

Discussion on the Development of Converged Media Technology in Radio and Television Stations: Postprint

Authors: Hao Yong

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Abstract

In recent years, as channels for information dissemination have gradually multiplied, society has entered a stage of rapid informationization development. Traditional media exhibits numerous drawbacks and shortcomings in the information age, and the traditional media industry has encountered tremendous impact from new-era media. As Internet technology constitutes the primary means of information dissemination today, the traditional media industry must align with the characteristics of the era and undertake technological reform. The reform of radio and television stations through the integration of new media technology represents a transformation that keeps pace with the times and holds significant importance for the traditional media industry. Based on this, this article first introduces converged media technology; subsequently, it elaborates on the main problems existing in converged media technology; finally, it proposes measures for developing converged media technology in radio and television stations from four aspects, for exchange and discussion among relevant professionals.

Full Text

Exploring the Development of Converged Media Technology for Radio and Television Stations

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Abstract: In recent years, as information dissemination channels have gradually multiplied, society has entered a stage of rapid information development. Traditional media exhibits numerous drawbacks and deficiencies in this information age, and the industry has faced tremendous impact from new-era media. As internet technology has become the primary means of information dissemination, the traditional media industry must integrate contemporary characteristics

and undergo technological reform. For radio and television stations, converging with new media technology represents a reform aligned with the times and holds significant importance for the traditional media industry. Based on this context, this article first introduces converged media technology, then elaborates on its main problems, and finally proposes measures for developing radio and television station converged media technology from four perspectives for discussion among relevant professionals.

Keywords: Radio and television stations; Converged media technology; Development

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Author: Hao Yong

With the advent of the information age, the media industry has undergone earth-shaking changes, and these tremendous transformations have similarly impacted traditional media. Under the influence of this new situation, new media possesses characteristics of speed, timeliness, equality, and interactivity. Consequently, radio and television stations must not only share information resources to meet basic public needs but also develop these resources in a personalized manner to distinguish themselves from other information platforms. Since numerous problems exist in the integration process between old and new media, and as traditional media outlets, radio and television stations struggle to keep pace with trends, they must achieve information personalization while integrating with new media technology to break through traditional models. Only by emphasizing this development will the traditional media industry progress.

Traditional radio and television business models are relatively singular, and their revenue is constrained by internet video competition. They cannot simply increase subscription fees to improve their economy, necessitating the use of converged media technology advantages to expand broader platform services [3]. The first extension is smart communities. As urbanization continues to develop, numerous challenges have emerged in this process, and television technology in the broadcasting industry has entered this domain with high utilization value. Currently, many communities have begun installing intelligent monitoring equipment, and broadcasting television network technology can centrally process these intelligent systems through third-party interfaces. Using the processing capabilities of converged platforms, these resources can be uniformly delivered to users' television or mobile terminals, complemented by government information release services to truly realize smart communities, providing convenience for public life and work. The second extension is smart government affairs. Television station new media technology serves as a natural propaganda tool for government departments. Combined with converged media technology, it can aggregate announcements from cooperative government websites and push them to unified terminals, further strengthening exchanges and coopera-

tion among multiple government agencies. By establishing government affairs service projects on new media platforms, not only can users enjoy the convenience of unified website services, but various government departments can also save time on self-promotion and terminal maintenance.

The third extension is smart elderly care. As society gradually enters an aging phase, various elderly care models are being established. After broadcasting network technology integrates with converged media technology, its network coverage and data processing capabilities can interface with medical and elderly care resources in other regions, providing strong support for daily health monitoring, medication safety, drug management, and treatment of chronic diseases for the elderly.

1.1 Overview of Converged Media Technology

Converged media technology primarily refers to the integration of multiple media channels, including both traditional and new media. The emergence of converged media technology enables information exchange and complementary advantages between different media. It provides a unified entity for various independent media platforms and can integrate their strengths to effectively enhance platform advantages [1]. For example, traditional media platforms possess strong social credibility but suffer from slow information dissemination, making it difficult to convey information to the public in a timely manner. In contrast, new media technology based on information technology offers advantages of rapid dissemination and wide coverage. Converged media integrates both to achieve complementary advantages and better value realization. From a macro perspective, broadcasting is a medium that transmits information to society through radio or wires, and the information conveyed is closely related to daily life. The emergence of radio and television represents a product of information age development, fundamentally changing how the public receives information [2].

