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Post-print: Strategic Transformation of Broadcasting in the New Media Context

Authors: Shenyang City

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Abstract

This paper analyzes the characteristics of communication in the new media context and the current development status of radio and television, and conducts an in-depth exploration of the innovative reform measures for radio and television in this context through approaches such as enriching communication content, expanding transmission channels, cultivating professional competencies, transforming innovation paradigms, and enhancing media credibility, aiming to provide effective references for media practitioners.

Full Text

Preamble

Abstract: This paper analyzes the characteristics of communication in the new media context and the current development status of radio and television. It explores in-depth the innovative measures for radio and television to achieve transformation in the new media context through enriching communication content, expanding communication channels, cultivating talent quality, transforming innovation models, and enhancing media credibility, aiming to provide effective reference for media professionals.

Keywords: new media context; traditional concepts; radio and television

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Author: Shen Yangcheng

Television and radio are the two most widely disseminated media forms in China, with a broad audience reach. As these media forms continuously evolve with the times, their content and formats are constantly being refined, making them

primary leisure activities for the masses. However, under the influence of traditional concepts, radio and television must undertake necessary innovations in their internal structures, systems, and communication channels to adapt to market development and achieve sustainable growth.

1. Characteristics of Communication in the New Media Context

With the development of the times, Internet technology has been widely popularized across the country, and the influence of new media on society has consequently strengthened. This new network form can process various social information in a timely manner and disseminate it through multiple media devices. It not only conforms to the development of the times but also suits the pace of contemporary residents' lives, flexibly utilizing their fragmented leisure time. This creates an immediate viewing-and-feedback experience during entertainment periods. In this mode, media professionals can grasp audience feedback instantly, understand their emotional orientation and scope of thinking, and thereby better comprehend public ideologies to adjust program direction, optimize structure, and enrich connotation. Only by accurately grasping public thought through these methods can a virtuous cycle be formed. In recent years, due to the seamless integration of the Internet and devices, along with the application of interactive software, various new media platforms have developed rapidly. Whether in current affairs news or lifestyle entertainment programs, content can be presented through new media forms. As applications become more widespread, demands for formats, human resources, and material resources increase, which not only improves traditional media forms but also continuously advances the development of new media and promotes its internal innovation [1].

2. Current Development Status of Radio and Television in the New Media Context

2.2 Changes in Communication Channels

Due to technological limitations, before the comprehensive development of new media, radio and television relied on relatively closed-circuit facilities for terminal connections. This equipment limitation restricted the actual usage scope and resulted in monotonous user experiences, affecting the efficiency of radio and television broadcasting. However, in the new media environment, advances in Internet and other cutting-edge technologies have enabled users to choose from multiple communication channels, flexibly utilizing various exchange platforms to broaden the scope and timeliness of information dissemination. Facilitated by new media, users can comprehensively grasp the operational and ideological directions of social media, stay informed about the latest social events, and form a relatively benign internal cycle. Under the intervention of the new media context, the communication forms and scope of radio and television are

continuously expanding [2].

2.3 Lack of Professional Talent

In the development of China's media industry, television and radio were the earliest media forms. Due to various technological and equipment constraints at the time, these two forms became the most widely disseminated media in China with broad audience distribution. As radio and television formats continuously evolve with the times, their content and forms are constantly being refined, establishing them as primary leisure activities for the masses. With the development of modern technology, multimedia equipment has become increasingly diverse and comprehensive. However, the rapid development of new media has also brought increasing drawbacks. Due to certain limitations in subjects and methods, domestic new media programs have become increasingly homogeneous. Moreover, in pursuing mass appeal, programs fail to provoke new thinking among audiences or adequately meet niche demands, resulting in a lack of novel ideas and connotations in current programs.

2.4 Lack of Innovative Concepts

In the rapid development of new media, industry competition is intense. Radio and television media are becoming aware of this pressure, yet their internal structures and ideological concepts lag behind, preventing media professionals from fully leveraging the advantages brought by multimedia equipment and the Internet. In actual operations, program management methods, professional technical characteristics, and program development directions severely restrict progress. Given the current media landscape where users employ increasingly diverse devices, radio and television staff should focus on transforming their concepts and adjusting program direction according to environmental development [3].

3. Innovation Measures for Radio and Television in the New Media Context

3.1 Enriching Communication Content

Impacted by the new media environment, the internal development process of radio and television has been severely affected, and program content has become significantly homogenized due to various internal structural factors. Therefore, in response to environmental changes, media professionals should integrate program content with future development directions, consult with management to formulate diverse formats conducive to long-term development, and conduct targeted analysis considering final broadcast forms and processes. They should appropriately abandon traditional media concepts and introduce diverse content into program production. For instance, during program production, popular topics such as current affairs can be incorporated. During broadcasting, personalized insights can be added through interactive platforms that adopt multiple

unique perspectives, thereby enhancing communication between programs and audiences. Since this approach enables active public participation in content discussion, it can effectively increase audience interaction rates. However, when adding diverse content, producers must constantly consider audience perspectives and avoid superficial additions that fail to capture attention. They should integrate content with era development to enhance its value, fundamentally respecting audiences and listeners while fully demonstrating humanistic thought [4].

