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Research on Diversified Development Strategies for Broadcast Editors in the New Context: Post-print

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Abstract

Driven by advances in network and information technologies, media communication modalities have undergone substantial transformation, posing significant challenges to radio editors. Amidst intensifying competition between traditional and new media, radio editors must emphasize diversified development to secure their position. Drawing upon practical work experience, this paper analyzes the significance of diversified development for radio editors in the new context and proposes corresponding development strategies, aiming to provide valuable insights for enhancing radio editing standards.

Full Text

Research on Diversified Development Strategies for Radio Editors in the New Media Environment

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Abstract: Driven by network and information technologies, media communication methods have undergone profound transformations, presenting significant challenges for radio editors. As competition between traditional and new media intensifies, radio editors must prioritize diversified development to secure their position. Drawing from practical experience, this paper analyzes the significance of diversified development for radio editors in the current context and proposes corresponding strategies, aiming to provide valuable insights for enhancing radio editing standards.

Keywords: new media technology; radio editor; radio program; information dissemination

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With the development of new media, the boundary between communication subjects and objects has become increasingly blurred. Listeners are no longer merely passive recipients of radio programs; they can directly participate in program interactions. Only by continuously enhancing program innovation can radio editors attract broader participation and achieve desirable program effects. Strengthening communication with audiences, considering issues from the listeners' perspective, and understanding their genuine feelings can effectively fulfill the practical role of radio editors, facilitate program information sharing, and promote the smooth development of radio editing work.

1. The Significance of Diversified Development for Radio Editors

In terms of work characteristics, radio editors primarily integrate specific information and disseminate it through appropriate channels, transforming both content and form. Fundamentally, their basic tasks involve collecting, screening, and modifying manuscripts, effectively integrating various radio programs through comprehensive organizational and programming approaches. In practice, radio editors must strictly control quality, oversee program planning and quality assurance, and meet the challenges of multimedia development in the new environment through diversified methods. Specifically, the significance of diversified development for radio editors in the new context manifests in three key aspects.

1.1 Enhancing the Appeal of Radio Programs

Radio editors must strengthen their comprehensive capabilities and continuously improve their professional standards to enhance program competitiveness. Simultaneously, they should leverage information technology to expand program breadth and depth, enabling listeners to truly experience the charm of radio programs and thereby strengthening their identification with and loyalty to the programs. In traditional radio programming, audiences had relatively limited options in terms of content and format. Diversified development helps innovate program content and forms, continuously strengthening radio media's influence and appeal to listeners.

1.2 Strengthening Comprehensive Communication and Interaction with Audiences

During program editing, radio editors should enhance communication with listeners, viewing and considering issues from the audience's perspective to better understand their real feelings. This approach can effectively leverage the practical role of radio editors, increase program information sharing, and facilitate the smooth advancement of radio editing work.

1.3 Establishing Long-Term New Media Radio Editing Plans

Faced with numerous challenges in the new environment, radio editors must establish long-term development strategies aimed at enhancing their competitiveness. Concurrently, they should adapt to local conditions to achieve comprehensive self-improvement and continuously launch distinctive radio programs. Under the influence of diversified development, audience demands for programs have become more varied, requiring radio editors to focus on program transformation and incorporate more innovative information-based content. With long-term planning in place, audiences can enjoy more engaging and effective new radio programs, helping to enhance both the economic and social value of radio programming.

2. Strategies for Diversified Development of Radio Editors in the New Media Environment

The wave of multimedia convergence reform not only provides new development directions for radio editors but also brings fresh challenges. Only by embracing new developments with an open attitude, tapping into inherent advantages, and exploring diversified development paths can radio editors avoid being swept away by the tide of change.

2.1 Updating Concepts and Clarifying Positioning

Under the impact of new media, radio editors must update their traditional thinking, change conventional editing patterns, adapt to the trend of the times, and clarify their professional positioning. In the current context, integrated development represents the inevitable choice for the radio industry. In their work, radio editors should prioritize audience experience, enhance information interactivity and two-way communication, and recognize that traditional media's one-way content production has become obsolete. Editors must also recognize their own authority, identify their position according to new media development trends, innovate program editing, and embrace new opportunities and challenges with an open attitude.

Radio programs should emphasize frequency specialization, classifying program formats according to different audience characteristics to improve targeting and effectiveness. For instance, in "help" programs, radio editors should fully utilize new media advantages to build bridges between media and audiences, expanding program influence. Additionally, editors should leverage their interactive features to promote mutual assistance through "you help, I help, everyone helps" initiatives, mobilizing broad audience participation. This not only embodies a people-oriented philosophy but also enhances program assistance effectiveness and improves overall program quality.

Radio editors must continuously improve their professional skills, emphasizing cross-disciplinary learning and flexible knowledge application to integrate

these new media technologies into their editing work. Hainan Traffic Radio has produced similar programs using a “radio + video + internet” approach, achieving comprehensive utilization of broadcast and new media technologies to provide live online coverage of the Shanghai International Auto Show. This multi-dimensional presentation truly embodied “visible radio,” achieving audio-video synchronization and yielding positive results—a model that radio editors can reference in their development.

2.2 Improving Comprehensive Qualities, Actively Innovating, and Adapting to the New Environment

On one hand, the new media environment demands higher comprehensive qualities from radio editors. Editors should strengthen the integration of theoretical knowledge and practice, handle various editing problems with an objective and rational attitude, emphasize the application of new intelligent equipment, and continuously improve overall editing efficiency. As global economic integration accelerates and cultural exchanges between China and the West become more frequent, foreign cultures and television programs have significantly impacted China’s radio and television industry. Radio editors must adapt to development trends, fully consider audience awareness, strengthen innovation in program content and form, devote more energy and effort to program production, ensure program quality, and continuously improve ratings. Moreover, editors must enhance their ideological and political qualities, leverage the credibility of radio media, publicize current affairs and national policies, and guide correct public opinion.

On the other hand, radio editors should focus on screening, verifying, and integrating program materials to achieve multiple role transformations. With the rapid development of network technology, information is growing exponentially, demanding higher capabilities in information review, screening, and integration from radio editors. Under new media influence, many radio stations have opened Weibo and WeChat accounts and established official websites to facilitate audience-editor communication. In this context, editors’ work involves not only traditional information processing but also multiple roles and flexible switching between them. These different platforms have varying requirements for material selection, specific terminology, text layout, and expression style. Only by taking initiative, continuously learning, and improving professional skills can radio editors adapt to industry development and excel in their positions.

Furthermore, radio editors must move beyond traditional working methods and properly manage news commentary. Current news communication has entered the “opinion news” era, where audiences’ need to express their ideas has become an inevitable choice for diversified formats. Whether media quick commentary on news events or audience comments, commentary serves as a necessary window for both communication parties. Effectively utilizing commentary has become crucial for enhancing radio media’s core competitiveness. While collecting and

processing information, radio editors must form correct viewpoints, guide public opinion, and properly present facts and commentary. They should both organize audience participation in commentary and manage audience comments effectively. Achieving these goals requires editors' positive response, strengthened interaction with audiences, and enhanced overall industry development.

In conclusion, in the new environment, radio editors must establish a diversified development philosophy, fully recognize the transformation opportunities brought by the new media era, and set long-term development plans from a macro perspective. Although the radio industry faces significant challenges in the new media environment, its long-accumulated advantages remain prominent. Radio editors must recognize their strengths and weaknesses, continuously improve their comprehensive capabilities, perfect diversified development models, leverage the authority and credibility of radio media, emphasize effective application of new media technologies, enhance overall program quality, and promote healthy and stable development of the radio industry.

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

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