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Innovation and Development of Broadcast News in the New Media Environment: Postprint

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Abstract

With the development of Internet technology, traditional media has undergone significant transformations while new media has gradually emerged. Forms of media such as Internet-based media, mobile media, and digital television—carried by digital technology—have progressively integrated into people's daily lives. Media professionals employ digital technology for editing and disseminate content through networks as a platform, allowing audiences to access media information via network terminals. This paper briefly examines the characteristics of broadcast news within the new media environment, investigates its development trends and innovative aspects, aiming to contribute positively to the advancement of broadcast news.

Full Text

Research • Integration and Development: Innovation and Development of Radio News in the New Media Environ- ment

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Abstract: With the development of internet technology, traditional media has undergone tremendous changes, and new media has gradually emerged. Digital technology-based online media, mobile media, and digital television have entered people's daily lives. Media professionals use digital technology for editing and disseminate content through networks, enabling audiences to access media information via network terminals. This paper briefly discusses the characteristics of radio news in the new media environment, explores its development trends and innovations, with the aim of actively promoting the development of radio news.

Keywords: New Media; Radio News; Innovation and Development

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In recent years, information technology has developed at a rapid pace, giving rise to many intelligent and novel technologies that have brought numerous changes to people's daily lives. Amidst this swift development, new media has gradually established itself as a new communication channel, disseminating broadcast information through web pages, WeChat, Weibo, self-media, and online radio stations—representing an innovation in traditional radio news dissemination methods. In the new media environment, traditional radio news programs need to enhance their quality of innovative development, and radio news personnel must adapt to this development trend and strive to improve their comprehensive capabilities. Therefore, studying the innovation and development of radio news in the new media environment is conducive to optimizing radio news service levels and strengthening the comprehensive abilities of radio news professionals.

1.1 High Audience Participation

Traditional media's communication methods are relatively singular and fixed, and people's information reception is rather passive. The rapid development and widespread application of information technology have promoted the reform and innovation of radio news, expanded news dissemination channels, accelerated news transmission speed, and significantly improved openness and interactivity. People can now access relevant news and information not only through radio and television broadcasts but also via mobile clients of radio and television, participating in news commentary and exchanging views on news events with others, thereby substantially increasing audience participation.

1.2 More Convenient Dissemination

In the new media environment, radio news has encountered both development opportunities and challenges. Generally, radio news possesses official channels, and with current scientific and technological capabilities, can build exclusive mobile clients to meet people's needs for accessing news information during fragmented time slots. This approach expands the scope of news dissemination and increases the influence of news content. Furthermore, as a mainstream media outlet, radio news possesses authority and credibility, making news disseminated through this channel more convincing. In the new media environment, radio news can leverage modern technological means to expand its own dissemination channels, making news transmission more convenient.

1.3 Strong Interactivity Between Different Information

In recent years, the rapid development of new media has brought many changes to previous dissemination methods, increasing news information channels. Social platforms such as WeChat and Weibo can disseminate news information, expanding the ways people obtain news and accelerating the speed and scope of news transmission. Given this characteristic, radio news must reform and innovate its dissemination forms, utilizing modern technological means to create mobile clients with user comment functions, enabling users watching relevant news to express their own views and opinions, thereby enhancing interactivity between different information and ensuring the long-term development of radio news under new media forms to effectively cope with the crises brought by the current rapid development of new media.

1.4 Strong Guidance of News Information

As a mainstream media outlet, radio stations possess credibility and authority, and must ensure the authenticity and accuracy of published news information to guide correct public opinion orientation. New media news has the outstanding advantages of fast dissemination and rapid updates, but its information screening mechanism is not robust enough, making it easy for false news to spread quickly and pose threats to social security. As an authoritative official media, radio stations can ensure the authenticity and accuracy of news information, enabling the public to obtain relevant news and demonstrating radio news' s guiding power over information. Therefore, in response to the opportunities and challenges of the new media environment, news staff must adapt to the current development trends of the radio news market and focus on improving their professional capabilities and comprehensive qualities.

