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Research on the Pathways for the Convergence Development of Radio and Television with New Media: Postprint

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Abstract

In recent years, with the continuous development of China's economy, all industries have witnessed new innovations and developments, and the new media industry has also advanced by leaps and bounds. At present, many radio and television broadcasters in China are facing an unprecedented development crisis and bottleneck, making transformation imperative. Many broadcasters have begun continuously exploring new development paths, gradually integrating with new media, and constantly opening up new avenues for development. This paper primarily analyzes the background and motivations for the integration of broadcasting and new media, pointing out the direction for the development of China's traditional media, in order to provide more suitable strategies and methods.

Full Text

Research on the Path of Integration and Development of Broadcast Television and New Media

Abstract: In recent years, China's sustained economic growth has catalyzed innovation across all industries, with the new media sector experiencing particularly rapid advancement. Consequently, many of China's radio and television stations now face unprecedented development crises and bottlenecks, making transformation imperative. Numerous broadcasters have begun exploring new development pathways through gradual integration with new media to forge alternative routes forward. This paper analyzes the background and motivations behind broadcast television and new media integration, identifying directions for China's traditional media development and proposing more suitable strategies and methods.

Keywords: broadcast television; new media integration; path research

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1.1 Lack of Innovation

Currently, most Chinese radio and television media still rely on radio waves and cables to broadcast audio-visual programs to vast regions. This approach lacks innovation and fails to keep pace with the times, making it unsuitable for contemporary audience demands. The continued use of traditional methods has caused viewers to lose interest, resulting in declining ratings for many programs. This stems from the failure to improve production models and promotional strategies, which cannot deliver visual impact or generate any appeal. Furthermore, imitation is rampant in the broadcast television industry. When a particular program format gains popularity and achieves high ratings, major television stations rush to produce similar copies. However, audiences quickly develop aesthetic fatigue from watching the same type of program, leading to diminished interest and subpar ratings across many shows.

1.2 Content Singularity

Due to the strong influence of traditional thinking in China, program production faces certain limitations. Broadcast television content typically focuses on promoting the Party's basic policies and guiding principles through media channels, aiming to educate the public and disseminate modern scientific knowledge to improve cultural literacy. This singular content primarily attracts middle-aged and elderly audiences. However, in today's fast-paced society, such programs no longer appeal to younger demographics. After work, people increasingly prefer entertaining, lighthearted content, a need that new media has successfully fulfilled. Therefore, content singularity represents a significant factor contributing to the persistent downturn in traditional broadcast television development [2].

2. The Inevitability of Integration Between Broadcast Television and New Media

The advent of the new media era has delivered substantial impact and challenges to China's traditional broadcast media. New media's novel promotional models and presentation methods provide audiences with different experiences, capturing attention and satisfying the demands of younger generations. In new media environments, viewers can forward and share content according to their schedules and express their opinions anytime and anywhere. This interactive

experience allows audiences not only to watch innovative program content but also to voice their perspectives, fostering deeper engagement with programs. The convenience offered by new media has gradually marginalized broadcast television media, creating significant development difficulties.

In today' s era of rapid internet development, traditional broadcast television media must continuously innovate and integrate with new media to overcome these challenges. By grasping public opinion trends and seeking more suitable development directions, broadcasters can utilize high-tech methods to achieve better growth and provide fresh content for audiences. Only through such measures can they continuously attract public attention and ensure steady media development. Overall, the integration of broadcast television and new media represents both an inevitability and a major future trend.

3. Research on Integration Paths for Broadcast Television and New Media

3.1 Developing Independent New Media Distribution Channels

As new media' s impact on traditional broadcast television intensifies, major broadcasters have begun seeking countermeasures and solutions through innovation. Some television stations have already invested in and established independent new media teams [3]. Notable examples include Hunan TV' s Mango TV, CCTV' s CNTV, and Phoenix TV' s Phoenix Video. These stations recognize that traditional models no longer work and that innovation and new media integration are essential for capturing audience attention. Consequently, many satellite TV stations have expanded their operations and strengthened technological improvements and planning capabilities. However, numerous television stations have yet to complete such innovations and reforms, remaining stagnant and facing increasing development challenges. To sustain their operations, they must innovate and identify suitable development directions.

3.2 Utilizing Platforms such as Weibo and WeChat

New media development offers numerous platforms that provide pathways for broadcast television growth. During the integration process, traditional media should fully leverage platforms like Weibo and WeChat to intensify promotional efforts and continuously attract audience attention. Statistics show that active users on Sina Weibo in China have increased linearly year after year, while WeChat users continue to grow, with official WeChat accounts now exceeding ten million. Traditional broadcast media should capitalize on these new media platforms by establishing official Weibo and WeChat accounts to deliver fresh news content to audiences. By hiring professional teams for management and promotion, providing advance notice for new programs, and paying careful attention to post-production editing and talent recruitment, broadcasters can focus on issues of current public concern. Only through continuous integration and innovation between traditional broadcast television and new media

can traditional media achieve better development.

3.3 Integrating with Local Culture

Nearly every Chinese province operates its own television station, and to leave lasting impressions, stations must offer distinctive content. Integrating local culture into the broadcast television and new media fusion process proves highly effective for attracting audience attention. Hunan TV, for instance, has produced numerous programs about Hunan's traditional culture, introducing local cultural life and customs to broader audiences. Additionally, stations should develop signature programs that become their hallmark. Hunan TV's "Happy Camp," which has aired continuously for over two decades, serves as an exemplary signature program. Its popularity across all age groups has created a deep impression among audiences. Therefore, in integrating broadcast television with new media, stations must incorporate local culture and fully utilize regional characteristics to develop distinctive programming that attracts viewers and ensures ratings.

3.4 Splitting Internal Resources and Building New Media Platforms

Currently, broadcast television groups control numerous valuable resources. To facilitate the development of China's traditional television media, these groups can split internal resources to continuously build new media platforms. By integrating valuable content and information and analyzing it to extract the most valuable material, stations can produce programs aligned with social values and achieve secondary utilization of information [4]. Although new media enjoys widespread popularity, it cannot match traditional broadcast television in terms of historical depth and social continuity. Traditional broadcast media should capitalize on this advantage by continuously leveraging their inherent value through innovation to achieve sustainable development. Television stations must utilize their strengths to establish their own network and information platforms, thereby attracting more viewers, improving program ratings, and promoting the development of traditional media.

In summary, new media's emergence has brought both challenges and opportunities to traditional broadcast television. To achieve better development and pursue sustainable growth, traditional media must integrate with new media and continuously seek more suitable development directions and positioning. By utilizing new media platforms such as Weibo and WeChat to strengthen promotion, creating distinctive programs, and exploring more appropriate development paths, broadcast television can secure a better future.

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