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## Research on New Media Development in Radio and Television: Postprint

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### Abstract

This paper proceeds from the perspective of broadcast television new media, expounds on the positive significance of new media for broadcast television development, analyzes the challenges faced by the development of broadcast television new media, and ultimately explores effective strategies for its development, with a view to providing reference for the development of broadcast television new media.

### Full Text

#### Preamble

**Abstract:** From the perspective of broadcasting and television new media, this paper expounds on the positive significance of new media for broadcasting and television development, analyzes the challenges faced by the development of broadcasting and television new media, and ultimately explores effective countermeasures for the development of broadcasting and television new media, with a view to providing reference for the development of broadcasting and television new media.

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### 1.1 Connotation of New Media

Modern media transmit information through digital technology, while traditional media rely on wires or radio waves. New media refers to an environment

where everything can serve as a medium—in essence, new media is an environment. As a media form supported by new technological systems, new media includes touch media, digital newspapers, mobile television, digital cinema, and others. Compared to the four traditional media, new media is called the “fifth media.” As a relatively broad concept, new media utilizes network and digital technology to provide entertainment services and information to audiences through terminals such as computers, the internet, mobile phones, and televisions. Strictly speaking, new media should be called digital media. New media is not a general term for new or emerging media; it has a relatively precise definition. Both emerging media and new-type media are forms of new media, but these are relatively narrow concepts that cannot meet the development requirements of China’s new media industry and are detrimental to industry communication and exchange. Therefore, the industry has conducted research and massive data analysis on new media, synthesized industry perspectives and consumer concepts, and summarized a more precise definition. There are currently more than ten definitions of new media, with media classified as new media ranging from...

## 1.2 Connotation of Broadcasting and Television

As a representative of traditional media, broadcasting and television transmit video, sound, and images through wires or radio waves. If it can only transmit sound, it is called radio broadcasting; if it can transmit both sound and images simultaneously, it is called television broadcasting. From a narrow perspective, radio refers to information transmission using only sound through wires and radio waves. From a broad perspective, radio encompasses both sound-only broadcasting and television with coexisting sound and images. Broadcasting and television have three major functions: First, the propaganda function—real-time dissemination of the Party’s policies, guidelines, and achievements obtained by the public under their guidance through this modern mass communication medium. Second, the educational function—disseminating knowledge, especially modern scientific and technological knowledge, to the public to continuously improve national scientific and cultural literacy. Third, the supervision function—supervising social and economic activities and public opinion through broadcasting and television to establish social righteousness. In addition, broadcasting and television have three major characteristics: visualization (transmitting information through images and sound), timeliness (transmitting information at the speed of radio waves), and broad coverage (being the most extensive communication medium).

## 2.1 Wide Coverage and Accelerated Transmission Speed

In terms of information content transmission and production, traditional broadcasting and television media need to collect sufficient information, then edit and produce media content, followed by a series of review and revision processes before finally reaching the audience. However, in new media content production,

the initiative is handed to the audience—all audience members can create media content and serve as both information producers and reviewers. Thus, audiences have considerable freedom in content compilation. The time from content compilation to information release is shorter, and the process is more efficient. In the information age, this high-speed response function is widely favored by the public. In addition, new media not only has the advantage of wide information coverage but also fast information transmission speed. Once a piece of information is compiled, the publisher can release it on internet platforms, allowing the information to spread rapidly through new media platforms.

## 2.2 Diverse Content and Flexible Forms

Compared with traditional broadcasting and television media, new media transmits information in a more diversified manner. Traditional broadcasting and television are constrained by transmission carriers and have relatively monotonous content. New media can leverage internet advantages to create and publish information across multiple platforms. Different new media platforms have different definitions of content: for instance, platforms like Kuaishou and Douyin focus on short videos, while WeChat Official Accounts and Weibo prioritize images and text, and platforms like Ximalaya and Lizi focus on audio content. The emergence of numerous new media platforms has enriched new media content and promoted the diversification of information transmission. Simultaneously, in terms of information transmission forms, new media appears more flexible. The continuous advancement of mobile terminals enables new media information to be disseminated through tablets, computers, and mobile phones, breaking through geographical and temporal constraints.

