

Analysis of Development Pathways for Media Convergence of Local Television Stations in the New Media Era (Postprint)

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Abstract

In recent years, the rapid development of the social economy and continuous advancement of science and technology have propelled the media industry into a new stage of development, facilitating the transformation of media communication from traditional unidirectional modes to multidirectional modes. This shift has not only expanded the scope and accelerated the speed of information dissemination but also enhanced inter-user communication capabilities. Against this backdrop, media convergence has emerged as the prevailing trend in contemporary societal development. Local television stations, as a crucial component of traditional media, have encountered tremendous challenges in the new media environment. To enhance core competitiveness and broaden audience reach, local television stations must fully leverage their inherent advantages, strengthen integration and exchange with new media, establish novel media interactive platforms, and forge development paths suited to their own characteristics, thereby remedying the deficiencies inherent in traditional media development. Consequently, this paper analyzes the communication characteristics of the new media era, examines in depth the challenges confronting local television stations within this environment, and proposes targeted pathways for media convergence development, aiming to provide valuable references for professionals and establish a foundation for the stable development of local television stations.

Full Text

Analysis of Media Convergence Development Paths for Local Television Stations in the New Media Era

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Abstract: In recent years, rapid socio-economic development and continuous scientific and technological progress have propelled the media industry into a new developmental stage, transforming media communication from traditional one-way modes to multi-way modes. This shift has not only expanded the scope and speed of information dissemination but also enhanced communication capabilities among users. In this context, media convergence has become the mainstream trend of contemporary social development. As a crucial component of traditional media, local television stations face tremendous impact in the new media environment. To enhance core competitiveness and expand audience reach, local television stations must fully leverage their inherent advantages, strengthen integration and communication with new media, create innovative media interaction platforms, and forge development paths suited to their unique circumstances, thereby addressing the shortcomings of traditional media development. Therefore, this paper analyzes the communication characteristics of the new media era, examines the challenges confronting local television stations in this environment, and proposes targeted media convergence development paths, aiming to provide valuable references for professionals and establish a foundation for promoting the stable development of local television stations.

Keywords: New Media; Local Television Stations; Media Convergence; All-Media Platform; Communication Philosophy

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1. Communication Characteristics of the New Media Era

With the advent of the new media era, people have gradually adopted a fast-paced lifestyle, with most audiences now using mobile terminal devices to access news and current affairs. Reviewing the history of human communication, we have evolved from oral communication to mass communication, television broadcasting, and now to network communication. This transition signals the arrival of the new media era and has propelled the vigorous development of human cultural undertakings. Concurrently, various social platforms have emerged, enabling people not only to share information but also to participate in discussions, thereby achieving freedom of speech to a certain extent.

1.1 Interactivity Features

The vigorous development of information technology has transformed traditional one-way media communication and enriched interactive forms of information

dissemination, providing a platform for public participation and discussion of current events. Specifically, new media has spawned numerous communication platforms centered on video, text, and images. Through mobile phones and tablets, people can access national and international news in real time while simultaneously expressing their opinions, suggestions, and evaluations through comment sections or bullet comments. This interactivity represents a notably distinctive feature of information dissemination in the new media era.

1.2 Speed Characteristics

First, information dissemination exhibits remarkable speed. As science and technology continue to advance, network infrastructure has improved and coverage has expanded, accelerating both the velocity and reach of information flow. This enables valuable and meaningful information to achieve leapfrog propagation within short timeframes. Second, new media information transmission operates at instantaneous speeds, overcoming temporal and spatial constraints. Any event occurring anywhere in the world can appear across platforms instantaneously, provided network access is available, significantly enhancing information attention—an advantage traditional media cannot match. Finally, new media facilitates convenient public interaction, as its accessibility is also manifested in the construction of platforms for mass communication and exchange, where people can not only comment on information but also supplement it.

1.3 Mass Characteristics

Information dissemination in the new media era features massive volumes and fragmentation. Through search engines, individuals can rapidly query information from platforms like Weibo and WeChat, filtering required content from vast information pools. As information volume increases, dissemination channels expand accordingly, promoting multi-directional communication patterns. Platforms satisfy immediate sending and broadcasting needs, encouraging broader public participation in information discussions.

