

Postprint: Innovation Analysis of Radio Program Editing and Planning in the New Media Environment

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Abstract

With the development of the times and the widespread application of the Internet, the new media environment has undergone tremendous changes, posing both challenges and opportunities for traditional media such as radio broadcasting. Therefore, in the new media environment, radio stations and other media must fully leverage their inherent advantages, continuously advance with the times, improve editorial quality, and thereby enhance their competitiveness. This paper analyzes the innovative issues in editing and planning of radio programs in the current new media environment, aiming to provide valuable insights for relevant practitioners.

Full Text

Analysis of Innovation in Radio Program Editing and Planning in the New Media Environment

Abstract: With the development of the times and the widespread application of the internet, the new media environment has undergone tremendous changes, posing certain impacts and challenges to traditional media such as radio stations, while also presenting opportunities. Therefore, in the new media environment, radio stations and other media must fully leverage their own advantages, continuously advance with the times, improve the quality of editing work, and thereby enhance their competitiveness. This paper analyzes issues concerning the innovation of radio program editing and planning in the current new media environment, hoping to provide assistance to relevant professionals.

Keywords: new media environment; radio station; editing and planning

1. Overview of New Media

New media is a broad concept that generally refers to communication forms utilizing network technology and digital technology through channels such as broadband local area networks, the internet, satellites, and wireless communication networks, and terminals such as mobile phones, digital televisions, and computers to provide entertainment services and information to users. It is characterized by massiveness and shareability, interactivity and instantaneity, personalization and community formation, as well as multimedia and hypertext features.

2.1 Enhancing Interaction Between Radio and Audience

In the new media environment, radio editors innovate programs to make them more attractive and strengthen interaction with audiences. Before planning and editing programs, editors typically investigate audience needs and then innovate program arrangements according to these requirements, which helps improve program quality and ratings. Additionally, by understanding audience perspectives and involving them in program production, editors can enhance interactivity between the radio station and its audience.

2.2 Meeting Audience Information Needs

In the new media environment, audiences have multiple methods to receive information, so radio stations face considerable competition. To improve competitiveness, radio must keep pace with the times, continuously innovate, and enhance information quality. Only by meeting audience program needs can they attract listeners and secure a place in the diversified new media era. How to innovate programs to satisfy user needs and improve competitiveness has become an urgent problem for radio stations. Program teams must break traditional thinking patterns and continuously innovate to capture user attention and meet their information needs.

2.3 Enhancing Radio Station Competitiveness

Innovation is the soul of enterprise development and one of its core competencies. Only innovative enterprises can survive and develop in today's fierce competition, and radio stations are no exception. Previously, radio was a primary means for people to obtain information. However, in the new media environment, people's access to information is no longer limited to radio alone. They can obtain desired information through various means such as the internet and mobile devices, while traditional media like radio face intense challenges. This requires traditional media to innovate, change their traditional models, attract listeners through more creative approaches, and simultaneously improve production standards to meet user needs, expand social influence, and thereby enhance core competitiveness.

3.1 Current Development Status and Problems of Radio Stations

In the new media environment, although radio stations have undertaken many innovations and enriched their formats, most radio and television programs remain similar, roughly produced, and have low competitiveness. Furthermore, current programs often pursue commercial interests and thus reduce production costs, which undoubtedly affects radio's appeal to audiences and reduces their identification with programs, leading to programs being often ignored. Meanwhile, audiences typically receive information through listening alone—a single method that causes radio stations' efforts and returns to be disproportionate, leading them to reduce program production costs and creating a vicious cycle that further weakens competitiveness. Additionally, with internet development, radio audiences continue to decrease, the entire market remains sluggish, and radio programs are relatively scattered without forming their own brand effect or in-depth creation, merely blindly following trends. Therefore, to achieve development in the new media environment, radio stations must solve these problems, fully utilize the current environment to promote their own development, and only then can they leverage their strengths to produce high-quality programs that attract more audiences.

3.2 Current Status and Problems of Editors

In the new media environment, the actual quality level of radio programs depends critically on producers' work attitudes and competence. Talent is one of the decisive factors in current market competition. Issues such as low market share, few audiences, and less advanced media technology are secondary; the quality of editors' production is the primary issue. However, existing editors and planners face several major problems: First, some staff members have improper attitudes, believing they entered radio work due to bad luck, lacking enthusiasm, and treating their positions as “stepping stones” or “retirement homes.” Additionally, because editor salaries are typically low, recruited editors often have low competence, cannot grasp key news elements, produce works that fail to attract audiences or cater to their interests, and have low aesthetic value. Simultaneously, editorial errors, misreporting, and omissions seriously reduce program quality. Finally, failing to timely investigate audience interests and stay close to them is another current problem. Therefore, in the new media environment, editing work needs optimization and improvement, including better salary treatment to enable dedicated work and achieve sustainable radio development.

4.1 Grasping Key Social Issues

Radio programs generally align with daily public life and are closely related to people's lives. Therefore, in the new media environment, radio stations must grasp this key issue when editing programs, seek hot topics related to people'

s lives, and simultaneously interact and discuss these topics with audiences to attract their attention. First, they must capture listeners' life topics. In the new media environment, when producing radio programs, extensive investigations should be conducted to identify social hot spots. For example, regarding current college graduate employment issues, this is a highly concerning topic during graduation seasons, with most parents concerned about how to improve employment rates. Radio programs can seize this hot topic during this period and broadcast live recruitment and employment information. Therefore, when editing programs, different programs should be selected according to different periods, based on listeners' needs, emphasizing the fit between edited programs and society. Additionally, given radio' s characteristic as a live broadcast program, audiences can be invited to participate in discussions during broadcasts, allowing them to express their views on issues. This approach can enhance audience participation and interaction, effectively improving radio ratings. Therefore, editors must be adept at capturing social hot topics for program arrangement.