## 3.1 Industrial Chain Complexity

An industrial chain refers to a chain formed by integrating industrial sectors according to certain upstream and downstream relationships, where each sector can influence and depend on one another. Currently, the development of China's television new media industry is gradually showing signs of industrial chain complexity. On the one hand, under current technical conditions, the original industrial chain of the television new media industry has been broken. Influenced by technological and market factors, multiple links in the broadcasting and television new media industrial chain have shown differentiation or separation, mainly manifested in the separation of networks and television stations and the separation of program content production from television stations. On the other hand, in the triple-network convergence environment, while the broadcasting and television new media industrial chain is differentiating and separating, it is also transforming and developing. Due to changes in the technical environment, market resources and media resources have changed accordingly, with massive resources being effectively utilized. Consequently, competition in the television new media industry is increasingly fierce, which promotes industrial chain development and transformation to a certain extent.

### 3.2 Decoupling of Program Production and Broadcasting

Under the traditional broadcasting and television business model, both program production and broadcasting treat media frequencies and channels as independent units in an integrated production-broadcasting business form. Under this model, the creation of new media channels requires complete business structures and organizational systems to achieve media construction. However, in the all-media context, after new media integrates with broadcasting and television, the different and independent functions of each module lead to the simultaneous formation of a production-broadcasting decoupled business model. Specifically, the decoupling of program production and broadcasting involves dividing media business into functional modules and building a business form based on platforms where program content production, broadcasting control, and marketing functions are independent yet cooperate with each other according to process relationships among various businesses. Currently, the television new media business structure includes three core functional modules: integrated program content production, broadcasting control, and all-media. The business platforms built by these core functional modules have relatively independent operating mechanisms but can also be organically integrated to form a relatively complete new media architecture.

### 3.3 Organizational Flattening

As the development of broadcasting and television new media accelerates, changes in new business architecture are directly related to organizational structure. Under the production-broadcasting separation model, the development of television new media has given rise to a flat organizational structure dominated by broadcasting and television all-media with strong internal interaction. Traditional media business organizational structures present a vertical form, while China's broadcasting and television new media industry organizational structure, after transitioning from a central system to a channel system, has gradually developed independent channels. Although the flattened organizational structure of the new media industry is dominated by broadcasting and television all-media and builds core functional platforms in parallel, it is substantially different from the original central system. The original central system organizational structure took functions as the center, completing work through the cooperation of multiple functions. However, current broadcasting and television new media business platforms, although parallel, have upstream-downstream industrial chain relationships. The flattening of organizational structure in broadcasting and television new media does not conflict with competition among channel systems but rather provides strong support for market channel and function extension in broadcasting and television.

#### 4.1 Serious Homogenization in Broadcasting and Television

Current conditions in broadcasting and television show serious homogenization in today's television new media industry. When a television station launches a popular program, other television new media rush to imitate it and launch similar programs. For example, in recent years, China's popular program *The Birth of Actors* has been followed by *Character of Actors* and *I Am an Actor*. Such imitation may meet current market demands in the short term and generate good economic returns. However, from a long-term perspective, homogenization has a negative impact on the progress and development of television new media. The massive number of "copycat" programs in society not only damages the diversity of new media programs but also leads to the waste of effective resources. Additionally, due to insufficient funds or capabilities, some television media choose to import well-received programs—a method that lacks rationality. This not only adversely affects the media's brand image and economic benefits but also creates unhealthy trends, negatively impacting the development of China's broadcasting and television.

#### 4.2 Scarcity of Professional Talent

The talent cultivation model and its basic forms in the broadcasting and television field have delivered many excellent talents to the industry. However, with the progress of technology and society, the broadcasting and television new media industry has increasingly higher requirements for talents, and the outdated talent cultivation model can no longer adapt to modern social development. This has led to a severe shortage of professional talents in the national broadcasting and television new media field, which constrains further development. Currently, the knowledge structure of talents in the broadcasting and television field is relatively outdated, with insufficient emphasis on internet communication technology and new media technology applications. To achieve better progress and development, broadcasting and television new media should further improve the professional talent cultivation system. However, in actual talent cultivation, insufficient attention is paid to project management, ability cultivation, and strategic planning knowledge, leading to a severe shortage of professional talents that hinders the progress and development of the national television new media industry.

