

Analysis of the Convergent Development of Traditional Broadcasting and New Media in the New Media Era: Postprint

Authors: Xu Yitong

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Abstract

In recent years, with the continuous proliferation of the Internet, various emerging media have ushered in the new media era. Against this backdrop, both the modes and scope of media dissemination have undergone dramatic transformations. Emerging media, with their significant advantages, have gained increasing popularity, and the advent of new media undoubtedly presents both opportunities and challenges for the development of traditional broadcasting. In the new media era, the integrated development of traditional broadcasting and new media has become an inevitable trend, which can alter the current predicament faced by traditional broadcasting and holds great significance. It can expand the audience base of traditional broadcasting, enhance the timeliness of broadcast dissemination, and simultaneously offer the advantages of low cost and high economic benefit, thereby promoting the scientific and stable development of the broadcasting industry. In the new media era, it is essential to rely on new media, update management concepts, emphasize market repositioning, and build a professional team to achieve the organic integration of traditional broadcasting and new media.

Full Text

Preamble

Abstract: With the continuous popularization of the Internet in recent years, various emerging media have ushered in the new media era. Against this backdrop, both the modes and scope of media communication have undergone earthshaking changes. Emerging media with significant advantages have become increasingly popular, and the emergence of new media undoubtedly brings both opportunities and challenges to the development of traditional radio. In the new media era, the integrated development of traditional radio and new media

has become an inevitable trend that can change the current predicament facing traditional radio development and is of great significance. Such integration can expand the audience base of traditional radio, make broadcasting more timely, and offer the advantages of low cost and high economic benefit, thereby promoting the scientific and stable development of the broadcasting industry. In the new media era, it is necessary to rely on new media to update management concepts, emphasize market repositioning, and build a professional team to achieve the organic integration of traditional radio and new media.

Keywords: new media era; traditional radio; integrated development

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Author: Xu Yitong

In the past when the Internet was less developed, traditional radio media was deeply popular with the public. Radio can be divided into wireless and wired broadcasting, transmitting sound to audiences, with most listeners tuning in during their leisure time to pass the time. However, in recent years, the popularization of the Internet has fostered the emergence of diverse new media, which has impacted traditional radio to a certain extent. Currently, traditional radio development is in a disadvantaged position, with its audience continuously shrinking and even experiencing resource waste. In the new media era, traditional radio media should reform to follow the trend of the times. First, it is necessary to analyze the specific problems and reasons in current development. Second, it is essential to examine the significance and role of organic integration with new media and formulate relevant integration strategies to promote the stable and sustainable development of traditional radio in the new media era. Therefore, under the background of the new media era, the organic integration of traditional radio and new media has important practical significance.

1. Development Status of Traditional Radio in the New Media Era

With the rapid development of information technology, new media with advantages such as diversity, timeliness, and strong interactivity has emerged, welcomed by the vast majority of audiences, especially young people. In the new media era, everyone can become a producer, participant, and disseminator of news information, able to evaluate and interact with information anytime and anywhere. In addition, the rise of new media has also promoted social development and created considerable economic benefits for the country, making new media gradually the most popular medium today. This has brought certain impacts to traditional radio, weakening its presence and discourse power. In the new media era, the disadvantages of traditional radio have become increasingly prominent, such as poor retention (information passes by the ear without

leaving a trace), lack of audience autonomy in content selection, and passive reception. Moreover, radio relies solely on sound, making it difficult to engage multiple senses and maintain audience attention [1]. Compared with new media, the audience of traditional radio is shrinking day by day, and traditional radio is now in a negative development state.

The main reasons affecting the development of traditional radio are as follows. First, traditional radio technology is relatively backward and cannot support stable and sustainable development. Due to imperfect technology, many problems may even occur during broadcasting. Currently, traditional radio staff still use manual methods for control and transmission, which are susceptible to external interference, affecting music and sound quality to a certain extent and even causing crosstalk problems. Music is an indispensable component of broadcasting that can render the atmosphere and bring pleasure to listeners. However, currently, audio files in traditional radio cannot effectively connect via IP networks, and digitalization of audio sources has not yet been realized. Therefore, music playback management still relies on manual operation and has not achieved automated management [2]. Furthermore, the transmission quality of traditional radio is extremely susceptible to influence. For example, if broadcasting equipment such as speakers malfunctions, it directly affects sound quality. Moreover, the installation procedures for broadcasting equipment are cumbersome, and maintenance and repair are difficult when problems occur, causing some listeners to directly choose other media due to equipment failure. Finally, traditional radio has not yet achieved remote control. Due to inadequate management concepts and technologies, modern technology has not been utilized for management, and staff still manually manage broadcasting content.

2. Significance of Integration

2.1 Expanding the Audience Base

Currently, the development of traditional radio is not optimistic and has even reached a bottleneck period. Against the backdrop of the new media era, traditional radio should recognize the significance of integrating with new media and carry out reforms and innovations to promote the sustainable development of the broadcasting industry. First, the organic integration of traditional radio and new media in the new media era can expand the audience base. At present, due to the continuous emergence of disadvantages of traditional radio, the audience base is shrinking, resulting in insufficient presence. Integrating it with new media can effectively solve the problems currently faced by traditional radio, improve broadcasting technology, and promote automated management to ensure audio quality. At the same time, it can help traditional radio continuously highlight its unique advantages. For example, audiences can turn on the radio while waiting at traffic lights. Since traditional radio only transmits sound and serves more as entertainment, it brings spiritual pleasure to audiences without affecting their ability to do other things, and also facilitates their understanding and absorption of broadcast information to enrich their spiritual and cultural

life. In addition, the organic integration of traditional radio and new media enables editors and hosts to continuously improve their professional standards and find their own unique style to attract more audiences, thereby continuously expanding the audience base [3].

