

On Enhancing the Communication Effectiveness of Mainstream Radio and Television Media in the New Media Era (Postprint)

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Abstract

This paper analyzes the factors influencing media dissemination capacity, elucidates the necessity of enhancing mainstream media dissemination capacity in the new media era, and drawing upon the author's 15 years of management experience at Hebi Radio and Television Station, proposes a series of strategies for enhancing the dissemination capacity of radio and television mainstream media, including promoting the integration of "new media channels + mainstream media content" and implementing "recruitment + cultivation" team building strategies.

Full Text

Abstract

This paper analyzes the factors influencing media communication power and elaborates on the necessity of enhancing mainstream media communication power in the new media era. Drawing upon the author's 15 years of management experience at Hebi Radio and Television Station, a series of strategies are proposed to boost the communication power of radio and television mainstream media, including promoting the integration of "new media channels + mainstream media content" and implementing a "recruitment + cultivation" team-building approach.

Keywords: new media era; radio and television; mainstream media; communication power

Introduction

With the evolution of technology and changing times, the traditional "content-audience-advertising" model that radio and television mainstream media rely on

can no longer support their substantial operational costs. Traditional media is in decline, with advertising revenue plummeting and audience attention gradually shifting to streaming media. If immediate action is not taken to enhance communication power, Hastings' prediction that traditional radio and television media will become extinct by 2030 may become reality.

The internet and new media contain abundant positive information resources that provide valuable references for people's learning, work, and daily lives. However, the internet also harbors significant amounts of false and violent information that exerts serious negative influences on audiences, distorting their worldviews, values, and outlooks on life. To prevent the exacerbation of such social problems, radio and television mainstream media must fulfill their crucial responsibility in promoting and publicizing mainstream social ideology, thereby consolidating and strengthening the Party's dominant ideological discourse.

1. Analysis of Factors Affecting Media Communication Power

Hardware Configuration

Hardware configuration fundamentally determines media communication power, primarily encompassing funding, technology, channel conditions, and platforms [1]. For media organizations, adequate funding directly impacts the acquisition of talented personnel, advanced technology and equipment, and program procurement, which in turn affects audience information reception and viewing experiences. Specifically, when media organizations possess superior hardware configuration and sufficient funding, they can deliver greater program quantity, higher content quality, better playback effects, and broader information coverage, resulting in stronger audience engagement and media communication power. Conversely, inadequate hardware and funding diminish media communication power.

Software Design

Relying solely on robust hardware configuration without excellent software design prevents media from achieving optimal communication power. Software design includes content quality, talent, management mechanisms, and media credibility [2]. Content quality, in particular, exerts a decisive influence on media communication power and represents the determining factor. In the new media era, audiences increasingly gravitate toward media that offers content that is "useful, beneficial, and interesting."

2. Necessity of Enhancing Radio and Television Mainstream Media Communication Power in the New Media Era

For Survival and Development

Since 2011, Chinese audiences' attention to mainstream media such as radio and television has gradually declined, while attention to new media has grown annually [3]. For radio and television mainstream media to achieve sustainable development, they must enhance their communication power to halt and reverse this trend of declining audience attention.

For Consolidating Mainstream Ideology

New media and the internet contain numerous positive information resources, yet also feature substantial false and violent information that severely impacts audiences. Under such circumstances, radio and television mainstream media must play their vital role in promoting and publicizing mainstream social ideology to consolidate and strengthen the Party' s dominant ideological discourse [4].

For Building Socialist Advanced Culture

To maximize their functions in the new media era, radio and television mainstream media must effectively enhance their communication power to become the main force in cultural construction, ideological propaganda, and external communication. Improving communication power represents an inevitable choice for building socialist advanced culture. By enhancing capabilities in information collection, program production, broadcasting, and coverage, mainstream media can better satisfy audiences' growing cultural and lifestyle needs.

3. Strategies for Enhancing Radio and Television Mainstream Media Communication Power

Embracing Internet Thinking and Promoting Media Convergence

New media' s advantages in communication speed and scope have attracted large and growing audiences [5], making audience acquisition the fundamental condition for enhancing communication power. Therefore, practitioners must adopt internet thinking and actively promote convergence between radio and television mainstream media and new media.