#### 4.3 Impact of Diversified Media

The continuous development of computer network technology and technology has enabled the new media field to develop rapidly in today's society. Meanwhile, the gradual diversification of media forms has diverted the audience from traditional broadcasting and television to some extent. Traditional broadcasting and television media have not fully utilized modern technology, and their development faces certain difficulties, which is correlated with previous broadcasting and television management systems. The broadcasting and television media op-

eration mechanism is relatively sound, and the state's control over broadcasting and television is stricter and more serious than that over new media. Although relevant departments have reduced their control over broadcasting and television in recent years, inherent thinking patterns constrain innovation capabilities and awareness.

### 5.1 Exploring New Media Marketing Value

Both traditional and new media are essentially information transmission media that can generate economic benefits for media platforms. In most cases, only media that can obtain economic benefits will be developed and operated by platforms. Broadcasting and television new media need marketing to realize their information value. New media must gain recognition from most audiences in its early stages and expand advertising effects through audience recognition to generate good economic benefits. Effectively enhancing new media marketing value is a dilemma currently facing the broadcasting and television field. Therefore, broadcasting and television workers should break away from fixed thinking patterns, explore new development models for television media, and leverage the interactive advantages of new media to fully tap into new media marketing value.

### 5.2 Strengthening Internal Resource Integration

Under the new situation, new media poses great challenges to broadcasting and television. Traditional broadcasting and television media need to re-recognize the characteristics of their own field and integrate internal resources to effectively respond to challenges from the new media field. With platform and internet technology, new media platforms can achieve efficient interaction with user groups while pushing information. In this situation, broadcasting and television should promptly recognize the gaps between industries, strengthen internal resource integration, and adapt to the development of broadcasting and television new media in the new era. For example, when broadcasting television new media programs, interaction with audience feedback can be implemented through off-site hotlines and live connections, answering audience questions to continuously increase program popularity and attention and strengthen audience participation. Additionally, existing network platforms of current broadcasting and television media can be integrated to design interactive Q&A sections, allowing audiences to deeply discuss program content and further understand information.

### 5.3 Cultivating Professional Talent for TV New Media

Based on the actual requirements of today's broadcasting and television media industry, cultivated talents should meet the development requirements of the broadcasting and television media field, master relevant TV new media technologies proficiently, and possess strong adaptability, innovation awareness,

and innovation ability. First, diversify career positioning. Research shows that students majoring in broadcasting and television journalism typically position their careers narrowly within television media and radio industries. In response to this situation, students should be guided to position their careers diversely and select employment positions across multiple fields to maximally meet the talent requirements of the broadcasting and television new media field. Second, focus on improving talents' new media technology usage capabilities. Currently, TV new media is developing rapidly, and market competitiveness is increasing, leading to a growing demand for professional talents in the TV new media field. Therefore, both schools and enterprises should emphasize the cultivation of new media technology and carry out personalized and targeted talent cultivation. In actual cultivation, the advantages and personalities of trainees should also be highlighted to deliver professional talents to the TV new media field.

#### 5.4 Promoting Deep Cooperation Between New Media and Broadcasting

In recent years, media convergence has developed, and new media has shown excellent development momentum. In an environment of sustained and healthy new media development, the broadcasting and television media industry can only achieve effective improvement in information transmission outcomes and efficiency by conducting deep cooperation with new media, leveraging respective strengths, and avoiding weaknesses, thereby promoting further development of the broadcasting and television new media industry. For example, when a program is broadcast on broadcasting and television, it can also be simultaneously broadcast on its affiliated new media platforms. This approach can effectively improve the timeliness and immediacy of broadcasting and television media content transmission. Additionally, using broadcasting and television subordinate new media platforms can receive user experience feedback promptly, promoting the development and improvement of broadcasting and television new media content production and program broadcasting.

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