
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.01395

Postprint: Reflections on the Development of County-Level Television Stations in the Era of Media Convergence

Authors: Yongchao Dai, Yun Guo

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

Abstract

Against the backdrop of the integrated media era, the traditional development models of county-level television stations have become insufficient to meet the public's increasingly sophisticated demands. Under these circumstances, proactive innovative development is imperative for county-level television stations. Accordingly, this paper first presents a brief overview of the integrated media era and examines the challenges it poses to the development of county-level television stations. Based on an analysis of development strategies for county-level television stations in this era, the paper concludes by summarizing pathways for their further advancement, offering insights for reference.

Full Text

Development Thinking of County-level Television Stations in the Era of Converged Media

Abstract: In the context of the converged media era, the traditional development model of county-level television stations can no longer meet people's increasingly high demands. In this situation, it is imperative for county-level television stations to actively pursue innovative development. This paper first provides a brief overview of the converged media era and explores the challenges it poses to county-level television station development. Based on an analysis of development strategies for county-level television stations in this era, the paper summarizes pathways for their further development, providing a reference for relevant practitioners.

Keywords: converged media era; county-level television stations; development

Chinese Library Classification: G229.27

Document code: A

Article ID: 1671-0134(2019)09-110-03

DOI: 10.19483/j.cnki.11-4653/n.2019.09.032

By Dai Yongchao and Guo Yun

In recent years, science and information technology have developed rapidly, with technological functions including VR and AI becoming increasingly sophisticated. This has dramatically transformed people's daily lives and work patterns, ushering human civilization into the converged media era. Converged media can also introduce rich information resources, greatly accelerating news content update speeds. This fully demonstrates that the converged media era plays an important role in promoting the development of television stations. Against this backdrop, county-level television stations must increase their application of advanced technologies during operation, enhance program quality and substance, and meet people's needs from multiple perspectives to improve their comprehensive competitiveness, achieve sustainable development goals, and strengthen research on county-level television station development in the converged media era.

1. Overview of the Converged Media Era

Converged media emerges against the backdrop of widespread digital technology application, enabling the integration of internet newspapers with television and radio broadcasting. It promotes structural and strategic convergence among different media forms, with diverse convergence methods bringing great convenience to people's lives. From a media perspective, converged media primarily refers to the integration of television and newspapers through collaborative planning and resource sharing, better providing audiences with two-way communication services [1]. At present, the integration of internet and television is the main manifestation of converged media, driving innovation in the national television industry. This integration not only provides richer and higher-quality resources but also gains greater audience recognition. However, compared with other television stations, county-level television stations have not yet achieved large scale and face various restrictive factors that prevent them from obtaining abundant resources. Consequently, the convergence effect between county-level television stations and the internet is not ideal. To address this phenomenon, county-level television stations must combine their actual conditions to build unique brand programs and promote the comprehensive strength of news programs through program innovation in the new era.

2. Challenges to County-level TV Station Development in the Converged Media Era

News programs constitute an important component of television station programming. They can comprehensively utilize video, images, and sound to describe events, stimulating audiences' visual and auditory senses to attract their

attention—a feature that traditional media such as newspapers cannot provide [2]. Therefore, in recent years, China's television stations have developed a profound understanding of the importance of new media and have begun integrating with new media from multiple perspectives. By integrating video, sound, and images, they have innovated communication forms while also introducing rich information resources that greatly accelerate news content update speeds. This fully demonstrates the important role of the converged media era in promoting television station development.

While the converged media era brings opportunities for innovation in various types of programs at county-level television stations, the challenges and risks in their development cannot be ignored. This is because people can currently obtain information through diverse channels, with new media being widely applied. Audiences can access new information in real-time through networks and smartphones [3]. However, the multimedia employed by county-level television stations lacks timeliness, gradually causing them to lose competitiveness. The full application of new media technology can even meet people's diverse needs in daily life, significantly weakening the influence of county-level television stations. Faced with this phenomenon, county-level television stations must, in their new-era development, adopt an audience-centered approach to enhance program quality and effectiveness, attract greater audience attention, and comprehensively elevate the influence of county-level television station programs.