The author' s institution, Hebi Radio and Television Station, has actively promoted the integration of "new media channels + mainstream media content." The station established WeChat public accounts and official Weibo accounts for different radio and television programs, creating a matrix communication effect. Leveraging radio and television news resources and integrating advanced urban

operation service concepts, the station developed the “Infinite Hebi” APP as a comprehensive mobile client. This platform provides extensive and deeply interconnected news, public information, and lifestyle services through intelligent terminals, offering citizens convenient, accessible, and personalized services anytime and anywhere. Through multi-channel, multi-platform, multi-terminal, and multi-carrier integrated marketing, the station has fulfilled its responsibilities as mainstream media and enhanced its communication power.

Enhancing Content Production Capacity

In the new media era, radio and television mainstream media must continue prioritizing program content management and improvement, adhering to the principle that “content construction is fundamental.” By upgrading program quality and production capabilities, they can increase audience attention and effectively enhance communication power. Practitioners can utilize new media platforms and big data technology to analyze current audience content preferences and produce corresponding programs. This approach enables mainstream media to “attract and serve audiences,” achieving the effect of “satisfying and retaining audiences,” thereby enhancing communication power in the new media era.

Optimizing Talent Mechanisms and Building High-Quality Teams

President Xi Jinping emphasizes that development is the primary task, talent is the primary resource, and innovation is the primary driving force. Currently, the most pressing issue is the shortage of primary resources. As of December 2017, the average age of employees at Hebi Radio and Television Station was 48, with more than a dozen people on long-term maternity or sick leave. The station frequently faced situations where work was available but insufficient personnel prevented its completion, and revenue opportunities were lost due to inadequate staffing. The critical problem was the lack of personnel—specifically, all-media, management, internet, and technical talent. This talent shortage has severely constrained the station’s development and become its greatest crisis.

To better achieve integration between new media and radio and television mainstream media, stations must build high-quality talent teams. Team members must possess strong new media awareness and be capable of information writing and transmission based on new media platforms [6], while also maintaining excellent radio and television business capabilities to implement the integration of “new media channels + mainstream media content.”

To achieve this goal, Hebi Radio and Television Station promptly adjusted and optimized its employment mechanism, recruiting more talent with new media business capabilities. To prevent brain drain, the station adjusted compensation and incentive mechanisms to attract more new media professionals. Simultaneously, to further optimize team capabilities, the station organized training for existing radio and television staff in new media operations and information dis-

semination, implementing a team-building and capability enhancement strategy based on “recruitment + cultivation.” This approach has promoted the integration of radio and television mainstream media with new media and enhanced mainstream media communication power.

Expanding Financing Channels and Building New Media Technology Platforms

As previously analyzed, funding and technology are hardware factors affecting media communication power. While optimizing employment mechanisms addresses software design, expanding financing channels and building new media technology platforms address hardware configuration. Radio and television mainstream media must “adapt to the trends of socialization, mobilization, and visualization in internet communication” (excerpted from the “Guiding Opinions on Promoting the Integrated Development of Traditional and Emerging Media”) by introducing advanced technologies such as cloud computing and big data analysis to develop and apply mobile websites and client applications, thereby establishing new media technology platforms.

In this process, Hebi Radio and Television Station not only applied for government funding but also mobilized liquid assets and secured social financing through advertising and sponsorships to support the research, development, and upgrading of communication technologies. Relying on new media technology platforms, the station has enhanced its media communication power.

Conclusion

In the new media era, enhancing radio and television mainstream media communication power is essential for mainstream media survival and development, consolidating mainstream social ideology, and building socialist advanced culture. Through actively promoting the integration of “new media channels + mainstream media content,” implementing “recruitment + cultivation” team-building strategies, building new media technology platforms, and prioritizing content quality improvement, radio and television mainstream media can achieve integration with new media, enhance communication power, and fulfill their responsibilities in the new media era.

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

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