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Impact and Strategies for Broadcasting under the New Media Environment: Postprint

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Abstract

Against the backdrop of rapid new media development, it has brought profound influence to broadcasting and television development. Based on the current state of broadcasting and television development, numerous problems persist, making it difficult to adapt to the new media environment. Specifically, areas including operation and maintenance management, program content, and personnel all demonstrate certain lagging characteristics. This necessitates the adoption of effective improvement strategies grounded in the current reality of broadcasting and television development. This study will provide a brief introduction to new media development, clarify the problems faced by broadcasting and television development in the new media environment, and propose relevant development strategies on this basis.

Full Text

The Impact of New Media on Radio and Television Broadcasting and Corresponding Strategies

Abstract: The rapid development of new media has profoundly impacted the development of radio and television broadcasting. An examination of the current state of radio and television reveals numerous persistent problems that hinder adaptation to the new media environment, particularly in operational management, program content, and human resources, all of which exhibit certain lagging characteristics. This necessitates effective improvement strategies grounded in the actual conditions of radio and television development. This study provides a brief overview of new media development, identifies the challenges faced by radio and television in the new media environment, and proposes relevant development strategies accordingly.

Keywords: New Media; Radio and Television; Information Technology; Program Homogenization

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1. Basic Introduction to New Media Development

New media is not merely a synonym for emerging media, but rather a concept defined in relation to traditional media. It is primarily based on the development of information network technology and digital technology, differing substantially from traditional media in terms of form, concept, and technology. The development of new media has been driven mainly by leveraging information technology advantages, such as upgraded internet technology and the widespread adoption of smartphones, which have created a massive audience base. The characteristics of new media are manifested in several aspects: (1) **Inclusivity.** New media development advocates the effective integration of cultural communication and information technology, enabling audiences to access and receive information through multiple channels, thereby demonstrating stronger inclusive characteristics compared to radio and television media. (2) **Openness.** Due to the inherent openness of the internet, participants in new media can function as both audience members and information producers and disseminators, representing a primary feature of new media development. (3) **Timeliness.** Compared with traditional radio and television media, new media prioritizes timeliness, convenience, and low barriers to entry in information dissemination, offering significant advantages over traditional broadcasting media in terms of temporal and spatial limitations. Additionally, new media exhibits distinct **diversity**, primarily in that information data can be transmitted in dynamic formats, including audio and video data, aligning with contemporary society's pursuit of personalization.[1]

2. Analysis of Problems Faced by Radio and Television in the New Media Environment

The advent of the information technology era has brought tremendous changes to various industries. Radio and television broadcasting, in particular, have experienced significant impacts in the new media environment, necessitating accelerated transformation and upgrading. Notably, although current radio and television development attaches great importance to adapting to the new media landscape, how to achieve transformation across program content, talent, and operational management remains a primary consideration. Therefore, this study on the development of radio and television in the new media environment holds significant importance. In recent years, radio and television have been notably affected by the new media environment, with both positive aspects and negative impacts. On the positive side, new media has introduced novel concepts and

technologies for radio and television operations and management. However, the negative impacts have been substantial in terms of program content, operational management, and talent quality. A concrete analysis of the challenges facing radio and television in the new media environment reveals three main issues: serious program homogenization, unreasonable operational management models, and a shortage of professional talent.

2.1 Serious Program Homogenization Issues

The new media environment demands that traditional radio and television media rapidly update their program content to align with public demand. However, current radio and television face numerous problems in both program production and dissemination, with content being overly rigid and lacking strong timeliness. Simultaneously, some broadcasters, focusing on short-term interests, copy and plagiarize programs with high ratings from other stations, directly resulting in high similarity across programs in the market and a lack of distinctive features. This repetitive evolution of programming makes it difficult for audiences to obtain satisfactory visual effects and emotional experiences. Consequently, most audiences prefer to invest their time in new media platforms to access information and data, significantly reducing the audience resources for radio and television, decreasing ratings, and limiting long-term development.[2]

2.2 Unreasonable Operational Management Models

The arrival of the new media era has imposed higher demands on the operational management of traditional media. Particularly, given that the current new media environment is dominated by young audiences, radio and television's failure to address the needs of this demographic—manifested as ineffective expression and restricted dissemination in information communication—will compromise communication effectiveness. Regarding traditional radio and television operational management, program scheduling remains stuck in conventional, fixed processes, with work exhibiting obvious formalistic characteristics and failing to flexibly adjust program content, thereby affecting program quality. Additionally, current radio and television operational management suffers from a lack of communication with audiences; for instance, adjustments to program content and format based on audience feedback are not made, program positioning is unclear, and subsequent operations lack relevant guidance. Therefore, radio and television face the problem of unreasonable operational management models in the new media environment.[3]

