

# Pathways for Innovative Development of Broadcast News Communication in the Context of Media Convergence: A Preliminary Study (Post-print)

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## Abstract

This study, based on research concerning the implementation pathways for innovative development of broadcast news communication within the context of media convergence, first elaborates the fundamental content of media convergence. Subsequently, it analyzes the challenges confronting broadcast news communication under media convergence, encompassing communication limitations, progressive audience attrition, and content lag. Finally, within the media convergence framework, to facilitate innovative development of broadcast news communication, it presents effective pathways including cultivating new media thinking, enhancing interpretation of broadcast news content, constructing media platforms, and innovating communication modalities.

## Full Text

### A Brief Discussion on the Implementation Path of Broadcast News Communication Innovation and Development under the Background of Media Convergence

**Abstract:** Based on research into the implementation paths for broadcast news communication innovation and development under media convergence, this paper first elaborates on the fundamental content of media convergence. It then analyzes the challenges broadcast news communication will face in this context: communication limitations, gradual audience loss, and content lag. Finally, under the background of media convergence, effective paths for achieving broadcast news communication innovation and development are proposed, including cultivating new media thinking, deepening interpretation of broadcast news content, building media platforms, and innovating communication forms.

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With the continuous development of science and technology in modern society, new media such as the internet have integrated into people's daily lives and production, becoming an important component of media convergence. Media convergence not only has a wide-ranging impact but also possesses advanced technology capable of changing traditional broadcast news communication methods and concepts. Therefore, under the current background of media convergence, traditional broadcast news communication methods can no longer adapt to the rapid development of society or meet people's needs. Consequently, it is necessary to reform and innovate broadcast news communication forms to satisfy people's demand for news information while enhancing its competitive position in the social market. This paper accordingly elaborates on the implementation paths for broadcast news communication innovation and development under the background of media convergence, as well as the basic concepts of media convergence.

## 1. Basic Overview of Media Convergence

Against the backdrop of economic globalization, connections between countries worldwide have become closer, and the internet has integrated into the development of various nations, providing countless knowledge and information online. In this context, various new media have exhibited a development trend toward media convergence. Typically, media convergence refers to the mutual integration of media driven by new media and other related factors. Media convergence can be understood from three aspects: First, material-level convergence refers to the integration at the tool level. Media serve as the primary tools for disseminating information and concepts, mainly because the functions of various new media and media platforms can merge and promote each other. Second, operational-level convergence refers to the integration of various businesses such as management operations and communication services, which requires news workers to possess certain professional skills and comprehensive qualities. Third, consciousness-level convergence refers to the integration of concepts.

## 2. Challenges Faced by Broadcast News Communication under Media Convergence

### 2.1 Communication Limitations Challenge

Broadcast news communication methods have inherent limitations, relying solely on audio transmission. Sound typically does not linger in people's minds

for long, making it difficult for broadcast news to leave a deep impression on audiences compared to television news visuals. Meanwhile, broadcast news content is also limited in scope compared to print media. Consequently, many audiences cannot discuss or research broadcast news content, and broadcast news can only be aired during fixed time slots—if audiences miss these times, they cannot replay the content. These factors collectively result in broadcast news communication lacking influence under the current media convergence background.

## 2.2 Gradual Audience Loss Challenge

Currently, the audience base for broadcast news is gradually shrinking, with audiences steadily 流失 ing. This is manifested in two main aspects: First, broadcast news listening typically requires a radio, and the loyal group using radios to listen to broadcast news is gradually aging, with only relatively older listeners preferring this method. This demonstrates that the broadcast news audience base is gradually diminishing [2]. Second, with continuous scientific and technological progress, advanced internet technology and smartphones have become popular in people' s daily lives and production. Consequently, younger groups are more accustomed to using mobile phones to obtain news information from various new media platforms. Moreover, acquiring news information through new media is unrestricted by time or location. Additionally, today' s younger generation pursues fashion and enjoys interacting with others, making new media their preferred choice. This is also the key factor causing the gradual loss of broadcast news audiences.