2.1 Expanding News Collection Channels for Broadcast Content

With the arrival of the new media era, people have placed higher demands on media organizations. Media units must not only disseminate various original news information but also broadcast news close to people' s daily lives and conduct follow-up reports on news that interests the public. When encountering emergencies, radio stations must not only arrive at the scene to collect information as soon as possible but also demonstrate their status as mainstream media by guiding correct public opinion orientation and ensuring the credibility of relevant news information. Therefore, radio media staff should collaborate with new media personnel to carry out news material collection, which helps improve news materials and ensures the comprehensiveness and timeliness of news dissemination content. Radio media staff can obtain relevant news materials in the first instance and simultaneously publish the news on both mainstream broadcast media and online media. Both broadcast and online media can collect audience opinions and feedback on the news, gradually optimizing their work after comprehensive analysis of this feedback. Radio media has the advantage of originality in news materials and can scientifically utilize various news dissemi-

nation channels to adopt a two-pronged approach that meets current audience requirements for obtaining news information. In the new media environment, radio media staff must strengthen their ability to gather news, scientifically apply various news dissemination channels, and gradually enhance their professional capabilities to cope with changes in radio news.

2.2 Comprehensive Application of Information Technology in News Broadcasting Platforms

Programs broadcast through traditional radio news lack on-demand functionality, and generally do not repeat broadcasts arbitrarily, being unaffected by audience requests for replay or skip functions. Content reported through news broadcasting platforms exhibits fixed characteristics. Radio news units have relatively fixed columns that broadcast produced news programs within set schedules, with the broadcast order of various programs not changing arbitrarily. This delayed broadcast format affects the immediacy of news information dissemination and does not meet audience requirements for obtaining instant news. However, new media news can shorten the time consumed in various stages of traditional news dissemination, including news collection, processing, production, and official release, improving the speed of news information dissemination, substantially reducing the news transmission cycle, enabling people to obtain relevant news information within a very short time, and achieving online information resource sharing. This can improve the speed and efficiency of news information dissemination, meeting audience requirements for instant broadcast news. Therefore, radio news media units can collaborate with new media units to achieve complementary advantages and innovate news broadcasting platforms to ensure the immediacy of news dissemination. For example, after broadcasting a program, new media can use modern network technology to store the played program and build a delayed broadcast news library, allowing audiences who missed the news to rewatch it via network platforms to obtain needed information. To be competent in this area, radio media staff need to understand current news dissemination platforms, master relevant technologies, and scientifically manage program broadcasting.

2.3 Effective Use of Media Language in News Broadcasting Forms

Traditional radio news information has a profound influence on the public and possesses credibility and authority. Generally, people trust the correctness and authority of traditional radio news information but often consider it too rigid and not people-friendly. A notable issue is that traditional radio news information is very formal with a fixed format, whereas news played through new media takes diverse forms that are more vivid and lively, giving people a sense of intimacy. Radio news media should appropriately adjust news information broadcasting forms while ensuring accuracy and authenticity, adopting diversified broadcasting methods to enhance interaction between news audiences and the news itself. To effectively implement this work, radio media staff need to

master technologies for scientifically processing pictures, audio, video, and other content, and reasonably apply various popular online symbols and language to bridge the gap with audiences, thereby forming positive interaction and changing the stereotypical impression previously created by broadcast media.

3. Innovation of Converged Media for Radio News in the New Media Environment

In the new media environment, radio and television stations actively seek paths for innovative development, and converged media has emerged in this context. Converged media combines the characteristics of radio and television with new media, enabling radio and television stations to possess internet on-demand functionality. Under this media form, people can not only watch live programs of radio and television stations but also watch previously broadcast programs, with the function of repeat viewing. The emergence of converged media radio and television columns can meet people's different viewing needs.

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

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