As mentioned earlier, Meizhou TV's "People's Livelihood 820" program has maintained its founding principle of "People's Livelihood 820, Serving the People with Sincerity." Practice has proven that the program's enduring popularity and high ratings stem primarily from its ability to serve the people, solve their problems, and address their concerns. The program's "Social Scan" and "Hot Focus" segments consistently select topics that 紧扣社会关切 and find entry points that resonate with public concerns.

Based on this, while consolidating their traditional position, traditional broadcasting outlets can fully utilize their own new media platforms to achieve compatibility between traditional and modern approaches, exerting simultaneous efforts and combining long-form and short-form content. They can use new media platforms for precise, rapid first releases and traditional broadcasting channels for in-depth reporting, thereby strengthening traditional advantages and optimizing media strengths to consolidate their territory and expand their positions. This represents a major asset for the steady and long-term development of traditional broadcasting and film.

**3.2.2 Building a News Gathering and Editing "Central Kitchen"** The news gathering and editing "central kitchen" should become the unique advantage and distinctive feature of traditional broadcasting and television today. Traditional broadcasting organizations have numerous professional staff with high professional qualities, advanced gathering and editing equipment, and complete management mechanisms—advantages that general social media organizations cannot match. In news gathering and editing production, traditional broadcasting can leverage its advantageous resources by packaging unified purchased news materials into the "central kitchen" for various columns to optimize according to their topics and reporting directions. This approach not only allows news to fully utilize big data, reduce labor costs, and improve news gathering and editing quality but also enables news reporting to present a "hundred flowers blooming" scene. Of course, constructing a news gathering and editing "central kitchen" is a massive systematic and long-term process that requires traditional broadcasting organizations to invest substantial human and financial resources. However, from a long-term development perspective, this will be the foundation

for traditional broadcasting media to remain invincible. With this “central kitchen,” they can firmly control news discourse power and remain steadfast despite any challenges.

### 3.3 Innovating Scientific Integration of News Resources

Under media convergence, how to effectively integrate various resources has become a key focus of broadcasting news operations. We must promptly innovate the traditional news business resource integration model, using new integration forms to achieve scientific resource integration and inject fresh vitality into broadcasting news business innovation. Technology is an important component of resource integration, such as 4K high-definition technology and 5G technology, which can break the limitations of traditional news resource integration and ensure optimized content and highlighted themes for broadcasting news operations under media convergence through mutual assistance. Specific resource integration innovation can proceed as follows.

First, take broadcasting news operations as the core to build a professional resource integration platform, especially in terms of technical resources. All integration and optimization must be completed under the overall planning of news operations. We should intensify professional technical training, optimize technical resources, and ensure all resource integration work proceeds in an orderly manner. On the basis of the integration platform, we should strengthen connections in the news production chain and integrate news operations with resource integration. News gathering and information review must be completed according to specified requirements to fully leverage the richness and effectiveness advantages that media convergence brings to news operations.

Second, further improve the news business coordination mechanism. Under media convergence, the professional qualities of news workers should be enhanced, especially given the application of more media technologies that require collaboration among practitioners in many aspects. Under these conditions, we must further optimize coordination mechanisms, forming a complete system from management to organization to ensure efficient news business operations. The disseminated news should achieve maximum social effects that satisfy both the public and the government, demonstrate the maximum value of news communication, and showcase the social responsibility of news organizations.

## Conclusion

For broadcasting news business innovation, media convergence provides numerous opportunities for upgrading. By combining media convergence development with the inherent shortcomings of broadcasting news operations, we can actively innovate business models, keep pace with the times and advanced technology applications, build more professional teams, construct news gathering and editing “central kitchens,” maintain authoritative discourse power of traditional media, optimize work mechanisms, reduce labor costs, create quality programs, and

under the new era background, adhere to the people-centered news publicity philosophy to continuously launch news programs beloved by the people.

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

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