2. Challenges Confronting Local Television Stations in the New Media Environment

The emergence of diverse new media technologies has posed significant impact and new challenges to the stable development of traditional television media. These challenges can be analyzed from the following perspectives:

2.1 Impact on Communication Philosophy

As science and technology advance, big data technology has emerged and been widely applied across various new media platforms. Through big data analysis, media organizations can adjust development strategies to provide more

efficient services and experiences, thereby attracting audiences and enhancing user stickiness. In this context, local television media faces tremendous impact regarding communication philosophy. Since local television media traditionally rely on conventional concepts and planning based solely on production experience, their programs often fail to meet audience demands, resulting in shrinking audiences, inefficient information delivery, and hindered stable development.

2.2 Outdated Information Transmission Methods

In the new media era, problems in local television stations' information transmission have become increasingly apparent. Emerging media enjoys popularity not only because of its speed and reach but also due to its enhanced audience interaction and targeted delivery methods. Audiences can select media content according to their preferences and engage in interactive exchanges while consuming information. Conversely, local television stations remain constrained by temporal and spatial limitations, rendering their information transmission lacking in timeliness and effectiveness, failing to meet audience needs and causing significant audience attrition.

2.3 Low Market Share

In the new media era, intensifying market competition and accelerating network information updates have laid a solid foundation for new media innovation and reform, enriching service types in the media field and providing public communication platforms. An increasing number of telecommunications enterprises now recognize the importance of media convergence, continuously strengthening cooperation with new media domains. This development has created substantial obstacles for local television stations, leading to declining market share in new media. Additionally, new national standards for advertising placement have further increased operational pressure on local television stations.

2.4 Shortage of Professional Talent

Although local television stations primarily recruit through unified examinations, limited revenue generation and severe funding shortages cause most highly educated and skilled talents to prioritize new media industries when choosing careers. Coupled with limited human resource management capabilities that fail to create favorable development platforms, even existing professional talents gradually depart, severely impacting stable development. The uneven comprehensive quality of staff results in unbalanced overall station strength and lack of professionalism and scientific rigor in program production, widening the gap between local television stations and new media and causing substantial audience decline.

3. Media Convergence Development Paths for Local Television Stations in the New Media Era

The above analysis demonstrates that local television stations face various obstacles and challenges in the new media era, affecting both economic benefits and long-term development. To secure a position in new media market competition, local television stations must seize developmental opportunities, confront challenges courageously, strengthen cooperation with emerging media, and explore suitable development paths. Although new media possesses clear advantages, this does not render traditional media worthless. Local television stations maintain several strengths: first, relatively mature editorial mechanisms that ensure information authenticity; second, priority interview rights for breaking news and authoritative information release; third, in-depth and extensive reporting from exclusive perspectives; fourth, original content; and fifth, irreplaceable social functions. Therefore, future development requires full recognition of these advantages while maximizing strengths and minimizing weaknesses.

3.1 Leveraging Inherent Advantages and Strengthening New Media Integration

Local television stations must update management concepts according to contemporary developmental needs, broadly learning from emerging media's successful experiences. This requires transforming information dissemination from traditional single-mode to multi-mode transmission while enhancing audience interaction to attract broader audiences. Additionally, local television media must strengthen cooperative exchanges with emerging media. Furthermore, stations should fully utilize local resources and characteristics, creating programs that not only reach grassroots levels but also align with public preferences. Ensuring television programs possess strong local characteristics can resonate with audiences and achieve favorable broadcast effects. Finally, local television stations should enhance cooperation with other institutions and platforms, absorbing advantages to compensate for deficiencies and expand development channels, laying foundations for innovation and reform.

