

On Enhancing the Public Opinion Influence of Radio and Television News in the Era of Media Convergence: Postprint

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Abstract

This paper conducts an in-depth study on how to enhance the public opinion influence of radio and television news in the era of media convergence. It first provides a thorough analysis of the public opinion influence of news in the converged media era by integrating the communication power and core public opinion advantages inherent to radio and television journalism. The study then elaborates on the key implementation points for improving the public opinion influence of radio and television news, which mainly include leveraging local advantages in news programming, meticulously crafting high-quality news content, innovating news dissemination methods, expanding news dissemination channels, and improving news timeliness. These measures ensure the steady enhancement of the public opinion influence of radio and television news, further expand the communication front of mainstream media, and provide guarantees for the innovative development of news communication.

Full Text

A Brief Discussion on Enhancing the Public Opinion Influence of Radio and Television News in the Era of Media Convergence

Abstract: This paper conducts an in-depth study on how to enhance the public opinion influence of radio and television news in the era of media convergence. It begins by analyzing the public opinion influence of news in this era, examining the communication power and core advantages of radio and television news. The paper then elaborates on key implementation strategies, including leveraging local advantages in news program settings, producing high-quality news content, innovating news dissemination methods, expanding communication channels, and improving news timeliness. These measures aim to steadily

enhance the public opinion influence of radio and television news, further expand the communication position of mainstream media, and guarantee innovative development in news dissemination.

Keywords: media convergence era; media integration; public opinion influence

1. Analysis of the Public Opinion Influence of Radio and Television News in the Era of Media Convergence

1.1 The Communication Power of Radio and Television News

In general, news reporting aims to continuously improve the accuracy and timeliness of valuable news information and disseminate it to audiences. After understanding and accepting this information, audiences engage in decentralized dissemination, which significantly expands the social reach of news and generates social pressure on parties involved in news events. In the media convergence era, the communication power of radio and television news substantially impacts public opinion influence. When news achieves good dissemination effects with significant communication power, it greatly enhances its public opinion influence. Therefore, the relationship between the magnitude of news public opinion influence and the communication power of radio and television news is closely correlated, with a direct proportional relationship between the two.

Simultaneously, the public opinion influence of news exhibits variations, among which the professional competence of news practitioners serves as a critical metric of news quality. Consequently, we must cultivate ourselves into experts in our profession through theoretical knowledge, writing skills, and eloquence, striving to become all-media and specialist talents—news workers with exquisite professional skills [?].

1.2 Core Advantages of Radio and Television News in Public Opinion

The public opinion appeal of news primarily refers to radio and television media's ability to integrate audiences through their news information, actively express their own opinions and ideas in discussions about relevant news events, and thereby exert influence on audience ideology and social values. Generally, the important characteristics of media are authority and credibility, which facilitate the manifestation of public opinion appeal in news information. Moreover, the power of public opinion mobilization becomes increasingly significant, substantially enhancing audience participation in news events and further expanding the public opinion influence of news information.

Additionally, radio and television media have a relatively broad audience base, providing them with advantages in public opinion influence that new media lack, particularly in terms of talent, brand, and relevant policies and regulations. Driven by the powerful forces of the media convergence era, we must

focus on leveraging these advantages to ensure the enhancement of news public opinion influence, thereby improving the quality and level of service to social development and public life.

2. Optimization Measures for Enhancing the Public Opinion Influence of Radio and Television News in the Era of Media Convergence

2.1 Leveraging Local Advantages in News Program Settings

In the traditional media era, compared with CCTV and provincial satellite channels, municipal stations were limited in news program resources and strength. Facing the impact of the internet, municipal stations have struggled even more. Their only advantage lies in local news resources. Only by restructuring news program frameworks, strengthening the local character, service orientation, and ideological depth of news dissemination, and highlighting reports on local news happening around audiences can we enhance audience engagement, build popularity, establish image, and improve listening and viewing ratings.

