

Research on Innovation in Radio and Television Media Technology in the New Media Era: Post-print

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Abstract

Broadcast television once captivated audiences through its unique appeal and profoundly influenced people's daily lives. However, with continuous social advancement and relentless technological development, the proliferating utilization of platforms such as WeChat, Weibo, Toutiao, and mobile television has brought the survival and development of broadcast television to a critical juncture. Consequently, broadcast television media must now forge its own developmental path. To this end, this paper undertakes a concise analysis of innovations in broadcast television media technology within the new media era.

Full Text

Preamble

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Title: Research on Innovation of Radio and Television Media Technology in the New Media Era

Abstract: Radio and television once captivated audiences with their unique charm and profoundly influenced daily life. However, with ongoing social progress and technological advancement, platforms such as WeChat, Weibo, Toutiao, and mobile television have gained widespread adoption, bringing traditional radio and television to a critical juncture. To secure their future, radio and television media must forge their own developmental path. This paper offers a concise analysis of technological innovation strategies for radio and television media in the new media era.

Keywords: New Media Era; Radio and Television Media Technology; Innovation Research; Media Technology

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Innovation serves as a crucial pathway for sustainable development in contemporary radio and television, representing an essential guarantee for maintaining influence and content quality. For editors and planners in the industry, mastering innovation is both necessary and critical. They must learn to employ new thinking patterns, novel program arrangements, fresh planning approaches, and advanced scientific technologies in their daily work to break from tradition and surpass conventional limitations. Only through such efforts can radio and television programs become more attuned to people' s lives, closer to the masses, and more grounded in reality, thereby enhancing competitiveness in the new media era, improving ratings, and securing better prospects for survival and development.

1. The Essence of Innovation in Radio and Television Media Technology

At its core, innovation in radio and television media technology represents an innovation in mindset. With societal progress, most audiences now habitually refresh news and information, consuming vast quantities of content, which has led to escalating demands for radio and television programming. Consequently, it is crucial—and indeed an inevitable trend—for broadcast planners and managers to adopt new thinking in program arrangement, presenting the latest information to the public in the fastest and most comprehensive manner possible. Mastering scientific and technological tools to achieve desired effects and enable rapid information dissemination constitutes a primary objective for broadcast media.

For a long time, both the public and broadcasting professionals have harbored a significant misconception: that news simply involves the continuous collection, analysis, organization, and dissemination of information. The advent of the new media era has fundamentally transformed television news. The rise of new media has provided the foundation for multi-channel distribution, compelling television news to continuously adjust its thinking patterns to enhance program appeal.

In recent years, broadcasting professionals have never ceased innovating television programs, investing substantial human and material resources. Many long-running programs have courageously experimented under the new media paradigm, breaking free from traditional constraints to achieve innovative development. Program innovation can thus be characterized as conceptual innovation among planners—adopting broader, more forward-looking perspectives to

identify untapped blind spots in the industry, meticulously grasping relevant details, and skillfully integrating new thinking into program arrangement to create fresh, engaging content. Such an approach not only upholds the principles of the broadcasting industry but also transcends traditional limitations, yielding novel and interesting programs that better attract audiences and promote the long-term development of radio and television.

2. Technological Innovation in Radio and Television Media

We have entered an era of informatization, digitization, and big data—also known as the new media era or the emerging era of science and technology. These technologies are continuously integrating into daily life. For radio and television media to survive and develop in this new context, they must learn to leverage these resources, actively absorbing beneficial elements while discarding the obsolete. Broadcasting professionals need to cultivate modern technological thinking, engage in continuous learning to fill knowledge gaps, accumulate professional expertise, and enhance their skills to become high-quality innovative talents with sound values.

Radio and television media employ numerous technical means in dissemination, including text, audio, and video, making it a technology-intensive industry. Therefore, mastering new technical methods is crucial and represents an inevitable trend of the times. Utilizing science and technology to achieve desired effects and enable rapid information dissemination constitutes a primary objective for broadcast media.

