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Research on the Convergence Transformation and Development of Broadcasting and New Media: Postprint

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Abstract

With the rise of new media, the pace of informatization in Chinese society has accelerated significantly, and Internet coverage has gradually expanded, impacting the survival and development of traditional radio and television. In the midst of new media development, radio and television have gradually lost their authoritative position in the media landscape, with their survival and development space being encroached upon by various new media forms. Realizing the integrated transformation of radio and television with new media aims to shift the development direction of traditional radio and television, transform new media into a new development opportunity, enhance core competitiveness through integration and transformation, and achieve the modernization and diversified development of radio and television. This paper examines the current development status of radio and television and new media, explores how to achieve the integrated transformation of radio and television with new media, and seeks new transformation pathways for radio and television.

Full Text

Preamble

Abstract: With the rise of new media, China's information landscape has accelerated dramatically, and internet coverage has expanded progressively, profoundly impacting the survival and development of traditional radio and television broadcasting. Broadcasting has gradually lost its authoritative position in the media ecosystem, with its living space being encroached upon by various new media platforms. Achieving convergence transformation between broadcasting and new media aims to shift the traditional development trajectory of broadcasting, turning new media into a new opportunity for growth. Through

integration and transformation, broadcasting can enhance its core competitiveness and achieve modernization and diversified development. This paper examines the current development status of broadcasting and new media, exploring how to realize this convergence transformation to identify new pathways for broadcasting's evolution.

Keywords: New Era; new media; transformation; convergence transformation; radio and television broadcasting

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In the New Era, new media possesses inherent communication advantages due to the popularization of information technology and the internet, sparking a reform wave in the media market. If traditional television media rigidly adheres to conventional operational models, it will be eliminated by the times and gradually fade from the media stage. Broadcasting should respond to new media market developments by turning crisis into opportunity through the confrontation and fusion of old and new media, achieving integration with new media and facilitating its own transformation and development to promote comprehensive innovation. Therefore, promoting the convergence transformation of broadcasting and new media represents both an inevitable choice for broadcasting to regain vitality in the New Era and the mainstream trend in China's media industry [1].

1. Current Development Status and Significance of Broadcasting-New Media Integration

Driven by new media popularization, societal informatization and networking have accelerated significantly. Due to limitations in their communication models and methods, radio and television have struggled to rapidly expand their audience reach. In contrast, new media offers advantages such as fast information dissemination and simple operation, creating a seesaw dynamic between the two. However, with the recent emergence of concepts like media convergence and omnimedia, new media and broadcasting are moving toward collaborative development. Both face obstacles in the information age that can be effectively alleviated and resolved through convergence transformation, thereby genuinely promoting media industry development. Consequently, both government policy and the media market strongly support the coexistence of old and new media, forming a new market landscape where the collaboration between traditional television and new media has become the mainstream development trend under media convergence.

Broadcasting's development dilemmas primarily manifest in its difficulty keeping pace with evolving audience demands. Although broadcasting offers rich pro-

gram types that positively contribute to people's lives and learning while broadening their knowledge, program production and promotion cycles are lengthy, requiring extensive preliminary research to determine audience preferences. This makes real-time content adjustment according to dynamic audience demands nearly impossible. Nowadays, many broadcasting programs have descended into vulgarity, lacking deeper meaning. Insufficient originality in television programs has also constrained broadcasting's reach. Particularly in the new media environment, where the number of television programs has multiplied, audiences select content according to their preferences, causing ratings for many programs to decline. While new media has transformed the media market landscape, its rapid scale expansion has created a relative constraint between content and scale. Specifically, new media's swift development has outpaced content quality and regulatory oversight, flooding the market with vulgar, negative content and leading to polarization in new media development [2].

In recent years, China has strengthened control over new media development. However, fundamentally resolving the current phenomena of shoddy production and vulgar chaos requires enhanced control over both content and dissemination to demonstrate new media's advantages and value. Realizing convergence transformation between new media and broadcasting aims not only to promote the modernization of broadcasting media and mitigate its deficiencies but also to foster healthy, orderly new media development. This promotes operational model innovation and industry renovation, carving out a new path of innovation for media development.

2. Challenges in Broadcasting-New Media Convergence Transformation

Achieving convergence transformation requires clarifying the characteristics and convergence points of both broadcasting and new media. Based on their respective development stages, integration should promote the fusion of broadcasting program content with new media operational models to solve mutual problems. However, this process easily triggers issues such as talent drain from broadcasting-new media ventures and deficiencies in traditional communication media. Because publicity and education cannot quickly meet the demands of convergence transformation, the integration remains unstable. To achieve transformational innovation, broadcasting-new media must first address the following challenges:

Lack of Innovation. The most critical issue in integrating traditional broadcasting with new media is the lack of innovation. Deficiencies in innovative consciousness and capability significantly impact both media forms and may even produce counterproductive effects. Broadcasting alone cannot cope with changes in the media market and audience demands. Integration with new media aims to enhance broadcasting effectiveness, expand reach, and open new dissemination channels to build a new program system and elevate core competitiveness. However, broadcasting demonstrates poor innovative consciousness,

habitually adhering to traditional production and dissemination methods during convergence development. It struggles to design and construct new programs based on local characteristics, requiring cooperation with various new media platforms such as WeChat, Weibo, and QQ to stabilize or improve ratings [3].