2.3 Lack of Professional Talent

Adapting to the new media environment requires radio and television to have a solid personnel team as a guarantee. However, from the perspective of current radio and television workers' comprehensive qualities, adaptation to the new media environment proves difficult. Most personnel possess rich experience in traditional radio and television work but have limited mastery of new

media-related technologies, such as how to use network digital technology for information collection, organization, and dissemination, or how to leverage radio and television alongside new media platforms to achieve communication and interaction with audiences. Particularly in new media platform operations, radio and television personnel have neglected the full utilization of official Weibo accounts, WeChat public platforms, and video websites, resulting in a lack of interaction with audiences, let alone promoting the integration of new and traditional media through rational development planning, which ultimately affects program dissemination effectiveness.[4]

3. Development Strategies for Radio and Television in the New Media Environment

In response to the existing problems in radio and television development within the current new media environment, effective development strategies are required, including program content innovation, management model updates, and talent quality enhancement. This will not only facilitate radio and television's adaptation to new media development but also promote media development and achieve transformation and upgrading goals.

3.1 Innovating Program Content

The pursuit of short-term ratings and audience attention constitutes a primary problem for radio and television. The key to resolution lies in avoiding homogenization and continuously innovating program content. In program innovation, radio and television must first correctly understand the impact of the new media environment, clarify their positioning, ensure reasonable program content and format, and pursue positive, uplifting content that releases positive energy. While preventing vulgar content, radio and television must focus on building program brands and pursuing television program branding to secure a place in the competitive broadcasting landscape. Examples of distinctive brands created by current satellite television stations include Jiangsu Satellite TV's *The Brain*, which features challenging human limits as its signature content, and Hunan Satellite TV's *Where Are We Going, Dad?*, a warm-hearted parent-child program. These programs represent important manifestations of distinctive brand building, playing a significant role in attracting public attention while demonstrating positive energy in program content.

It should be noted that alongside program content innovation, innovation in program dissemination forms is also required. In addition to traditional television media distribution, the advantages of network media must be fully leveraged. For instance, during program broadcasting, Weibo can be used to interact with audiences, allowing viewers to comment on program content and broadcasting, thereby bridging the gap between programs and audiences and increasing audience recognition. Furthermore, radio and television media should align with the contemporary developmental environment, emphasize network-based devel-

opment, and expand into internet television. Currently, many traditional television stations have launched their own network platforms, such as Hunan Television' s Mango TV and CCTV' s CNTV, which significantly broaden program channels and enable audiences to watch program content via mobile phones or computers.[5]

3.2 Updating Management Models

Updating operational management models represents a primary consideration in the current transformation and development of radio and television and constitutes an essential requirement for adapting to the new media environment. Specific practical strategies include: First, developing new channels for media operations. For example, strengthening the application and development of internet technology, accelerating the pace of technological reform through internet information channels, emphasizing information sharing and interaction, and fully leveraging the advantages and resources of new media channels to provide references for the transformation and development of radio and television. Second, constructing new platforms for media content. Compared with traditional radio and television, content presented on new media platforms exhibits more pronounced characteristics of rapidity and fragmentation, with proactive attention to social hot issues and sensitive topics representing one of the main advantages of new media platforms. In their operations and management, traditional radio and television should focus on building program content platforms that collect social hot spot information while also allowing the general public to provide resource materials, ensuring content remains close to the masses and daily life, guaranteeing audience participation in platform operations, and facilitating greater audience recognition.[6]

3.3 Strengthening Talent Quality

Addressing the issue of talent quality in radio and television within the current new media environment requires effective talent cultivation strategies. During the talent development process, relevant training and assessment mechanisms can be established. Regarding training, the curriculum should incorporate new media-related content, the impact of new media on traditional media, and the professional skills and knowledge personnel must possess. Such professional skills and knowledge encompass not only traditional program collection, editing, and production but also the application of new media technologies. Additionally, personnel must be guided to establish correct concepts, including a mindset of advancing with the times and a sense of responsibility, to ensure proficiency in practical work. Simultaneously, relevant assessment mechanisms should be established, linking assessment results to personnel performance to stimulate subjective initiative in improving comprehensive qualities. Moreover, if conditions permit, employees can be provided with more opportunities for external advanced studies and exchange activities, which can play an important role in strengthening personnel' s comprehensive qualities.[7]

Adapting to the new media environment represents a primary consideration in the transformation of radio and television. In actual transformation and development, it is essential to correctly understand the actual conditions and fundamental characteristics of new media development, address the challenges facing radio and television in the current new media environment, and adopt multifaceted development strategies, including program content innovation, management model updates, and talent quality enhancement. This will not only facilitate radio and television's adaptation to new media development but also promote media development and achieve transformation and upgrading goals.

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