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How Television Media Can Establish Itself and Develop Post-Print in the Converged Media Era

Authors: Zhang Zhongfeng

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Abstract

In the era of media convergence, television media faces development bottlenecks including audience fragmentation, declining viewership ratings, severe talent outflow, shortage of specialized talent, and substantial reduction in commercial advertising revenue. To secure a competitive advantage in the intense market competition, television media must undertake initiatives across developing superior programs, expanding media channels, optimizing the commercial advertising landscape, and establishing a professional talent team adept at media convergence, thereby enhancing program ratings and achieving innovative development and creative transformation.

Full Text

Research, Convergence, and Development: How Television Media Can Establish Itself and Grow in the Era of Media Convergence

Abstract: In the era of media convergence, television media faces development bottlenecks including audience fragmentation, declining ratings, severe talent drain, shortage of professional personnel, and substantial reduction in commercial advertising revenue. To secure a competitive position in the intense market competition, television media must focus on creating competitive programs, extending media channels, optimizing the commercial advertising structure, and establishing a professional talent team for media convergence, thereby improving program ratings and achieving innovative development and creative transformation.

The advent of the network information technology era has created development opportunities for new media while simultaneously challenging television media. The era of media convergence has expanded information dissemination channels and provided audiences with rich and diverse information. To establish and

develop itself in this competitive landscape, television media must keep pace with the times, leverage the advantages of media convergence, build competitive brands, and establish a professional talent team.

1.1 The Meaning of Media Convergence

With the rapid advancement of internet information technology, new media has entered a new period of development opportunities, challenging traditional media. Both traditional and new media have their respective advantages, and to better adapt to the demands of the times, media convergence has become an inevitable trend. Media convergence refers to a new media form that organically integrates various types of media, fully consolidating their advantageous resources to maximize effectiveness. It breaks down barriers between different media, achieves complementary advantages, and represents a product that adapts to the requirements of the times.

1.2.1 Diversification of Communication Methods

The most prominent and distinctive feature of the media convergence era is the diversification of communication methods, which integrates not only the single text- and image-based approaches of traditional media but also the diverse methods of new media such as audio, video, and animation. This diversification manifests in two aspects. First, it is reflected in the variety of information dissemination forms, where text, images, and video can all be effectively transmitted, stimulating multi-sensory audience participation and enriching their visual experience. Second, it is reflected in the diversity of information receiving terminals, through which audiences can access information from all directions via mobile phones, television, iPads, and other devices, achieving cross-regional information development and improving immediacy.

1.2.2 The Principle of Audience-Centeredness

With the continuous advancement of socialist modernization, people's dominant position and sense of ownership are increasingly strengthened. In the era of media convergence, we must consistently adhere to the principle of being audience-centered. Audiences should not merely be mechanical information receivers; rather, their right to participate should be highlighted. Moreover, due to differences in knowledge level, social status, and cognitive structure, audience needs present diversity and differentiation, which requires media convergence to genuinely understand audience needs and improve the relevance and effectiveness of information dissemination.

1.2.3 Increasingly Frequent Interaction with Audiences

In the traditional media era, audiences could only passively and mechanically receive information through television, newspapers, and other media. However,

the media convergence era has broken down the barriers of traditional media. Supported by network information technology, interaction between media and audiences has become possible, enabling audiences to express their opinions and suggestions, demonstrating their freedom of speech and stimulating their enthusiasm and initiative.

2. Analysis of Development Bottlenecks for Television Media in the Era of Media Convergence

In the era of media convergence, the development bottlenecks for television media are mainly analyzed from the perspectives of audience fragmentation, declining ratings, severe talent drain, shortage of professional personnel, and pessimistic commercial advertising revenue affecting television media operations.

2.1 Audience Fragmentation and Declining Ratings

In the traditional media era, the public mainly relied on television, radio, and newspapers to obtain information, and the audience was relatively concentrated. With the development of online new media, traditional media has been strongly impacted, bringing audiences rich, colorful, and vivid information that stimulates multi-sensory participation. The popularization and daily use of the internet, along with the development of mobile devices such as smartphones and iPads, have provided great convenience for the public to access information, enabling people to retrieve all kinds of information they need anytime and anywhere, effectively satisfying diverse audience needs. The development of media convergence has led to a trend of audience fragmentation for television media, diverting the audience that originally belonged to television media. Simultaneously, this has also caused a decline in television media ratings, as audiences have shifted their attention to new media, which is detrimental to the development of television media.