Furthermore, in the new media environment, radio programs must also solve listeners' problems. While television programs often find it troublesome to solve audience problems, this is relatively easier for radio. During live broadcasts, listeners' problems are often immediately fed back to the station, and these problems are typically directly related to life. Therefore, before broadcasting, presenters should prepare for discussed issues and promptly provide answers to listeners' questions based on their experience—something television programs cannot achieve and represents radio' s advantage. Radio stations must utilize this advantage to both solve people' s troubles and bridge the distance between radio and listeners, improving ratings and gaining increasing popularity while promoting sustainable development.

4.2 Establishing Innovation Awareness and Repositioning Editing Work

Radio is a traditional multimedia form that primarily works through audience listening and interaction. With current intense market competition, radio stations must break traditional thinking patterns and strive for innovation to meet contemporary social requirements. Facing program editing, diversified editing methods must be adopted to make programs more creative and appealing, thereby attracting more listeners and improving ratings. Innovation is one of the important driving forces for artistic advancement, and radio, as a form of art, also requires continuous innovation to break traditional constraints and possess core competitiveness. Therefore, innovation awareness is essential for editors. On the premise of identifying key problems, editors should interpret issues from new perspectives, extract key elements of hot topics, combine them with life details, and utilize diversified means for creation. Only through such continuous strengthening of creativity can radio programs become more artistically appealing, possess greater social value, and meet people' s life needs.

Simultaneously, the current status of editing work must be repositioned. In the

new media environment, the survival environment of information dissemination media has undergone tremendous changes. Radio stations must change their previous traditional media approaches and actively utilize the internet as a powerful tool to guide listeners to tune in and follow programs.

4.3 Audience-Driven Approach to Enhance Interaction

With the rapid development of information technology, people's demands for information quality are increasing. Currently, various media fill the market, with new media and self-media developing rapidly. If traditional media wants to secure a place in fierce competition, it must transform to meet user information needs, based on user requirements, and enhance communication and interaction with users. When editing programs, radio stations must fully focus on user needs, produce programs that satisfy users based on public needs, and simultaneously understand user opinions on programs from their interests, timely modify programs, and make corresponding innovations and changes. By incorporating audience opinions during program production, the goal of fully meeting user needs can be achieved. Additionally, program teams can expand user discussion methods, such as establishing official WeChat and Weibo accounts to guide audience participation in program discussions and receive more user feedback within limited time through user comments, broadening information dissemination channels.

In the new media environment, China's radio stations face fierce competition, so editors must base themselves on audience needs and carefully edit programs. High-quality programs help establish brand effects and improve status. Many news events are sudden and time-sensitive; through continuous reporting of news, radio stations can maximize audience attention. Simultaneously, continuous news reporting helps form distinctive reporting features and guide listeners to think about social issues.

4.4 Enhancing Program Diversity

In the new media environment, radio editors must not only innovate programs but also diversify them, innovate thinking, design programs with multiple modules, actively involve listeners in programs, and actively listen to user suggestions and feedback to enhance radio brand image. For example, programs can include interactive news segments and interview sessions where audiences exchange roles with hosts to solve user problems, meet audience internal needs, bridge the distance between media and audiences, and enhance radio appeal to improve ratings.

Currently, many radio programs exist but are often uneven in quality. With the arrival of the new media era, various new media continuously compress traditional media's living space. The emergence of Weibo and WeChat represents tremendous achievements under the new media background, greatly facilitating people's information access methods. They can be considered significant sup-

plements to traditional media and will, of course, become a form of traditional media as society develops. To survive, traditional media must continuously transform and conduct comprehensive reforms while innovating program content. However, in today's internet era, information is complex, massive, and changeable. Even if radio stations enrich program diversity, it can often backfire, requiring program teams to strictly control program editing. Radio stations must clearly understand their mission and responsibility, actively guide mainstream values, disseminate healthy ideas, and strictly control various types of information while enriching programs.

4.5 Strengthening Editor Competencies

First, in the new media environment, radio editors must maintain rigorous work attitudes. Radio stations can guide public opinion directions, so editors must correctly understand their status, lead correct values, be adept at collecting information and analyzing problems from various aspects, value letters from listeners in all aspects, and maintain close contact with them. Finally, broadcasters must conduct adequate investigations before broadcasting to handle listeners' unexpected questions. Most importantly, radio editors must make appropriate information selections, constantly ensure correct political orientation, strictly control information when selecting and editing manuscripts, continuously innovate, and avoid blindly following trends.

In the new media environment, radio content often requires selection, compression, and integration during manuscript editing to ensure content meets broadcasting requirements. This requires editors to have high work competence and professional qualities, so radio workers must continuously strengthen learning to improve their various qualities. Simultaneously, radio editors must have keen political awareness, devote themselves to daily work with high political responsibility, and collect information with keen insight. In summary, radio stations can be said to serve the people; they are the mouthpiece of the Party and the people and must possess high political literacy, remain calm in daily work, adhere to political work bottom lines, and have high political qualities.

The new media environment places higher demands on editors and planners. Editing staff must actively learn various advanced news editing techniques and program production methods, update concepts, and improve their professional competence and planning levels. Additionally, editing staff must actively summarize experiences, strengthen exchanges with peers, and promote sustainable radio development.

Conclusion

In conclusion, with the rapid development of information technology, radio station development has faced significant impacts and challenges in the new media context, but this also represents an opportunity. Radio stations must fully recognize the importance of editing and planning innovation, actively transform,

keep pace with the times, and produce high-quality programs to promote sustainable development.

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

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