3. Development Strategies for County-level TV Stations in the Converged Media Era

3.1 Real-time Updating of News Concepts

In the converged media era, real-time news updates have become an important pathway for county-level television station development. Only on this basis can they build content-rich programs and continuously expand program types [4]. From the perspective of news programs, county-level television stations have abundant program content during operation but have always focused primarily on current political news, leading to rigid program formats. At the same time, compared with other television stations, county-level television stations are closer to the people—a major advantage in their development that is significant for comprehensively reflecting public opinion. Therefore, to comprehensively enhance their competitiveness in the converged media era, program planning personnel should immerse themselves among the people in their daily work. Through field investigations, they should understand grassroots audiences' concerns, preferences, and evaluations of county-level television station programs, and on this basis, collect program materials in a targeted manner to provide audiences with the latest people's livelihood information [5]. Simultaneously, county-level television stations should strengthen connections with other television stations, learn from successful transformation experiences of other stations in the converged media era, and introduce advanced technologies based

on their actual conditions to efficiently obtain richer information resources, enrich program content, and interpret people's livelihood issues from different perspectives. In this process, they can also apply thematic discussion methods to topics of greatest concern to grassroots people, laying a foundation for improving overall program quality and attractiveness.

3.2 Establishing Mainstream Media Platforms as Mobile Clients

County-level television stations should adapt to converged media era characteristics by actively integrating internet and broadcast television to enhance their comprehensive competitiveness through effective integration [6]. In response to the widespread popularity of smartphones, county-level television stations can focus their services on mobile client users as the core and actively build specialized social mobile platforms. In this context, Lanshan Television Station has built the Lanshan TV Mobile App through the provincial platform's Qingkuai Cloud, allowing audiences to access the broadcast television program platform through mobile clients to search for and view program content and information of interest, thereby improving audience information acquisition efficiency and enhancing their ability to control program content. Simultaneously, Lanshan Television Station presents life services, news updates, and government information releases in various forms including text, images, and video, and updates information on the mobile platform in real-time to ensure the completeness, timeliness, and authority of its mainstream media platform.

3.3 Expanding News Release Channels

In the converged media era, county-level television stations must adopt effective measures to enhance their news dissemination capabilities, and expanding news release channels represents one important approach. County-level television stations are important information dissemination platforms with relatively high authority during operation [7]. Therefore, in the new era, county-level television stations should fully leverage their advantages and build their own new media operation platforms based on their characteristics to broaden communication channels. For example, regarding news releases, Lanshan Television Station receives information through multiple channels including self-media, newspapers, and government sources during operation. It introduces new network information receiving terminals including handheld devices, smartphones, and drones, and builds specialized APP application software to ensure news releases quickly appear on audience mobile terminals, maintaining the television station's initiative in information terminals. Simultaneously, it actively builds specialized network television stations to compensate for traditional media's shortcomings such as poor signals and difficulty in portability [8]. In the converged media era, Lanshan Television Station has increased its application of WeChat platforms, building a Lanshan Television Station WeChat public account to push relevant programs during different time periods, continuously attracting more audience attention. Through previews and other forms, audiences can grasp Lanshan

Television Station' s program content in advance. In the WeChat public account, audiences can also interact with the television station by posting videos and expressing opinions, laying a foundation for collecting broader news materials during operation. Lanshan Television Station has also opened new media accounts on Weibo, Douyin, and Toutiao to timely release news information, expand release channels, and attract more audiences.

