

The Application of Internet Thinking in Television Stations in the New Media Era: Postprint

Authors: Wang Yun, Zhao Jiewei

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Abstract

With the rapid development of the social economy and swift technological innovation, the Internet has integrated into the lives of the general public, providing more convenient and novel lifestyles while simultaneously exerting a profound impact on media development. Against the backdrop of the Internet, the developmental trajectory of television stations is inextricably intertwined with the Internet; transforming this formidable challenge into a driving force for the rapid advancement of new media has become a hotly debated topic among media professionals. This paper first expounds upon the characteristics and trends of convergence between traditional and new media within the Internet context, and subsequently investigates the Internet utilization of television stations in the new media era based on these characteristics.

Full Text

The Application of Internet Thinking in Television Stations Under the New Media Context

Abstract: With the rapid development of socio-economic conditions and technological innovation, the Internet has entered the lives of the general public, providing more convenient and novel lifestyles while delivering a powerful impact to media development. In this Internet-driven context, the development trend of television stations is inseparable from the Internet. Transforming this enormous challenge into a driving force for the rapid development of new media has become a hot topic among media professionals. This paper first elaborates on the characteristics and trends of traditional media and new media convergence under the Internet background, and then studies the application of Internet thinking in television stations based on these characteristics.

Keywords: Internet thinking; traditional media; new media; television stations; convergence development; Internet technology

2.1 Lack of Media Convergence Values and Strategic Planning

The rapid popularization of Internet technology has transformed interpersonal communication, breaking temporal and spatial limitations while expanding people's horizons. This has given rise to diverse forms of new media that have swiftly captured the media market. Internet thinking has gradually permeated various industries, becoming a new philosophy for sectoral development. However, against this backdrop, some traditional media organizations have failed to effectively update their concepts to adapt to the pace of era development. Their lagging management approaches and innovative thinking impose significant constraints on the integration of traditional and new media. Moreover, the absence of convergence strategic planning aligned with contemporary development has caused some traditional media to fall into a developmental bottleneck.

2.2 Conflict Between Media Convergence Mechanisms and Industry Systems

As previously discussed, the integration of traditional and new media serves as a crucial driving force for the continued development of traditional media. Therefore, constructing an effective convergence mechanism becomes essential to ensure smooth integration. In the increasingly fierce media market competition, the pursuit of immediate interests and competitive gaming among media outlets has led to neglect in applying Internet thinking. This has prevented the establishment of effective communication channels for industry development between old and new media, resulting in the ineffective utilization of Internet thinking at the developmental level of media. The frequent emergence of homogenized programs in the media industry also represents a drawback that prevents media enterprises with different regional and institutional systems from converging under the guidance of Internet thinking. In this intense competitive environment, smaller traditional media enterprises face insurmountable barriers to achieving convergence due to their lack of hardware and software infrastructure and strict institutional constraints.

2.3 “Integration” Without True “Mergence” as the Fundamental Challenge

Currently, there are no successful cases of media convergence to provide scientific planning and guidance for this exploratory path. Numerous traditional media organizations, in their haste to achieve convergence, have failed to fully consider the developmental characteristics and advantages of both old and new media. The result is a mere coexistence rather than true “mergence,” with integration only manifesting at the organizational structure level. Therefore, the urgent priority is to fully recognize the characteristics and advantages of both old and new media, utilize Internet thinking to thoroughly integrate capital, technology, and personnel, optimize existing business processes, and achieve a qualitative

transformation of traditional media with the assistance of new media operation models. Only then can true “mergence” be realized to advance China’s media industry.

3.1 Establishing Innovative Concepts for Media Convergence

Under the impact of Internet technology, new media must fully recognize its historical mission. Integration with traditional media represents both a requirement of the new era for new media development and an inevitable trend of era development. First, new media must continuously expand its personnel, equipment, and capital to provide an optimal resource environment for the convergence of old and new media, thereby enhancing resource utilization efficiency and laying the foundation for integration. Second, it is essential to recognize that in the Internet context, users have become creators, disseminators, and commentators of news information. New media should integrate traditional media’s advantages in user resources and authority to accelerate convergence. The shift in ideological concepts can effectively guide specific business operations. By leveraging big data technology to establish customer databases and formulate optimal news information or television programs based on evolving user demands, media can transform from simple “dissemination functions” to “service functions.”

3.2 Enhancing the Quality of New Media Information Products

Internet users in the big data era have access to massive data resources, resulting in extensive choice space. How to successfully capture user attention and encourage secondary dissemination within this vast data landscape has become a focal point for new media development, underscoring the necessity of high-quality news or television content. New media must actively utilize graphics, text, video, audio, and other formats to innovate traditional media service products while inheriting traditional media’s strengths, thereby enhancing product quality and driving the integration of traditional media across multiple channels such as WeChat, Weibo, and websites. Currently, many traffic radio programs have adopted user-generated content models, with real-time, accurate, and rich broadcast content gaining user enthusiasm. Therefore, radio and television should learn from this new media characteristic by fully leveraging users’ advantages as collaborative content producers to accelerate media convergence.

3.3 Establishing Management Mechanisms for Old-New Media Convergence

First, business processes must be reengineered. According to the requirements of old-new media convergence, the advantages of new media business processes should gradually permeate traditional media to optimize operational workflows. News directors across various platforms should conduct secondary development of homogenized news products based on each platform’s nature and characteristics to produce audience-appropriate content. Second, internal structures

should be reorganized. Drawing upon Internet thinking from new media development, traditional media institutions should undergo rational adjustment and reorganization to establish optimal professional teams equipped with corresponding talent promotion and performance evaluation mechanisms. Finally, information sharing must be achieved. Guided by Internet thinking, traditional media's information dissemination limitations should be overcome to propel new media forward, with sincere communication among peer enterprises to optimize resource allocation in human resources, technology, and capital, thereby constructing a new media industry chain featuring win-win cooperation and shared benefits.

3.4 Developing New Media Culture Under Internet Thinking

In any media form, content serves as the key to attracting users. Achieving better user stickiness and presenting superior news effects requires innovative and rich news content to establish a foothold in the increasingly intensified media industry. As new media remains in its early development stage with insufficient cultural resource accumulation, the application of Internet thinking can effectively combine the richness of traditional cultural resources, utilizing information technology to achieve sharing and integration of traditional cultural resources and drive the development of converged media. By excavating excellent cultural resources from traditional media and building branded national culture, the upgrading of the new media industry can be accelerated.

In summary, the convergence of traditional and new media has become an inevitable trend in current media development. Traditional media enterprises must actively leverage Internet technology to fully exert their inherent advantages while innovating business models, operational methods, customer management, and channel management by integrating new media's developmental strengths, thereby securing a position in fierce market competition.

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(Author Affiliation: Yuxi City Hongta District Television Station, Yunnan Province)

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

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