3.2 Enhancing Information Transmission Timeliness and Interactivity

Against an internet backdrop, new media information dissemination features instantaneous characteristics, which require simplifying news content organization processes to ensure immediate delivery to audiences as events unfold, thereby increasing news viewership and participation. Local television stations must learn from this experience, promptly collecting, organizing, and releasing television news content, materials, and clips to deliver critical information to the public. Simultaneously, television journalists must analyze audience needs when editing news content. Achieving this goal requires strengthening communication with audiences, using interactive platforms and big data technology to understand public preferences promptly, and listening to reasonable suggestions. While ensuring news authenticity, fully satisfying public demands enables

local television stations to fulfill their social responsibilities and correctly guide social values and public opinion. Television journalists must also transform traditional editing methods, adopting new media collection and editing processes, and using platforms like Weibo and WeChat for instant news release to expand dissemination scope and effectiveness. As media convergence represents the inevitable trend for local television stations' future development, reform will inevitably innovate toward interactivity and openness. Therefore, stations must take the first step by introducing network interfaces to television terminals, establishing interactive platforms that connect televisions with other terminal devices, creating novel experiences that allow audiences to choose autonomously during viewing and enhancing targeted service levels. Additionally, network device access enables on-demand operations during program broadcasting, helping county-level units maintain regional characteristics while strengthening station-audience interaction, facilitating future program innovation based on audience preferences.

3.3 Establishing an Integrated All-Media Platform

For stable development in the new media environment, local television stations must advance with the times, optimize communication thinking, and promote media convergence by constructing integrated all-media platforms. Specifically, stations should fully utilize new media platform advantages according to their developmental needs to build suitable promotional pathways. For example, launching WeChat official accounts or Weibo official accounts to publicize and promote television programs can attract audience attention, strengthen interaction, and enhance user stickiness. Alternatively, using live broadcasting or episode reviews can guide audience participation in discussions, increasing ratings and helping local television stations adapt to the new media environment more rapidly and effectively. Moreover, stations must reasonably apply internet thinking to clarify their positioning in the new media environment, fully leveraging social responsibility functions and strengthening capabilities in opinion guidance and value dissemination. Finally, stations should establish media convergence centers based on current conditions and future needs, enhancing cooperation with new media while improving news authenticity and timeliness.

3.4 Strengthening Professional Talent Cultivation

Achieving media convergence development goals in the new media environment requires support from professional talent teams. Therefore, intensifying all-media talent cultivation represents the primary task for stable development. First, stations must establish sound talent cultivation mechanisms according to actual conditions and needs, expanding recruitment channels through online and offline methods to attract numerous highly skilled and comprehensively qualified interdisciplinary talents, injecting fresh blood into the talent pool. Simultaneously, existing talent teams require enhanced training through activities that impart new media knowledge and skills to all staff, thereby elevating pro-

essional standards and innovative consciousness. Additionally, stations should establish robust evaluation mechanisms linked to promotion and economic benefits, creating a healthy internal competitive environment that motivates talent teams to continuously improve themselves during media convergence development and contribute to stable station development. Second, stations should cultivate strong brand awareness and strengthen cooperative exchanges with media universities nationwide to cultivate interdisciplinary talents aligned with new media era demands. Furthermore, optimizing employee protection mechanisms and improving compensation can stimulate work enthusiasm and minimize talent attrition.

3.5 Improving Internal and External Environments

Media convergence development involves both internal and external environments. To stand out in new media market competition, local television stations must first establish favorable social images. Achieving this requires constructing sound regulatory systems and integrating resources according to new media market demands. Specifically, first, further optimize and improve the internal station environment. Media convergence development requires software and hardware facilities; therefore, stations must construct studios and offices meeting new media developmental needs to create favorable working environments. Second, learn from new media market management models to improve human resource management, enhancing staff competitiveness and collaboration levels. This involves establishing good interpersonal relationships while improving work efficiency to build a strong corporate culture that promotes stable development. Third, broadly learn from advanced stations like CCTV regarding media convergence experiences to promote program progress and enrich television program forms and content, using network or big data technology to understand contemporary public preferences for program topic selection.

In summary, against a network backdrop, various emerging media have emerged, creating tremendous impact on the stable development of traditional media like television stations. Particularly for local broadcasting stations, factors such as insufficient funding, talent shortages, and monotonous programming have made it impossible to fully satisfy the public's spiritual and cultural needs. To secure a position in the new media environment, local television stations must continuously innovate management concepts and achieve transformation goals through integrated development with emerging media, firmly grasping new media era opportunities, overcoming all developmental difficulties, and ensuring deep integration with the new media environment.

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