4. Practical Exploration of Lanshan TV Station

4.1 Upholding Party Building Leadership and Adhering to “Party Media” Attributes

At the National Conference on Propaganda and Ideological Work, Xi Jinping pointed out the need to strengthen the Party' s overall leadership over propaganda and ideological work, and to clearly uphold Party control over propaganda and ideology. We must maintain correct public opinion orientation, improve the dissemination power, guidance, influence, and credibility of news and public opinion, and consolidate and strengthen mainstream ideological public opinion. We must strengthen innovation in communication methods and discourse styles to enable the Party' s innovative theories to “enter ordinary households.” We must solidly promote the construction of county-level converged media centers to better guide and serve the masses. Lanshan Television Station adheres to its “Party media” attribute, takes Party building as the guiding principle, and deeply carries out the “Five-Good Party Media” creation activity with the theme of “being a good Party media pioneer, building a good public opinion position, spreading the Party' s voice well, telling Lanshan stories well, and establishing a good radio and television image.” As the government' s “mouthpiece,” it must publicize government policies at all levels and better guide and serve the masses.

4.2 Building Local Characteristic Programs

Compared with provincial and municipal television stations, county-level television stations should clarify their advantages and responsibilities during operation, fully exert their functions, actively publicize socialist core values, strive to correctly guide local public opinion, and work hard to provide high-quality service information to local people [9]. Therefore, in the converged media era, Lanshan Television Station starts from local cultural characteristics to highlight program specialization. First, it has created programs such as *Cultural Lanshan* and *Living in Linyi*, deeply exploring local history and culture, introducing local scenic spots and historical figures into television program production, and producing high-quality television programs with local culture that create good social and economic benefits. Second, it strengthens cooperation with government departments to publicize their work dynamics and convenience measures through co-produced programs, such as *Lanshan Pioneer* co-produced with the Organization Department, *Growth* co-produced with the Education and Sports Bureau, and *People' s Appeals* co-produced with the Public Appeals Center. Third, it fully leverages converged media platform functions to build connections between

Lanshan Television Station and grassroots people through field visits, questionnaires, and online interactions, deepening understanding of people's interests and needs. Based on this, it innovates Lanshan Television Station's service content and forms, such as shopping, real estate, recruitment, and lost-and-found services. Meanwhile, Lanshan Television Station cooperates with the Linyi Mall Management Committee to produce the program *Lanshan Mall*, promoting local quality products and strengthening cooperation with local enterprises. In providing services for the government, it comprehensively applies new media such as Weibo, WeChat public accounts, and Toutiao to push important news and information to the masses, providing media services from the perspective of the people and laying a mass foundation for fundamentally enhancing Lanshan Television Station's public influence.

4.3 Utilizing Mobile Social Technology to Achieve County-level TV Station Transformation

County-level television stations must increase their application of mobile social technology during operation. First, they must clarify the importance of transformation. County-level television stations should deeply analyze converged media era characteristics and continuously improve program and service quality from the perspective of audience needs as the foundation for transformation. In this process, they should comprehensively apply mobile internet APPs, mobile social technology, and websites to provide services from multiple angles and attract greater audience attention. Second, in the process of integrating mobile social technology, county-level television stations should deeply analyze the functions of this technology and build converged platforms using live streaming platforms, websites, and various APPs as media. In the converged media era, people can obtain information through diverse channels, watching real-time news on live streaming platforms and news APPs, and browsing content of interest using only smartphones. In response to this phenomenon, county-level television stations should increase integration with mobile internet technology, build specialized mobile internet APPs, and intensify promotion of these APPs through multiple channels. Third, they should increase application of new media platforms. County-level television stations should actively build specialized short video accounts, live streaming platform accounts, self-media accounts, Weibo accounts, and WeChat public accounts, applying diversified communication methods to replace traditional single-mode communication. On the basis of launching new media accounts, they should closely integrate them with county-level television station programs to strengthen publicity and continuously expand the station's communication range. Meanwhile, in mobile internet platforms, county-level television stations should pay close attention to user experience, strengthen connections with users to obtain feedback, and conduct targeted program optimization to fundamentally improve program and service quality.

