

## An Exploration of the Role Transformation of Broadcast Journalists in the New Media Environment (Postprint)

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**Date:** 2023-10-08T00:00:00+00:00

### Abstract

With social progress and the advent of the Internet era, news media have become increasingly diverse and multifaceted. This has presented both opportunities and challenges for traditional media such as broadcasting. Only through actively exploring new development paradigms can the broadcasting industry achieve sustainable growth and contribute meaningfully to society. The role transformation of broadcast journalists plays a crucial role in this broader transformation of the broadcasting sector. Broadcast journalists in the new era must innovate their development philosophies and align with contemporary trends to propel the advancement of broadcast media. What specific transformations has the new media environment brought to broadcasting work? How should broadcast journalists respond to these trends to effectively lead the continuous development of broadcast media? This study will comprehensively explore the value of diverse information resources and conduct an in-depth investigation into the role transformation of broadcast journalists in the new media environment, examining the underlying reasons, pathways, and critical considerations for this transformation.

### Full Text

**ChinaXiv Cooperative Journal: Media Practice and Media Industry**

### Exploring the Role Transformation of Radio Journalists in the New Media Environment

**Abstract:** As society progresses and the Internet era unfolds, news media have proliferated into diverse and multifaceted forms, presenting both opportunities and challenges for traditional media like broadcasting. To achieve sustainable development and contribute meaningfully to society, the broadcasting industry

must actively explore new developmental approaches. The role transformation of radio journalists proves crucial to this broader media transformation. Only by innovating their conceptual frameworks and aligning with contemporary trends can journalists in the new era propel broadcast media forward. This paper examines the changes the new media environment has introduced to broadcasting work, investigates how radio journalists should respond to these trends to lead sustainable media development, and explores the underlying reasons for role transformation, pathways to achieve it, and critical considerations in the process.

**Keywords:** New Media; Radio Journalist; Role Transformation; Media Transformation

**CLC Number:** G224 **Document Code:** A **Article ID:** 1671-0134(2019)04-085-02 **DOI:** 10.19483/j.cnki.11-4653/n.2019.04.027

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In contemporary daily life, online media have assumed an increasingly prominent position and role. Emerging media platforms are flourishing vibrantly, with growing numbers of people acquiring information and publishing opinions through social networks such as WeChat, Weibo, blogs, and QQ. Characterized by extensive content and rapid dissemination, these new media have somewhat encroached upon the survival space of broadcast media. Yet, as a news dissemination tool that has existed since the 1920s, radio has not declined despite the impact of new media on traditional outlets [1]. The new media era places greater emphasis on information timeliness and speed, with people receiving massive amounts of messages daily through their mobile phones. Consequently, few are willing to savor a cup of tea while leisurely reading newspapers or listening to broadcasts, enjoying the beauty of slowing down.

### 1.1 Broadcast Media' s Intrinsic Need for Transformation

The flourishing development of network technology has reduced the material costs of information dissemination, removing traditional constraints of time, space, and geography. Both individuals and media organizations can now widely distribute information through online channels. As various media types converge and complement each other, vast amounts of global information are instantly accessible. Broadcasting must therefore capitalize on its inherent flexibility and operational convenience, utilizing fragmented time slots to record information and produce content. This distinctive advantage positions it as a popular media form.

### 1.2 Strengthening Timeliness in Broadcast Media

Having entered an era of “information explosion,” the volume of data dissemination continues to escalate. People constantly access vast amounts of information through media technologies, with a single message capable of reaching tens of

thousands within minutes—for instance, a Weibo post can exceed 10,000 views in under a minute. This deluge of information quickly overwhelms audiences. Given that broadcast news production is relatively straightforward, radio journalists must engage in real-time reporting. Broadcast media should therefore enhance their timeliness to deliver news to audiences instantly.

### **1.3 Expanding Audience Reach**

While the emergence of new media has impacted traditional outlets, broadcast media continue to innovate, remaining vital tools for news consumption [2]. The rapid proliferation of smart mobile terminals—including phones, computers, and tablets—has enabled users to access information instantly through various platforms, liberating them from the temporal and spatial constraints of print media. This anytime-anywhere access has significantly enhanced audience autonomy in information reception and transformed traditional interaction patterns, further expanding new media’s influence.

### **1.4 Considering Audience Preferences**

The rapid development of modern society has fundamentally altered audience information consumption habits, characterized by diminished attention spans and increasingly fragmented lifestyles. For instance, the growing number of private car owners struggle to listen to broadcasts while driving, while many internet users become absorbed in online content. These evolving patterns must be carefully considered in broadcast news production.

