

Transformation and Reflections on Radio and Television Programs in the New Media Era: Postprint

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Abstract

Currently, the new media era has fully arrived, with numerous new carriers and communication channels emerging in succession. This has brought tremendous impact and unprecedented challenges to traditional broadcast television programs, while simultaneously presenting them with greater development opportunities. Therefore, traditional broadcast television programs under the current new media era context should clearly comprehend the communication advantages of new media, and leverage these novel expression carriers and communication pathways to achieve transformation and innovation. This paper presents a preliminary investigation into the transformation and contemplation of traditional broadcast television programs within the new media era context: it first briefly expounds upon the current state of broadcast television programs in the new media era; subsequently analyzes the communication advantages of both traditional broadcast television programs and new media; and finally proposes transformation strategies and approaches for traditional broadcast television programs in the new media era.

Full Text

Transformation and Reflection on Broadcast Television Programs in the New Media Era

Abstract: The new media era has fully arrived, bringing forth numerous new carriers and communication channels that pose tremendous challenges and unprecedented impact on traditional broadcast television programs. Simultaneously, these new media forms offer substantial opportunities for development. Consequently, traditional broadcast television programs must understand the

communication advantages of new media and leverage these new carriers and channels to achieve transformation and innovation.

This paper presents a preliminary exploration of the transformation and reflection on traditional broadcast television programs in the new media era. It first outlines the current situation of broadcast television programs in this context, then analyzes the respective communication advantages of traditional broadcast television and new media, and finally proposes strategies for transforming traditional broadcast television programs in the new media era.

Keywords: new media era; broadcast television programs; transformation; reflection

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1. Current Situation of Broadcast Television Programs in the New Media Era

Currently, China's broadcast television industry shows promising development prospects, yet traditional broadcast television programs face significant impact and new challenges in the new media era. The emergence of various new media forms has amplified the shortcomings of traditional broadcast television. For instance, program planning is often conducted solely by producers and directors without adequate market research on audience preferences and needs, and feedback is seldom collected after broadcast. With numerous program types and extensive homogenization in China's broadcast television market, neglecting audience preferences inevitably leads to declining viewership and ratings. Furthermore, traditional broadcast television lacks direct connection with audiences, making the application of big data technology crucial for transformation, as it can directly reflect audience preferences and needs.

Today, fewer viewers watch broadcast television programs through traditional television sets, with new media being the primary cause of this shift. A substantial number of viewers, particularly younger audiences, prefer watching programs through online clients, posing a severe threat and challenge to traditional broadcast television.

2. Advantages of Traditional Broadcast Television Programs

While new media has created enormous impact and threats for traditional broadcast television programs, traditional media still maintains certain market advantages. First, traditional broadcast television holds significant advantages in content quality. Although new media offers faster and more real-time dissemination, its content tends to be fragmented and loosely organized. In contrast, traditional broadcast television programs are carefully designed and edited, pro-

viding more complete and comprehensive content that delivers a superior viewing experience.

Second, traditional broadcast television retains strong authority and representativeness in the minds of most audiences. For viewers who demand depth, accuracy, authority, and credibility, broadcast television programs remain the preferred choice. Additionally, many domestic television stations have already established distinctive brand identities with relatively stable audiences. Consequently, despite facing impact from new media, overall broadcast television ratings remain relatively stable.

3. Advantages of New Media Communication

First, new media enables significantly faster information dissemination than traditional broadcast television. In the Internet era, communication technology and network infrastructure have developed rapidly, accompanied by the swift growth of digital platforms and client applications. This environment prioritizes rapid and convenient information transmission, allowing audiences to access the latest information more easily and promptly.

Second, new media offers more diverse content presentation formats. Its greatest advantage lies in delivering rich multimedia content to audiences. New media can disseminate not only conventional text and images but also video and audio content, making information more intuitive and accelerating dissemination speed—key reasons why many young audiences prefer new media.

4. Transformation Strategies for Broadcast Television Programs in the New Media Era

4.1 Emphasizing Audience Demands

Traditional broadcast television represents a conventional media form with long-term, stable audiences spanning diverse age groups, identities, and social statuses. From elderly viewers and office workers to housewives, private car owners, corporate leaders, and students, every demographic includes broadcast television audiences. These different groups have varying preferences and needs. To achieve transformation and innovation, traditional broadcast television must investigate and analyze these diverse preferences and psychological dynamics, promptly obtain audience feedback, and orient transformation strategies around audience demands.

4.2 Leveraging Technology and Communication Methods

The development of science and technology in the new media era has generated numerous new media forms that have rapidly permeated broadcast television, offering excellent development opportunities. Broadcast television programs should utilize new media as technological and communication tools, scientifically and rationally employing network transmission technology to maximize

their inherent advantages while compensating for shortcomings through network dissemination features, thereby comprehensively improving program quality and strengthening market competitiveness.

4.3 Innovating Industry Concepts

In the new media era, many broadcast television programs lack not advanced technology or communication methods but rather contemporary communication concepts. Concepts form the foundation of practice; only with correct concepts can development be advanced. Therefore, broadcast television programs must clearly understand the current news communication environment, innovate their communication concepts, and promptly abandon traditional ideas and thinking –this is fundamental to achieving transformation and innovation.

4.4 Flexible Utilization of New Media Advantages

Transformation and innovation in broadcast television programs primarily manifest in program content formats, host presentation styles, overall institutional mechanisms, and promotional channels. Upon entering the market, programs become increasingly commercialized in format. As programs mature, they undergo comprehensive repackaging using commercial systems and operational models to penetrate the domestic broadcast television market. For example, popular radio dramas and novels can be produced as serialized audio products for sale, generating additional revenue. This approach not only expands audience coverage but also increases program attention, further driving ratings improvement.

4.5 Developing Mobile Television Media

With the rapid changes in China's broadcast television viewing environment, numerous programs are developing toward mobile television media. Mobile television represents a popular new service combining mobile cellular technology with digital broadcasting, seamlessly connecting these two service types across different working environments. Currently, mobile television is implemented primarily through two methods: first, using modern mobile communication technology to provide point-to-point multimedia services to mobile phones via wireless communication networks, controlled mainly by the telecommunications industry and commonly known as "mobile TV stations" in China; second, using digital broadcast television technology to deliver programs to mobile phones or tablets, controlled primarily by the broadcast system and known as "China Mobile Multimedia Broadcasting." Both implementations infinitely expand the space for audiences to watch broadcast television programs, breaking through environmental limitations while presenting new challenges to traditional operational methods.

5. Conclusion

In summary, traditional broadcast television programs must urgently transform in today's new media era. With the accelerating development of new media and the emergence of increasingly diverse carriers and communication channels, traditional broadcast television faces new impacts and challenges. Therefore, it must continue transforming and innovating by utilizing the latest carriers and channels to increase attention, expand coverage and influence, strengthen interactivity through new media integration, enhance competitiveness, and further promote transformation and innovation.

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

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