News program settings must, first and foremost, fully embody local characteristics, culture, and elements, strengthening proximity to local content, language, hosting styles, and packaging. News should be reported from a civilian standpoint and a livelihood perspective. Second, we must fully leverage the advantages of public opinion guidance to provide audiences with accessible policy interpretation, clarification of hot issues, and various services including information, consulting, and daily life assistance to meet audience needs. Finally, we must enhance the ideological content of programs by producing news with viewpoints and depth while strengthening news commentary [?].

2.2 Producing High-Quality News Content

When facing the massive content on the internet, radio and television news does not hold an advantage in quantity but dominates in quality. Audiences still rely on radio and television media for understanding major news events and reports. Under current conditions where timeliness cannot compete with the internet, radio and television media should utilize their talent and resource advantages to transform news programs from simple broadcasting to in-depth analysis, excavating the essence beneath the surface while ensuring “scarce” content and providing “value-added” news services. By presenting unique perspectives and exclusive voices, they can create their own distinctive imprint and provide audiences with experiences different from internet news. Additionally, they can actively set agendas to absorb audience participation in news topic discussions, effectively expanding news dissemination effects, creating public opinion momentum among audiences, and disseminating mainstream values.

2.3 Innovating News Dissemination Methods

At present, information develops at an extremely rapid pace, and its dissemination methods exhibit high variability, placing news in a situation where opportunities and challenges coexist. As news workers, we must maintain high consistency with the development environment of media convergence, skillfully utilizing radio and television news on network platforms while systematically analyzing development trends in media convergence and accurately positioning the internet's development landscape. Simultaneously, we must strengthen the construction of talent teams, continuously update radio and television communication concepts, expand communication channels, ensure the construction of communication platforms, and demonstrate the advantages of the internet. Furthermore, news media must proceed from actual conditions, leverage their own advantages, and strengthen the application of innovative thinking and technologies to form unique dissemination.

2.4 Expanding Radio and Television News Dissemination Channels

Under the influence of rapid new media development, the media communication landscape has changed significantly, profoundly impacting mainstream media—especially radio and television media—whose influence in public opinion guidance has gradually weakened, leading to a trend of decentralized public opinion expression. Therefore, for traditional mainstream media such as radio and television, we must strengthen the construction of public opinion supervision and dissemination forms to lay a solid foundation for the role of news media in public opinion supervision. Simultaneously, we should actively construct news websites and relevant forums, utilizing network platforms to enhance media influence and demonstrate discourse power and initiative in public opinion. At this stage, under the influence of media convergence trends, media have attached great importance to network interaction platforms, which greatly assists in enhancing the market competitiveness of radio and television news.

2.5 Continuously Improving the Timeliness of Radio and Television News

Various new media primarily rely on the internet, whose advantage in information dissemination lies mainly in immediacy. For radio and television news to meet the development demands of the media convergence era, they must focus on learning from new media and improving the timeliness of news information. Particularly for hot issues in public opinion supervision, news must demonstrate the ability to discover public opinion hotspots and strengthen emergency response mechanisms for hotspot events [?]. When social hotspot events emerge, emergency mechanisms should be activated, with various departments achieving reasonable division of labor and coordination, especially ensuring timely follow-up reports so that the public can access first-hand hotspot news information promptly, thereby giving full play to the leading role of radio and television news in public opinion.

Moreover, in public opinion supervision, various new media platforms contain massive amounts of network information with many news items mixed together, and some false information may emerge. Therefore, news media must emphasize improving the professional ethics of practitioners, ensuring good political literacy and professional skills, establishing firm news positions, correctly safeguarding the information security of the Party and state, practicing public interest principles, and continuously improving the authenticity of news information dissemination.

Conclusion

In summary, every news worker should humbly learn from the era, adhere to the principle of “content is king,” leverage local advantages in news program settings, produce high-quality program content meticulously, innovate news dissemination methods, expand communication channels, and work hard to improve news timeliness. By writing more news works with depth, breadth, and warmth, we can effectively enhance the public opinion influence of radio and television news in the media convergence era.

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

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