1.2 Business Expansion of Converged Media Technology

The traditional radio and television business model is relatively monolithic. Converged media can transform information transmission channels into diversified delivery channels, representing a new model that combines traditional media such as television and newspapers with new media technologies like mobile phones, the internet, and intelligent terminals to achieve centralized processing and resource sharing. Based on this foundation, different products are derived and delivered to the public through platforms [5]. However, from the current development perspective, many regional radio and television stations essentially operate with channels as independent entities: television stations produce video content, new media platforms produce media content, each focusing only on its own development without mutual communication. These independent boundaries between media make it difficult to achieve integration and complementary advantages. Converged media can integrate resources, technology, and produc-

tion processes, achieving efficient management through unified management of these technologies. However, current converged media remains largely conceptual, lacking 完善的 management systems and mechanisms for efficient operation. Presently, radio and television station media modules exhibit varying degrees of difference, with materials, presentation formats, and content varying significantly across modules, posing another challenge to traditional and new media integration [6].

1.3 Development Path for Radio and Television Station Converged Media

From the essence of media, converged media primarily aims to achieve mutual integration of media channels—a process of merging and transforming various media functions. The earliest converged media involved the integration of newspapers and radio, followed by radio and television. With technological advancement and the popularization of network technology, internet new media has become a new medium, and these four media types have begun integrating to form a new pattern of media development. Media convergence is a product of the new era. To develop new-era converged media, we must abandon outdated ideas and achieve progress in radio and television stations through developing new media data and expanding pathways. In this new era's landscape, traditional radio and television station operation models struggle to meet current development requirements. Therefore, the integration of traditional and new media represents a crucial measure to transform traditional media development. Only through mutual integration can we create a comprehensive and new digital media platform. Achieving this goal requires not only higher technology but also learning from different media experiences to break through traditional system limitations [4].

2.1 Top-level Design

Many regional staff members hold numerous misconceptions about media convergence, believing it simply involves adding multiple media together—such as directly combining new media technologies like Weibo, WeChat, and smart clients. Some believe copying television programs, radio program audio, and electronic versions of radio and television newspapers to websites constitutes media convergence. While this indeed creates a presence of both new and traditional media, staff members only perform their own duties in practice, singularly copying these works to websites without truly embodying the concept of converged media. During daily management, they only perform simple maintenance of uploaded information. This approach does not represent the integration of new media technology with traditional media but rather uses new media platforms as output channels for traditional media—essentially multimedia addition rather than true convergence.

2.2 Defects in Converged Media Management Systems and Mechanisms

Due to weak interconnections between different departments within radio and television stations, information cannot be shared in a timely manner, creating numerous difficulties in converged media construction and integration. To solve these problems, we must first change traditional media operation models, and senior leaders must break through previous limitations in thinking. Second, we should flexibly utilize new media advantages to build highly information-centralized network platforms, enabling exchanges between diversified information to achieve resource sharing between radio and television stations and network information, as well as among staff members. Furthermore, during the convergence process, converged media can achieve integration of common platform points through different media carriers [8]. For example, during information collection and platform release processes, radio and television stations can serve as convergence points, leveraging their powerful information delivery platform to unify various information resources, thereby achieving resource integration and interoperability between different media. Finally, we must build integrated platforms that allow high-tech network, video, and audio technologies to mutually integrate and develop together through these platforms. Additionally, radio and television stations should attempt to establish investment mechanisms that stimulate internal team vitality through long-term benefit sharing, encourage outstanding employees to start new media companies independently, and obtain more excellent projects. Simultaneously, stations should establish an internet news center to focus on key content from web television, deeply explore traditional media resources, and enable their platforms to serve not only radio and television stations but also provide quality programs to the internet, thereby attracting social talent and projects [9].

2.3 Lack of Technical Talent for Developing Converged Media

Compared with traditional media development, new media technology development and integration demand higher-caliber talent. Converged media technology development requires many capable and technically proficient 复合型人才 who not only understand media market operations and communication policies but also possess strong professional skills and understand the integration patterns between technology, new media, and traditional media. For example, traditional media previously required only news-making skills from journalists, but converged media demands professionals who can produce news for both online and broadcast platforms—talent that is currently scarce [7]. Due to constraints from objective social conditions, 融媒体 industry practitioners face difficulties in improving their professional skills and strengthening inter-departmental collaboration and communication. If we remain in a state of talent shortage, new media will struggle to integrate effectively with traditional media.

