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Problems and Countermeasures in Media Convergence Construction of Urban Radio and Television Stations: Postprint

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Abstract

With the extensive application of network and information technologies, the pace of media construction in our country has continuously accelerated. The deep integration of new media is a trend in modern media and an inevitable process in its development. Radio and television stations have achieved certain accomplishments in their ongoing development. However, there remain some issues in media construction that have created obstacles to the development of urban radio and television stations. Only by identifying and solving these problems can the construction of urban radio and television stations be continuously improved.

Full Text

Problems and Countermeasures in the Construction of Converged Media for City Radio and Television Stations

Abstract: With the widespread application of network and information technology, the pace of media construction in China continues to accelerate. The deep integration of new media represents both the trend and necessary process for modern media development, and radio and television stations have achieved certain results in their continuous evolution. However, persistent problems in media construction have created obstacles to the development of city radio and television stations. Only by identifying and solving these problems can the construction of city radio and television stations be continuously improved.

Keywords: broadcast converged media construction; problems; countermeasures

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1. Prominent Advantages of Radio and Television Converged Media Construction

The outstanding advantage of the converged media center is the “one-time collection, multiple generation, diverse distribution” operational model. All previously independent editorial forces are incorporated into the media center, and all raw materials collected by journalists enter the platform database. This enables the production of different news products with distinct characteristics and styles for various media platforms. Meanwhile, traditional radio and television channels can be utilized as needed, such as news and videos published on new media platforms. Integrating the entire television station’s news resources into a unified whole creates production, operation, and management models suited to actual conditions and competitive needs. In this way, the entire station’s publicity and cooperation are formed, saving promotional costs.

Communication scholar Meng Wei defines converged media as “the effective integration of diversified media resources and production elements to achieve mutual integration of resources, technology, and content, thereby forming an integrated organizational structure and communication mechanism.” Contrary to this goal, current city radio stations, television stations, newspapers, and new media each operate independently, essentially forming separate editing and production models with matching distribution systems. The existing city radio and television station system struggles to establish a mechanism for comprehensive operation and efficient converged media operation, making it difficult to truly achieve the goals and effects of media integration.

2. Existing Problems

2.1 Conceptual and Cognitive Gaps After years of development, most city radio and television stations are based on traditional media, with multiple radio frequencies and television channels. The audio of radio programs, video of television programs, and electronic versions of radio and television newspapers are moved to websites. Therefore, under the coexistence of traditional and emerging media, everyone believes this has already achieved “media convergence.” Due to this misunderstanding, many city stations remain at the initial stage of “Internet Plus,” and have made no substantial progress in media convergence.

2.2 Multiple Coexisting Constraints Converged media construction is constrained, and development has become unbalanced. Therefore, under circumstances where integrated media has not yet established integrated production and product distribution, most city radio and television stations have audio, screen, newspaper, network, micro, and other media in various locations. Moreover, a large number of works of different types and materials are produced in different sections and columns of various media, such as radio, television, newspaper, WeChat news and broadcasting, television themes, newspaper communication, WeChat text reports, etc. Because of different communication methods

and production methods, how to establish an integrated platform for media collection, editing, and information release has become a difficult problem.

Additionally, the raw materials available for original content in a city (especially a small city) are insufficient every day, which may cause the platform to fail to start normally after construction. Furthermore, establishing a comprehensive media procurement and product distribution platform requires substantial capital investment, which is also a real problem for city stations whose revenue is generally declining.

2.3 Insufficient Integrated Media Operation Talent Compared with traditional media communication methods, converged media communication requires editors to master more skills and places higher demands on journalists, who must simultaneously produce news in multiple formats. However, current city radio and television stations lack multi-functional platforms or all-around talent. Objectively speaking, media integration's technological innovation requires composite talent who understands both news communication laws and new media development patterns, as well as media policies and market operations. In current media integration operations, talent is generally insufficient. Fundamentally, the important problem restricting city television stations' media construction is the lack of editorial, technical, and management teams composed of composite talent.

3. Countermeasures

3.1 Using "News" as the Starting Point for Media Construction to Improve Urban Communication and Public Opinion Capacity City television production involves a wide range of programs, including entertainment programs and TV dramas, which can be described as diverse and high-capacity. However, for city television stations, the original news product is an information product with core competitiveness. At this stage, city radio stations cannot promote media construction through integrated operations but should concentrate on making "news collection and broadcasting" the breakthrough point for media construction. On the premise of giving full play to the characteristics and efficiency of traditional media such as radio frequencies, television channels, broadcasting, and television, and supplementing them with new media through integrated media operations, once bottlenecks and deficiencies in this area are resolved, the city's communication capacity and public opinion guidance will be greatly improved.

In summary, to further improve the construction effectiveness of converged media centers, it is necessary to scientifically utilize major media to enhance construction quality, integrate the spirit of the 19th National Congress of the Communist Party of China into the construction work, rectify problems existing in past construction, and reflect the supervisory role of media centers. Meanwhile, it is necessary to strengthen publicity, enhance exchanges and cooperation with higher-level media, improve the construction level of respective teams, ensure

the standardization of various tasks, and improve the integration level of media centers.

3.2 Establishing an Effective Media Center to Achieve “One-Time Collection, Multiple Generation, Multi-Terminal Distribution” Media construction has its own objective laws. Objectively speaking, audio materials collected by radio station journalists and newspaper materials collected by newspaper journalists cannot be used for television news. Video and audio materials collected by television station journalists can be used for broadcasting, newspapers, and new media, but only if television journalists consider the characteristics and requirements of other media during interviews. Otherwise, the expected effect cannot be achieved. How to solve this problem? Only by breaking through the existing audio, screen, newspaper, network, micro-operation, and terminal operation structures can personnel scattered across various departments and positions be aggregated into a media center.

The center’s editors and technical staff are recruited and trained according to media needs, making them multi-functional or all-around composite talent. In operation, the media center takes news as its goal, with functions of planning topics, collecting information, and integrating resources. For a single news item, it is collected only once, then edited and distributed to audio, screen, newspaper, network, micro-media, and terminal media, possessing strong communication capacity and public opinion guidance ability. Although the media center sends news products to voice, screen, newspaper, network, micro, and terminal media, it is a separate section within the organization—a group responsible for management and assessment by its members, not port departments such as frequencies and channels. Under current conditions, the converged media center should not be too large in scale but should strive to be lean and efficient, expanding when conditions permit.

3.3 Strengthening Integration of Media Procurement and Product Distribution Platforms with “Advanced Technology as Support and Content Construction as Foundation” Only advanced media technology support can guarantee the smooth operation of media centers. Some city platforms in developed areas have successively established integrated platforms for media collection and product distribution, commonly known as “Central Kitchen.” The “Central Kitchen” is a comprehensive operation editing platform, including a new spatial platform, technical platform, and stable and efficient organizational structure. The construction of the “Central Kitchen” should focus on the design of connotation, extension, process, and specific details. It should open up large and small screens online and offline, highlighting the interaction between television and broadcasting, news and television, and new media. It should effectively integrate, allocate, and control resources, preliminarily achieving the effect of “collection integration, content aggregation, multi-channel transmission, and multi-terminal integration.”

In building and operating the integrated platform “Central Kitchen,” content collection is particularly important. In any case, content integration is always about “content products.” Therefore, city media integration should deeply embed in the local community, understand city and citizen life, care about the people, and process matters of public concern into expressions for different media, presenting them vividly through different ports. Only in this way will media construction be effective and remain invincible.

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

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