Program packaging represents another vital aspect where new technologies can be applied. High-quality visuals and novel presentation forms can significantly attract public attention. Content innovation is equally essential, facilitating the dissemination of deeper, more substantive material. Clear television images and data models not only make program content vivid and engaging but also enable audiences to analyze information intuitively. These technological applications effectively enhance audience immersion and viewing experience. However, as the era evolves and various new media platforms continue to emerge, traditional broadcast distribution forms have become overly singular, struggling to meet the long-term development needs of radio and television media. Increasingly, people prefer using mobile devices to browse diverse information and content. Consequently, for survival and growth, broadcast media must innovate their distribution channels by integrating with internet technology.

Developing interactive applications represents one such solution. These platforms enable rapid program dissemination while facilitating communication and exchange, allowing audiences to express their opinions and suggestions. This strengthens audience engagement, smooths the dissemination process, and further enhances the public's initiative in following and understanding news events.

3. Research on Innovation in Radio and Television Media Technology

With continuous social progress and technological advancement, the internet has become an indispensable part of daily life. People increasingly rely on networks for information acquisition due to their rapid dissemination speed and extensive reach, adapting to this lifestyle pattern. In the new media era, information dissemination exhibits fragmented and fast-food characteristics, presenting a critical challenge for radio and television media to adapt to these trends while developing distinctive propagation methods.

Realizing innovation in broadcast media necessitates the cultivation of relevant professional talent, as a solid knowledge foundation serves as the wellspring of innovation. Therefore, when innovating broadcast media technology, emphasis must be placed on professional staff assessment and ongoing education and training. Competent broadcasting professionals can effectively comprehend and master inherent patterns, continuously summarizing experiences to achieve innovation. For successful television programs that have already made their mark, it is advisable to analyze their strengths and derive new programming innovations. Traditional broadcast television programs have developed highly mature production workflows. Stations can preserve programs with strong ratings while simultaneously incorporating new elements, thereby maintaining a solid foundation while introducing freshness. This media innovation approach essentially stands on the shoulders of giants, significantly reducing time and labor costs while ensuring program quality.

To enhance program viewability, innovation serves as a crucial prerequisite. During festivals, national events, or major disasters, broadcast media should fully leverage their inherent advantages to disseminate information promptly and accurately, facilitating rapid societal response. When planning topics, it is essential to adopt a long-term developmental perspective and innovate, thereby creating more valuable news reports. Utilizing advanced technology can transform program creation from random to targeted, from passive to proactive, and from disorganized to systematic, thereby establishing strong dissemination capabilities and satisfying public demand for awareness of major events.

Radio and television media function as carriers of positive energy in daily life, playing a vital role in ideological education and guidance. Given China's vast territory, countless inspiring stories emerge across different provinces and regions. Collecting these narratives and disseminating them through novel methods allows more people to learn about these stories. In promoting positive energy and commending these valuable spiritual qualities, broadcasters can not only capture audience attention but also evoke public emotion, fostering the establishment of correct values, outlooks on life, and worldviews while strengthening spiritual development.

Creating proprietary software applications represents another creative measure aligned with contemporary trends. Interface content should be scientifically organized through unified overall planning and categorized according to content

type, enabling audiences to access information based on personal preferences and providing considerable convenience. In the new media era, emerging science and technology enable real-time reporting through broadcast media, effectively reflecting and connecting with our daily lives.

Breaking through traditional singular broadcast formats and gradually integrating into people's daily social applications can significantly improve program viewership and engagement. WeChat Official Accounts, as information dissemination platforms, can deliver not only text but also incorporate fresh elements such as videos and graphics, typically featuring concise yet rich content. Radio and television media can fully utilize these widely adopted modern platforms to transform their programs into succinct articles accompanied by three-to-five-minute video clips and compelling images, enabling rapid and clear dissemination that leaves lasting impressions. The value of innovation lies in employing technology and other means to refine visuals, enrich forms, and generate greater audience interest. While maintaining the fundamental principle of authentic and reliable information dissemination, programs should strive to resonate more closely with audience life to gain public support and trust, ultimately achieving success. Local stations excel in this regard through their unique affinity; familiar local dialects and sentiments create comfort and foster a sense of personal participation.

Currently, China boasts not only rich and diverse programs but also numerous dissemination channels. For radio and television media to survive and thrive in the new media era, innovation stands as an indispensable factor. By adhering to fundamental broadcasting principles, broadening perspectives, thinking long-term, and innovating in concepts, programming, and planning, broadcast media can unleash vibrant vitality and better serve the people.

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

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