2.2 Severe Talent Drain and Shortage of Professional Personnel

The development of media convergence has impacted television media, leading to a continuous decline in market share and gradually weakening market influence, presenting a bleak outlook for the television media industry. The continuous decline in television media ratings has created a sense of crisis among practitioners, resulting in a continuous brain drain from the television media industry, with talent shifting to the promising media convergence industry. This has further exacerbated the shortage of professional personnel in the television media industry, which is detrimental to its sustainable and long-term development. Professional talent is always a key factor in determining the success or failure of industry competition. The shortage of talent constrains the development of television media and may even lead to the collapse of the industry.

2.3 Pessimistic Commercial Advertising Revenue Affecting Television Media Operations

The development of media convergence has broadened channels for audiences to access information, attracting a large number of users that originally belonged to television media and demonstrating vigorous vitality. The lack of users in television media has weakened its influence and reduced its ratings. The purpose of commercial advertisers is to pursue economic benefits, and the decline in television media ratings will directly or indirectly affect the intensity of commercial advertising investment. When advertisers see the broad development prospects of media convergence, they will inevitably shift their investment direction and intensity toward it, reducing investment in traditional television media. Moreover, the reduction in commercial advertising investment will decrease television media revenue, and combined with declining ratings, this creates a funding shortage that is detrimental to the healthy and harmonious operation of television media.

3. Development Strategies for Television Media to Gain a Foothold in the Era of Media Convergence

In the era of media convergence, development strategies for television media to gain a foothold mainly focus on creating competitive programs, innovating television media content, extending media channels, achieving multimedia convergence communication, optimizing the commercial advertising structure, increasing commercial revenue, and establishing a professional talent team for media convergence to enhance professional standards.

3.1 Creating Competitive Programs and Innovating Television Media Content

In the era of media convergence, to secure a competitive position in the fierce market competition, television media must create competitive programs, build quality brands, and optimize program content. Television media should strengthen and expand its advantage in authoritative content, integrate multiple resources, and achieve innovative development and creative transformation of programs to improve ratings. On the one hand, television media must clarify program positioning, promote mainstream social values, and publicize positive social energy. Relying on information technology support, it should conduct big data analysis to understand audience concerns and interests, thereby creating television programs that audiences love to watch. On the other hand, television media should fully explore regional advantageous characteristics, focus on local cultural resources, and extract program materials from real-life practices to create programs that demonstrate affinity and shorten the distance with audiences.

3.2 Extending Media Channels and Achieving Multimedia Convergence Communication

In the new era, television media should actively adapt to the requirements of the times and give full play to the combined force of multiple media to extend media channels. First, to address the problem of limited and single communication channels of television media, it should actively rely on information technology support to develop the construction of television media program public accounts, websites, and mobile clients, extending information dissemination channels and improving the influence and radiation range of television media. Second, to address the problem of poor timeliness in television media communication, it should rely on the combined force of multiple media to improve information immediacy, providing audiences with fresh, first-hand materials to satisfy their curiosity. Third, television media can develop real-time live broadcast channels supported by network technology to achieve multi-screen interaction and increase program subject diversification. The combination of television media and online media will be the main direction of future development, and television media must fully seize this opportunity to achieve multi-screen interactive development.

3.3 Optimizing the Commercial Advertising Structure and Increasing Commercial Revenue

Commercial advertising revenue is an important aspect of television media income. Impacted by the new media industry, television media must transform its development thinking, change traditional advertising implantation methods, and shift toward an advertising marketing model based on content services, giving play to the combined force of old and new media. On the one hand, television media should innovate program expression forms based on advertising content as much as possible. Relying on the support of professional talent, television media should capture hot topics of the times and create original programs.

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(Author' s affiliation: Henan Daxiang Media Convergence Group)

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

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