Slow Program Format Transformation. In the information age, people have grown accustomed to using new media for social interaction, news browsing, and video viewing. Broadcasting program content cannot reflect real-time events and dynamic changes. Even routine news must undergo investigation, compilation, and editing to ensure rigor and objectivity before broadcast. Long production cycles represent broadcasting's fundamental weakness. Convergence transformation should enable audience participation by leveraging new media's interactive features, allowing viewers to participate in selection processes to improve viewing experiences and satisfy demands for content and format. However, broadcasting's program production, content review, and audience interaction differ fundamentally from new media. These differences constitute major challenges in convergence development, requiring both common ground and mutual integration to display broadcasting's distinctive features while achieving transformation [4].

Shifts in the Public Opinion Ecology. New media has transformed the previous public opinion ecosystem where broadcasting and traditional media shaped the mainstream discourse. New media's characteristics—personalization, fragmentation, and ease of use—have flooded the market with vast amounts of news, junk information, and advertisements, causing selective confusion among audiences. Moreover, as new media's topic-setting and opinion-influencing capabilities significantly surpass those of traditional media, social hotspots rapidly emerge and ferment online. This not only weakens broadcasting's dominant position in shaping public opinion but also leads to its gradual marginalization and loss of discourse power.

3. Strategies for Broadcasting-New Media Convergence Transformation

Broadcasting-new media convergence transformation requires not only cooperation between old and new media but also innovation in traditional methods, dissemination paths, and content production. Based on national requirements for media convergence and public opinion guidance, integration should promote integrated development oriented toward audience information needs, achieving multi-channel interaction and dissemination.

First, conduct comprehensive planning and integrate old and new media resources. New media's rise has transformed the media market landscape. Traditional media should accelerate resource integration based on their strengths, using media convergence as the core to achieve comprehensive transformation and break through limitations in traditional operational models and organizational structures. Broadcasting should face the information age by es-

establishing organizational frameworks centered on information integration, actively cooperating with various new media platforms. Through synchronized dissemination and online interactive connectivity, broadcasting can optimize communication effects and achieve mutual development between network technology and information content. Broadcasting must both introduce information technology talent and cooperate with major new media platforms, leveraging its advantage in content originality to achieve interdependence between technology and content. This promotes innovation in development models and genuinely enhances core competitiveness. For example, local broadcasting stations can cooperate with high-end institutions to plan media convergence development, actively collaborating with IT enterprises or computer research institutes to conduct joint media development research, apply for relevant research projects, and apply results to dynamic video fields. This establishes personalized, high-quality audio-visual services for users, as demonstrated by Shandong Radio and Television Station's pilot projects on cloud platforms [5].

Second, content remains the core of competitiveness, and broadcasting-new media integration should adhere to a “content is king” strategy while accelerating media asset system construction.

After years of development, broadcasting possesses strong editorial teams and authoritative information channels capable of professional information and news production. Whether in program production or broadcasting hosting, relatively excellent talent support exists. Therefore, broadcasting-new media convergence transformation should strengthen information resource excavation and processing while deeply achieving information compilation and integration. From mass livelihood to local economic development, from industry dynamics to enrollment and employment, from news policies to national affairs, broadcasting should leverage new media's interactive advantages to lead mass participation in program content creation and selection. Allowing audiences to choose program themes can effectively improve ratings and attention. Using new media interaction and user information analysis as the basis for broadcasting program content creation can achieve goals of networked, file-based, and high-definition program production while reorganizing business processes and creation centers to build a station-wide production network and dissemination control center.

Third, draw on management strategies from large listed companies to build new media platforms. Broadcasting should integrate internally valuable core content resources, excavate potentially valuable resources, and leverage broadcasting media advantages to enhance core competitiveness. This approach creates high-quality programs and columns with profound cultural backgrounds to promote new media development and solve problems facing both media forms. Additionally, broadcasting should split content resources with growth potential to cultivate new media platforms centered on user experience, establishing market-oriented open operational models. This solves conceptual, institutional, and operational differences between old and new media, maximizing the creative potential of human, material, and financial resources [6].

For broadcasting, integration with new media aims not only at its own survival and development but also at safeguarding the position of news development. This concerns the promotion of mainstream social ideology, Party public opinion guidance, and the revival of traditional culture. Therefore, rapid integration should be achieved across forms, content, operational mechanisms, and other dimensions to realize comprehensive innovation.

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