3.2 Expanding Communication Channels

Under the influence of the broader environment, industry competition is intensifying. For television and radio programs to enhance their competitiveness in the new media industry, they must expand their communication paths. This approach can effectively improve media communication scope and efficiency. Through multiple communication channels, programs can reach more audiences, expand influence, and enhance internal media operational efficiency. For example, program management can cooperate with various media platforms and utilize software plug-ins to boost program dissemination, ensuring extensive content propagation through multiple channels and avoiding limitations imposed by media itself. Therefore, in response to these conditions, television and radio programs should continuously research the latest information dissemination media and analyze their internal communication forms and methods to enhance user attention and recognition. Additionally, program management can expand channels through internal marketing strategies to diversify communication formats.

3.3 Cultivating Talent Quality

Current new media is characterized by wide dissemination, large content volume, and rapid transmission. Given these features, media professionals' statements during program operations often cause various negative impacts due to oversights. Therefore, considering the communication characteristics of new media, program management should strengthen comprehensive quality training for staff, enhance their professional knowledge levels, increase emphasis on talent management, and conduct targeted multi-faceted quality cultivation for media personnel. They should integrate contemporary information, collect beneficial data, and comprehensively guide the future development direction of programs. Only by effectively improving information utilization efficiency and leveraging the public image of media professionals to enhance content influence can the comprehensive development of radio and television programs be ensured. For example, enterprises can strengthen writing quality training for frontline authors, provide extensive reading training, enhance comprehensive perspectives on issues, and improve unique insights into life events to ensure journalists can correctly express their views when facing cameras. Through comprehensive training for journalists, establishing professional concepts, regularly updating

knowledge reserves, and cultivating personalized understanding combined with interactive platform exchanges, their professional levels and comprehensive qualities can be comprehensively enhanced [5].

3.4 Transforming Innovation Models

Media management should systematically transform and upgrade traditional concepts, analyze the inherent advantages of new media operations, adopt them appropriately, and effectively combine traditional operational methods with new media development to enhance the communication efficiency and quality of radio and television media. To liberate radio and television programs from traditional constraints, continuous model innovation is necessary to enable audiences and listeners to experience unique content characteristics and better demonstrate the internal charm of radio and television. For instance, relevant television stations and radio stations can cooperate with local governments to focus on local life events or promote local characteristics, thereby driving economic development, improving public quality of life, and enhancing program attention. Additionally, they should cooperate with various new media platforms as much as possible, adjust their formats, utilize advanced new media technologies to expand the scope of radio and television, increase diverse innovative content, and expand channel sources to achieve comprehensive development in the new media context.

3.5 Enhancing Media Credibility

Contemporary news media should always pay attention to the direction of era development, respect the authenticity of life, and strengthen audience focus to demonstrate a unique public image to society. This credibility shaping represents not only content production effects and media professionals' images but also the degree of content control, utilization, and internal team coordination. Regarding negative news, media management should emphasize control measures and promptly formulate solutions for negative situations arising during live broadcasts, making adjustments and reasonable positive guidance to ensure audience understanding and positive attention. Media professionals should emphasize reporting on negative news, clarify their guidance responsibilities and awareness, and maintain rigorous discourse. Due to strong influence, content spoken by media professionals will be widely disseminated through multiple devices, potentially not only arousing negative emotions among audiences but also intensifying social contradictions. Therefore, media professionals should provide positive guidance to audiences and listeners. Additionally, they can appropriately conduct social activities to effectively expand program influence on society and thereby extend audience attention.

3.6 Transforming Industry Systems

In the rapid development of the industry, internal competition presents an open trend that affects the operation of traditional radio and television programs, pre-

venting them from conforming to era development. Due to insufficient professional levels of internal management personnel, the management system remains imperfect and internal concepts are relatively backward—all resulting from imperfect internal industry systems. To ensure radio and television media can better adapt to era development, they should be based on current industry competition. First, the management system should adopt an enterprise model, strengthen capital introduction, and expand multiple funding channels to support overall development. Second, a “management-operation separation” system should be established to separate actual management rights from operational rights, facilitating program content development.

3.7 Improving Property Rights Concepts

For radio and television media to break free from internal industry constraints as soon as possible, they should strengthen property rights management concepts, clarify property rights management, and establish corresponding property rights systems to effectively protect program personalization. In the current development of radio and television media programs, numerous talent shows and talk shows have emerged largely due to unclear intellectual property rights and failure to manage program characteristics in a timely manner, resulting in extensive imitation. As programs develop over time, this causes audience fatigue and seriously affects future program operation and development. Therefore, management should regulate program property rights, and local governments should strengthen supervision in this area. Based on actual conditions, they should submit relevant proposals on intellectual property protection to People’s Congress representatives for review. Legal teams can also be established within program management to help formulate comprehensive legal supervision mechanisms, constantly monitor internal industry infringement, protect program personalization, and ensure program originality.

With continuous social development, various media forms have emerged. As a media form born from Internet development, new media possesses multiple characteristics. It can leverage the advantages of the new media context to adjust its models, systems, and internal content during the rapid development of the Internet, thereby achieving better development.

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(Author' s Affiliation: Zhejiang Pinghu Media Center)

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

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