### **1.5 The Necessity of Journalist Transformation**

In the new media era, the rapid development of internet technology and widespread adoption of smart mobile terminals have propelled video to become the mainstream medium for news dissemination, challenging the status of radio journalists. In this context, the transformation of broadcast media must begin with the transformation of its journalists—using human capital to drive industry-wide change, thereby ensuring broadcasting’s continued existence and social utility in modern society [3]. Consequently, media professionals must adjust to contemporary trends to distinguish themselves in this new environment.

### **2.1 Strong Sense of Responsibility**

Any successful endeavor requires a strong sense of responsibility, and the role transformation of radio journalists is no exception. In the new media environment, the rapid pace of news dissemination demands immediate collation and publication, requiring journalists to constantly capture news leads and monitor events to excel in this new era. Journalists must recognize new media’s real-time, fast-paced characteristics and distinguish them from traditional media to

undertake targeted role transformation. This awareness ensures successful adaptation to the demands of new media broadcasting. Unlike the traditional media environment—where information volume was limited, work cycles were long, and efficiency was low—today’s mature new media landscape, particularly the rise of self-media, presents increasingly severe external challenges. To navigate this successfully, journalists must elevate their sense of responsibility, letting it guide their work and regulate their professional conduct.

## 2.2 Keen Observational Skills

Radio journalists undergoing role transformation must enhance their observational acuity to rapidly identify social hotspots, analyze them from multiple perspectives, and provide unique insights that guide public opinion and fulfill their professional mandate. Given new media’s real-time data exchange, journalists should diligently improve their professional competence through theoretical study, elevating their expertise to better capture news leads. Leveraging self-media channels can bridge the gap with audiences, enabling journalists to observe and analyze issues from the public’s viewpoint and ensuring news content’s social value. This observational enhancement requires active engagement in practice, continuous exploration, and cultivation of news sensitivity to lay a solid foundation for future news gathering. The ability to identify important stories and seize optimal reporting opportunities constitutes a fundamental professional requirement. In today’s converged new media environment, journalists must keenly observe surrounding events, gain first-mover advantage, and thereby enhance their comprehensive capabilities and competitiveness.

## 2.3 Conscientious Work Attitude

Diligence and reliability constitute fundamental professional principles. The role transformation of radio journalists in the new media environment demands a proactive, conscientious work ethic—actively assuming responsibility, seeking news leads, diligently studying professional knowledge, and engaging in social practice to convert noteworthy life events into news material. This requires the persistent spirit of “water drops piercing stone,” striving for excellence and shining in one’s professional capacity.

## 2.4 Proficient Operational Capability

As new media technology continues to evolve, audience demands for radio programs have become increasingly diverse and personalized, prompting radio journalists to continuously elevate their role awareness to accommodate this variety [4]. Role transformation requires journalists to thoroughly understand their work and adapt skillfully, avoiding repetitive content formats. They must operate proficiently, tailoring content to public preferences to drive broadcast media development.

### 3.1 Grounding in Social Reality

Multiple factors compromise the accuracy of broadcast journalism. Some journalists, seeking attention, propagate sensationalist claims that mislead audiences. Many media organizations, prioritizing news freshness, excessively compress interview durations, resulting in superficial coverage lacking depth. Editors often remain detached from news scenes, manufacturing stories from secondhand information without adequate communication with reporters. If left unaddressed, these practices severely impact news quality and effectiveness, ultimately harming broadcast journalism's development. Media platforms, editors, and journalists must therefore ground their work in reality and perform their duties diligently.

### 3.2 Promoting Positive Social Values

In today's thriving internet environment, broadcast communication must innovate across conceptual, content, and methodological dimensions. New media's expansion demands that journalists transform their perspectives and reposition both their work and themselves. For instance, news reporting can incorporate animated or video formats to enhance immersion and boost audience appeal. Alternatively, journalists can engage in deep practical investigation of social hotspots, fostering emotional resonance with audiences and gradually promoting positive social values.

### 3.3 Delivering Audience-Preferred Content

For broadcast journalists, aligning content with audience preferences proves critical. They should therefore collaborate closely with editors, conducting detailed surveys through established platforms before reporting, soliciting opinions across industries, carefully verifying potentially impactful matters, and thinking thoroughly to establish a solid foundation for in-depth, explanatory journalism. This approach not only demonstrates media convergence but also integrates analytical frameworks and cultural soft power, ultimately delivering content that resonates with audiences and positively influences future news competitiveness and editor-journalist dynamics.

The new media environment has fundamentally transformed broadcast media's operational landscape. To address these challenges and secure greater development space, broadcast media must actively pursue transformation. This requires recognizing new patterns in information dissemination and interaction, then systematically transforming news gathering, editing, and presentation methods to establish a modern broadcast operation mechanism. Radio journalists must adjust their professional concepts, workflows, and methods under this convergence paradigm, more deeply and broadly excavating information resources' value while strengthening their professional responsibilities to uphold the brand image and journalistic quality established in the traditional media era.

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