## 2.3 Content Lag Challenge

Broadcast news has fixed daily broadcast times, and due to factors such as broadcast costs, there are many deficiencies in content. For example, news quality needs improvement, and content repetition frequently occurs. Furthermore, the lag in broadcast news communication is also evident in broadcast timing, particularly in reporting breaking news or major events, where broadcast news communication is at a disadvantage compared to online media. Thus, it is clear that broadcast news communication faces content lag challenges under the background of media convergence.

# 3. Effective Paths for Broadcast News Communication Innovation and Development under Media Convergence

## 3.1 Cultivating New Media Thinking

To achieve better development, broadcast news communication requires relevant staff to keep pace with the times, embrace advanced media concepts, and cultivate new media thinking. New media thinking primarily involves relevant staff making full use of advanced internet technologies and conducting thorough understanding and analysis of audience conditions. Thus, new media thinking is

a new audience-centered mindset [3]. In today' s era of media convergence, new media thinking constitutes an important component of the convergence process and has gradually integrated into media production and management, enabling innovation in traditional media communication methods. By positioning broadcast news audiences as the core and masters of media, media communication content can be effectively controlled. Therefore, broadcast news communication also requires reform and innovation to achieve internetization. Broadcast news communication can utilize audio, WeChat, Weibo, and other methods to enrich content and forms. Although broadcast news audio may only linger briefly in audiences' minds, this approach provides a communication platform where audiences and broadcast news creators can actively interact, enabling timely adjustments to broadcast news content and forms. This makes broadcast news communication more targeted, better aligned with audience needs, and capable of truly providing higher-quality services.

### 3.2 Deepening Interpretation of Broadcast News Content

Although traditional broadcast television news can no longer adapt to society' s rapid development, it possesses certain advantages. Therefore, broadcast news communication must fully utilize its strengths to scientifically and reasonably verify news content authenticity for audiences. Relevant staff must have scientific judgment and personal insights regarding news content to deliver more objective and accurate information to audiences. Typically, the Party uses broadcast news communication forms to transmit relevant information, giving broadcast news strong authority and credibility [4]. However, new media cannot possess this advantage, so broadcast news communication should leverage this strength to enhance content authority and exclusivity. Additionally, inviting relevant news experts to analyze and interpret news content can help audiences better understand it, enabling them to form their own viewpoints and opinions, improving their critical thinking abilities and promoting better social development.

### 3.3 Building Media Platforms

Under the background of media convergence, traditional broadcast news communication must organically integrate with new media to promote better development. To change the current situation, broadcast news communication needs to build corresponding media platforms, which can not only enhance audience experience but also provide more quality services. For example, building a WeChat Official Account media platform allows audiences to leave comments and suggestions on broadcast news content. Account managers must actively respond to audience comments, organize and analyze the suggestions, and make corresponding adjustments to broadcast news content and communication forms, thereby narrowing the distance between audiences and broadcast news. Meanwhile, audiences can receive news information online. Broadcast news can build corresponding apps or radio stations, inviting experts to communicate with au-

audiences, strengthening audience participation in broadcast news content and enhancing their experience. Mobile apps can also be used to promptly release news content to audiences, enabling them to receive news anytime and anywhere, improving their goodwill toward broadcast news communication and attracting more audiences.

### 3.4 Innovating Communication Forms

Advanced internet technologies are key to achieving broadcast news communication innovation and development under media convergence, so broadcast news communication must fully utilize these technologies [5]. Traditional broadcast news communication forms severely restrict broadcast news development. Under the current media convergence background, audiences are more accustomed to reading or obtaining news information through mobile video playback and other forms. Therefore, broadcast news communication must also keep pace with the times, shifting from traditional audio-only communication modes to video playback formats to attract audience interest. Additionally, broadcast news communication can use WeChat Official Account push notifications to publish audio sources in the accounts. Although audiences may not obtain news information immediately, they can consume it during their free time. This method can compensate for the deficiencies of traditional broadcast news communication forms, thereby promoting better broadcast news development.

In summary, under the current era of media convergence, traditional broadcast news communication will face new challenges. Therefore, to achieve better development in fierce market competition, broadcast news communication must innovate communication methods, broaden communication channels, build media platforms, expand its audience base, and provide more targeted news content for audiences. This will improve audience loyalty to broadcast news communication, attract more audiences, and promote better broadcast news communication development.

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

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