

## Analysis of Role Transformation of Broadcast Journalists in the New Media Context: Postprint

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### Abstract

As technology continues to evolve, new media technologies have exhibited robust momentum of rapid development, exerting considerable influence on the broadcasting industry. In response to the intense competition and challenges within the new media landscape, this traditional medium of broadcasting must transform its developmental paradigm to better achieve sustainable growth and thereby serve society more effectively. Within the broadcasting industry, the transformation of broadcast journalists constitutes the critical factor determining the industry's overall transformation, enabling broadcasting to rejuvenate with renewed vigor and vitality. This paper analyzes and investigates the role transformation of broadcast journalists within the new media context.

### Full Text

#### Abstract

With the continuous development of technology, new media technologies have experienced rapid growth, significantly impacting the broadcasting industry. To address the intense competition and challenges in the new media landscape, traditional broadcasting media must transform their development approaches to achieve sustainable development and better serve society. Within the broadcasting industry, the transformation of broadcast journalists is pivotal to the industry's overall transformation, enabling broadcasting to regain its vitality. This paper analyzes and examines the role transformation of broadcast journalists in the context of new media.

**Keywords:** Broadcast journalist; New media; Role transformation; Conditions

### Introduction

Currently, the broadcasting industry faces intense competition and challenges in the new media environment. To better adapt to the demands of the times and

gain a competitive edge, the industry must focus on practical realities, leverage its inherent strengths, and accelerate its model transformation to ensure continued adaptation to contemporary development and inject new vitality into the field. In the new media context, news timeliness receives greater emphasis. As news dissemination speeds accelerate, particularly with the expansion of internet coverage and the development of self-media technologies, channels for news acquisition continue to multiply. Securing and disseminating first-hand news enables better audience capture. Consequently, broadcast journalists must undergo role transformation to drive the transformation and development of the entire broadcasting media industry, thereby better meeting the requirements of the new media era. This article examines practical realities, analyzing the conditions for broadcast journalists' role transformation and systematically exploring the necessity of such transformation in the new media context to provide directional guidance for subsequent role positioning and career development.

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### **1.1 Maintaining a Positive Work Attitude**

The development of new media has significantly impacted the broadcasting industry, fundamentally altering work concepts and methods. For broadcast journalists seeking better professional development, continuous role transformation is essential to maintain competitive advantages in today's fierce market competition. Traditionally, broadcast journalists have been heavily influenced by assigned-task work patterns, which conflict with current industry development. The new media era demands unprecedented speed in information dissemination and conversion, requiring journalists to gradually shift their work concepts and innovate methods. Building upon this foundation, they must maintain positive work attitudes, proactively adjust previous work patterns, and shift their work focus. This includes actively discovering news, independently investigating stories, seeking clues, enhancing work initiative and enthusiasm, continuously improving comprehensive professional competencies, and ensuring that broadcast news is truthful, comprehensive, and excellent—thereby achieving successful role transformation.[1]

### **1.2 Developing a Strong Sense of Responsibility**

All professions demand a strong sense of responsibility; its absence not only compromises work integrity and timeliness but also severely impacts career advancement. In the media industry, particularly given journalism's unique nature, broadcast journalists must consistently maintain information timeliness, authenticity, and comprehensiveness. Only with profound professional responsibility can they better serve audiences by providing accurate, comprehensive information and fulfill their professional mission. Traditionally, people's work and personal lives remained separate, with broadcast journalists operating within limited scopes and relatively low pressure. However, new media technologies, especially self-media, have diversified information exchange methods. The high

efficiency and convenience of transmitting valuable information require media workers to constantly monitor news trends, integrating work with daily life to enhance news capture capabilities and align broadcast content with audience needs. Without responsibility, journalists cannot maintain enthusiasm for information processing, hindering effective news handling. For broadcast journalists undergoing role transformation, cultivating responsibility is therefore essential.[2]

### **1.3 Cultivating Keen Insight**

For broadcast journalists, successful role transformation requires continuously cultivating keen insight to capture valuable news clues based on social hotspots, thereby better serving audiences while enhancing industry competitiveness and creating new career development opportunities. News insight represents a core competency for media professionals. Only with strong news sensitivity, constant attention to trends, and the ability to seize every quality reporting opportunity can journalists effectively fulfill their reporting duties. For broadcast journalists, developing acute news sensitivity is a fundamental quality essential for role transformation. Traditional passive work models have diminished journalists' news acuity; cultivating sensitivity enables them to anticipate opportunities, secure first-hand information within minimal timeframes, and gain absolute temporal advantages—ultimately enhancing their capabilities and ensuring the broadcasting media industry' s market competitiveness.[3]

### **1.4 Mastering New Media Technologies**

The new media era has introduced numerous technologies across all media sectors, making their adoption and application equally crucial for broadcasting. Consequently, broadcast journalists must familiarize themselves with and master relevant new media technologies during role transformation. Through technological innovation and optimization, they can better execute broadcasting tasks, innovate work methods, and revitalize the industry. Mastery of new media technologies facilitates first-hand news collection and investigation, ensuring maximum information resources within minimal timeframes. Additionally, these technologies accelerate news production, shortening the cycle from discovery and investigation to final story completion, enabling audiences to access the latest, most comprehensive news promptly. Therefore, familiarity with new media technologies is indispensable.[4]

## **The Necessity of Role Transformation**

### **2.1 For Individual Journalists**

To survive and develop in the new media era, broadcast journalists must first undergo role transformation. Only through rapid transformation can they continuously adapt to evolving demands and maintain strong professional competitiveness. Traditionally, broadcast journalists have relied on professional equipment for interviews and accepted assignments from broadcasting stations, fostering

a passive task-acceptance work model. However, this passive approach hinders access to first-hand news and subsequent follow-up reporting. Therefore, active role transformation is imperative for broadcast journalists. The new media era signifies intensified industry competition; to secure better development opportunities and competitive advantages, journalists must shift from passivity to proactivity, continuously enhancing work enthusiasm, comprehensive qualities, and efficiency while ensuring work integrity and effectiveness. Simultaneously, they must master the latest news information promptly to maximize its value.

## 2.2 For the Broadcasting Industry

For the broadcasting industry, journalists' active role transformation holds significant meaning. As society enters a phase of accelerated development, fast-paced lifestyles and increasing competitive pressure require broadcast journalists to secure information immediately to thrive in fierce competition. In this context, audiences demand extremely high levels of information timeliness and effectiveness, making new media increasingly popular among the public. Compared to new media, traditional broadcasting lags slightly in timeliness, gradually reducing audience preference. To compensate for this deficiency in information transmission speed, broadcast journalists must innovate their work concepts and continuously transform their roles to ensure industry transformation and development. Furthermore, the new media era has diversified information acquisition methods, multiplying channels for audiences. If traditional broadcasting media cannot obtain and release information instantly, they struggle to attract audience attention and sustain development. To guarantee the industry's continued growth, broadcasting must accelerate its transformation, with journalists' role transformation being the key driver. This transformation can rejuvenate the entire broadcasting media sector, enabling it to remain firmly rooted in the new media era.[5]

## Conclusion

In summary, with the continuous emergence and application of new media in modern society, traditional broadcasting media must constantly confront challenges and competition from other communication forms. To secure its position in the intense market competition, broadcast journalists—the core pillars of broadcasting media—must actively transform their roles in the new media context. This involves enhancing their sense of responsibility, maintaining positive work attitudes, cultivating keen insight, and mastering relevant new media technologies to effectively drive broadcasting media industry development and better serve society.

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

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