2.2 Enhanced Timeliness

In the past, compared with traditional television media, radio had certain timeliness advantages, with faster transmission speed. In the new media era, the organic integration of traditional radio and new media can make broadcasting more timely. When encountering emergencies or major events, radio reporters can report promptly and continuously follow up and conduct interviews via telephone, enabling audiences to understand news information in a timely and detailed manner. Throughout the reporting process, information about news events is relayed progressively, which on the one hand promotes audience engagement, and on the other hand helps listeners understand the overall development of news events [4]. Compared with new media, traditional radio has greater credibility and can disseminate more accurate and specific information, avoiding the spread of false public opinion and ensuring that the information received by audiences is both timely and accurate. Therefore, integrating traditional radio with new media can fully leverage and absorb its advantages while maintaining its own characteristics, ensuring information authenticity while improving timeliness, avoiding interference from erroneous negative public opinion in social development, which is of certain significance to the broadcasting industry and social development.

2.3 Low Cost and High Benefit

Against the backdrop of the new media era, the organic integration of traditional radio and new media can expand channels for audiences to receive information to a certain extent. Currently, radio is limited by geography, making it difficult for audiences in different regions to listen to the same broadcast. Integrating it with new media can effectively solve this problem. Traditional radio can expand its dissemination channels, thereby expanding its audience base and generating good economic benefits. In addition, the organic integration of new media and traditional radio can promote reduced cost investment for traditional radio. The low cost of broadcasting, combined with its applicability in different scenarios, can meet the actual needs of audiences, thereby promoting the sustainable development of the broadcasting industry with good development prospects.

3. Integration Strategies

3.1 Updating Management Concepts Through New Media

The organic integration of traditional radio and new media has far-reaching significance. It can learn from and draw on the advanced technical concepts of new

media, exerting certain influence on management, broadcast content, and editors and reporters, and promoting traditional radio to keep pace with the times and innovate, thereby achieving stable and orderly development. Therefore, to achieve organic integration of traditional radio and new media, traditional radio must first update its management concepts through new media. Currently, most traditional radio still adopts traditional media management models with manual management and control. Such management models not only affect broadcast quality but also hinder further development of the broadcasting industry. As the saying goes, “without rules, nothing can be accomplished.” Updating management concepts and improving management models can form a good foundation and framework, enabling traditional radio to adjust its development model according to current audience characteristics and actual needs, and continuously form its own unique and personalized features to occupy an important position in the current era of prevalent media [5]. By updating management concepts through new media, traditional radio can effectively achieve organic integration with multimedia, integrate resources with multimedia during broadcasting, learn from and absorb the advantages of new media, increase interactivity with audiences, and allow audiences to fully participate in broadcasting and provide relevant suggestions. Broadcasting staff need to continuously adjust according to audience feedback to deliver more information that audiences actually need, enhance the charm and attractiveness of traditional radio, expand the audience base, and promote the stable development of the broadcasting industry.

3.2 Emphasizing Market Repositioning

Currently, the media market presents a diversified trend. The organic integration of traditional radio and new media requires emphasis on market repositioning according to market demand to meet actual audience needs. New media mainly focuses on life and services, which are issues of universal concern to the public. Life-service programs have certain market value. Traditional radio can continuously expand the life-service segment, conduct accurate positioning, and to increase its own characteristics, create regional programs and use the highly influential Internet to increase publicity to expand the market. For example, Weibo and public accounts can be used to promote traditional radio to attract more audiences. In addition, traditional radio needs to pay attention to the reliability and richness of broadcast information, conduct publicity and promotion on the basis of ensuring quality, and truly meet the actual needs of audiences.

3.3 Building a Professional Team

The new media era has put forward new requirements for the development of traditional radio. To promote the organic integration of radio and new media, the broadcasting industry needs to build a professional team and continuously cultivate and improve the professional capabilities and cultural literacy of broadcast hosts and editors. Hosts play a decisive role in the development of traditional radio. If hosts stick to old ways, it is not conducive to the reform and development

of traditional radio. At the same time, program editors also have an important influence, determining the cultural connotation and quality of programs. Both hosts and program editors are indispensable. Integrating traditional media with new media requires professional training for hosts, editors, and other staff to ensure the professional competence and personal quality of hosts, as well as the knowledge level and political literacy of editors, enabling them to keep pace with the times, continuously improve and innovate, and possess certain innovative consciousness and ability, thereby building a professional team to ensure the listenership of broadcast programs [6].

In summary, currently, traditional radio development is at a bottleneck period. Against the backdrop of the new media era, it is necessary to organically integrate traditional radio with new media, draw on the essence and discard the dross, learn from the advantages of new media while highlighting the characteristics of traditional radio, to expand the audience base, improve program listenership, and thereby promote the stable and sustainable development of the broadcasting industry.

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

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