3.1 Changing Traditional Concepts

Many regional staff members hold numerous misconceptions about media convergence, believing it simply involves adding multiple media together—such as directly combining new media technologies like Weibo, WeChat, and smart clients. Some believe copying television programs, radio program audio, and electronic versions of radio and television newspapers to websites constitutes media convergence. While this indeed creates a presence of both new and traditional media, staff members only perform their own duties in practice, singularly copying these works to websites without truly embodying the concept of converged media. During daily management, they only perform simple maintenance of uploaded information. This approach does not represent the integration of new media technology with traditional media but rather uses new media platforms as output channels for traditional media—essentially multimedia addition rather than true convergence.

3.2 Constructing Information-Based New Media Technology

Facing the impact of new media technology culture, radio and television stations should utilize new media characteristics to achieve joint development between traditional and new media. First, we should reorganize traditional media departments to enable interconnections between each department, achieving mutual communication in content and human resources for holistic development. On this basis, we must also redesign workflows according to current news gathering and editing processes, establishing new work procedures and systems that clearly define staff responsibilities and management scope to build an internet-centered new media platform [10]. Second, we should develop converged media technology through e-commerce. With the rapid development of e-commerce in recent years, it poses another challenge to traditional media. However, if traditional media can reasonably integrate with e-commerce platforms, they can achieve common development. For example, urban radio and television stations can incorporate commercial sections to promote local specialties, add supermarket sections to clients for online ordering services in alliance with local supermarkets, or partner with financial service companies to enable online payments by binding bank cards. These measures not only facilitate public life but also maximize converged media advantages. Furthermore, we should create branded activities. In addition to online development, radio and television stations must fully integrate with offline activities to strengthen media-public connections. By organizing localized activities through community visits and other methods, we can enable reasonable interaction between media platforms and the public, establishing the image of converged media platforms.

3.3 Integration of Emerging Network Technology and Broadcasting Technology

Although traditional radio and television technology struggles to keep pace with the new era, it still possesses many advantages, such as wide coverage and pro-

gram diversity. We can reasonably utilize these strengths. For example, in news production, news possesses high timeliness and political relevance, making it easily attract public attention. By leveraging this characteristic and combining it with converged media, we can both expand pathways and increase the influence of radio and television stations. Additionally, during integration with different media platforms, radio and television stations must use correct methods to find optimal convergence points rather than blindly integrating merely to increase promotional channels. Only by breaking through these convergence points can we achieve efficient integration, thereby leveraging the fundamental role of traditional media and achieving converged media development goals. Moreover, radio and television stations must strengthen converged media technology, change traditional news production models, and enable all-media contribution in the first instance to enhance media convergence advantages. However, implementing these measures requires radio and television stations to base themselves on internet development and integrate with multiple platforms and systems. Only with high-tech systems can radio and television stations provide mobile and broadcasting dual-screen interactive quality services for new media [11].

3.4 Cultivating High-Tech Talent

Due to the shortage of high-tech 复合型人才, it is difficult to provide technical support for converged media as a high-tech field. Therefore, we must adopt corresponding measures to cultivate talent and utilize modern information technology to guarantee media convergence. For example, before conducting multi-information integration, we can establish a management center with professional managers responsible for unified editing and management of collected materials, delivering optimized information resources to other media platforms afterward. This approach can reduce the demand for high-tech talent and compensate for the shortage of 复合型人才 [12]. We must also make full use of collected information resources, such as materials gathered by journalists, which cannot be directly broadcast in real-time through radio and television stations but require screening and secondary processing before being broadcast through other media platforms. This demands high technical skills from screening personnel. During interviews, journalists should collect information aligned with departmental characteristics based on different departmental features and organize resource information for upload to truly achieve resource integration and ensure these resources can be used by other departments. Therefore, cultivating 复合型人才 is essential. Throughout the process of advancing media convergence, in addition to strong technical capabilities, we must adapt measures to local conditions and implement different solutions based on regional environments. This requires radio and television stations to conduct in-depth investigations of their regions to assess the feasibility of integration plans, thereby accelerating the rapid development of converged media technology.

The construction of converged media for radio and television stations requires continuous exploration, with many decisions and plans still in the planning

stage. However, only by breaking traditional concepts, fully identifying their own shortcomings and problems, and combining the advantages of new media can radio and television stations achieve resource and technology integration development. In this era of continuous information advancement, although the traditional media industry faces impact from new media technology, it also possesses unique advantages. With the convergence of various media types, media development is gradually diversifying. In this entirely new economic market, as representatives of traditional media, radio and television stations must not only break traditional concepts but also change their operational models and cultivate 复合型人才. Only then can the converged media construction of radio and television stations develop rapidly.

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(Author's Institution: Xinjiang Altay Region Radio and Television Station)

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

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