4.4 Building Precise County-level TV Station Programs Through Artificial Intelligence Technology

In the new era, artificial intelligence technology is being applied in increasingly wide-ranging contexts. Its integration with county-level television stations has improved program quality and effectiveness, helping to enhance the comprehensive competitiveness of county-level television stations in the converged media era. First, county-level television stations should have a profound understanding of their own media advantages during operation, and on this basis, actively integrate with new media platforms to expand their media platform data. They should also take effective measures to gradually enrich their media resource libraries. In this process, they can apply crawling software to capture popular resources including breaking events and keywords from massive information resources, providing users with high-quality information resources. Second, they should deeply analyze and mine users' browsing habits. In this process, they should fully apply big data technology to conduct in-depth analysis of user needs while identifying users' potential needs. On this basis, county-level television stations can formulate scientific development plans based on massive data foundations. After comprehensively analyzing their technical capabilities and funding levels, county-level television stations can increase their application of AI algorithm technology, which can reduce the cost of user data analysis. The technology can determine user preferences based on browsing habits and intelligently push relevant information, fully demonstrating intelligence and automation levels in county-level television station converged media platforms. Users can also more quickly browse videos, images, and text they follow. Finally, in the new era, smart media platforms should become the main development direction for county-level television stations. By actively strengthening the application of artificial intelligence technology, they can build smart media to ensure that county-level television stations can automatically collect news, edit news content, and push messages during operation, ultimately laying a foundation for building county-level television stations with high intelligence levels.

In summary, the converged media era has emerged against the backdrop of continuous progress in science and information technology, exerting direct influence on the development of county-level television stations. In the new era, to enhance their service functions, county-level television stations must build local characteristic programs, utilize mobile social technology to achieve transformation, and build precise programs through artificial intelligence technology. By adapting to converged media era characteristics and demands, they can fundamentally enhance their comprehensive competitiveness.

References

- [1] Sun Weiguo. Reform and Development Thinking of County-level Radio and Television Stations—Taking Rushan City Radio and Television Station as an Example [J]. *Modern Audio-Visual*, 2019(5): 75-77.
- [2] Gao Yongliang. Upholding Marxist Journalism—Solving the Survival and

Development Problems of County-level Television Stations [J]. *Communication Power Research*, 2019, 3(7): 33-34.

[3] Lin Mingbo, Wu Tiezhong. Survival Status and Accelerated Converged Media Development Exploration of Liuzhou City County-level Radio and Television Stations [J]. *News Tide*, 2019(2): 28-31, 35.

[4] Breakthrough Path for County-level Media Converged Development—Media Convergence Construction of Sichuan Hejiang County Radio and Television Station [J]. *Radio and Television Information*, 2018(12): 21-22.

[5] Tang Chengwen. On the Innovation and Development of County-level Television Station News Programs—Taking Jiangsu Donghai County Television Station as an Example [J]. *Communication Power Research*, 2018, 2(34).

[6] Wang Xin. Development Status and Suggestions for County-level Television Stations Under New Media Environment—Taking Anren County Television Station as an Example [J]. *New Media Research*, 2018, 4(20).

[7] Lu Yunlian. Innovative Exploration of County-level Media Converged Development—Taking Foshan Television Station Shunde Branch as an Example [J]. *Media Forum*, 2018, 1(20): 79-80.

[8] Jia Zhihua. Research on Development Strategies of County-level Television Stations from Media Convergence Perspective—Taking Yongcheng Television Station as an Example [J]. *Audio-Visual*, 2018(10): 104-105.

[9] Li Jianqi. Discussion on Problems and Countermeasures in the Construction of Internal Control Systems for County-level Television Stations Under New Situations [J]. *Modern Economic Information*, 2018(18): 85.

(Author affiliation: Linyi Lanshan District Radio and Television Station)

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

Source: ChinaXiv – Machine translation. Verify with original.