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## Postprint: Innovative Development of Radio and Television Programs in the New Media Era

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**Date:** 2023-10-08T00:00:00+00:00

### Abstract

The advent of the new media era has exerted significant impact on the traditional media industry. As the mainstream of traditional media, radio and television programs currently face a keenly perceived crisis brought about by epochal development. Broadcasting practitioners should seize the opportunities that new media presents for media development, absorb and integrate new media thinking and concepts, pursue continuous innovation and breakthroughs, and courageously experiment with novel program content. By utilizing new communication channels of the internet era, they can enhance the overall quality of radio and television programs, satisfy the general public's demand for media culture, facilitate diversified information development, and enable radio and television programs to identify a new breakthrough path from their present predicament, thereby securing an unassailable position for broadcast media in the new media market.

### Full Text

#### Abstract

The advent of the new media era has profoundly impacted traditional media industries. As a mainstream form of traditional media, radio and television programs currently face a deep sense of crisis brought about by the times. For broadcasting professionals, it is essential to seize the opportunities that new media presents for industry development, absorb and integrate new media concepts, continuously pioneer and innovate, courageously experiment with novel program content, and leverage new communication channels of the internet era to enhance the overall quality of radio and television programs. By meeting the public's demand for media culture and enabling diversified information development, radio and television programs can find a new path forward amidst current challenges, thereby securing an unassailable position in the new media market.

**Keywords:** new media era; radio and television programs; innovation

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## Introduction

As cultural markets continue to evolve, the public's demand for media information has shown a trend toward diversification. People no longer rely solely on traditional broadcasting media for news but instead use new media technologies to access desired content anytime and anywhere according to their preferences. Consequently, for radio and television programs to achieve broader development in the current information dissemination landscape, they must transform from within, reforming existing program formats and promoting innovation to gain public support. However, during this transformation process, the homogenization and excessive entertainment of programs have resulted in uneven quality, significantly affecting viewership ratings. This has led to declining public recognition of programs, reduced audience loyalty, and ultimately diminished overall broadcasting effectiveness and economic returns for radio and television media. Presently, local broadcasting organizations across China are continuously adjusting operational strategies, promoting innovation, and striving to improve program content to enhance social influence.

## 1. The Meaning of Radio and Television New Media

New media refers to the qualitative transformation of traditional media's form and content through the utilization of computers and the internet. Based on digital information technology and employing interactive communication methods, new media provides personalized services to the public, thereby adapting to rapid technological advancement. Radio and television new media represents a novel form of media communication that has emerged through continuous innovation, supported by new scientific and technological advancements and influenced by improvements to traditional media. In contemporary society, new media leverages the internet to transform traditional media formats, satisfying people's needs for anytime-anywhere communication and interaction. This approach enhances user agency, accommodates demands for entertainment lifestyles, and aligns with the swift development of science and technology in China.

## 2. Current Development Status and Challenges

### 2.1 Rapid Development and Widespread Acceptance

With the continuous development of network information technology and science and technology, various media across industries are constantly evolving and progressing. In this internet era, an increasing number of people use mobile phones, computers, and other internet devices for communication. The public has adapted to and become accustomed to conducting various activities

and querying information online. Moreover, economic development has significantly improved living standards, thereby enhancing people's consumption capacity. The growth of consumer populations has simultaneously accelerated the rapid development of new media. Additionally, a series of new communication methods created under the new media environment have brought convenience to people and gained widespread acceptance. For instance, platforms such as Weibo and online forums, which emerged under new media, enable people to learn about current events and news while facilitating communication with others. With the support of consumer populations, China's radio and television new media has achieved better and faster development.

## 2.2 Technological Imperfections

The 21st century is an era of networking, with various media developing rapidly. However, amid the continuous emergence of new media, several issues require urgent resolution. First, with the widespread acceptance of new media, phenomena such as blind imitation and copycat creation have inevitably emerged. For example, an increasing number of television entertainment programs have appeared, yet most follow essentially identical formats and models. This results in repetitive and monotonous content, causing substantial resource waste and raising copyright issues. Second, numerous websites have emerged online for various purposes, yet many contain unhealthy content. When browsing certain webpages, users frequently encounter pop-ups with false and unhealthy information that seriously affect user experience. For instance, an increasing number of teenagers use the internet for learning, yet the dissemination process of new media inevitably exposes them to harmful information such as inappropriate images, posing health risks to youth. Furthermore, when watching videos online, users often experience network delays or playback errors, and some videos lack the clarity to meet expectations. Additionally, some individuals exploit new media for fraudulent and criminal activities, affecting people's lives. These issues demonstrate that China's radio and television new media technology remains imperfect and requires continued strengthening of management and continuous innovation to create more novel media communication methods.

## 2.3 Strong Government Support

The state and government vigorously support new media development, accelerating informatization across various sectors and fostering new industries. National planning explicitly calls for achieving "triple network convergence"—the integration of the internet, telecommunications networks, and broadcasting television networks—while developing new Internet of Things applications and strengthening national and governmental supervision of network construction to ensure network and information system security. The planning also emphasizes developing diversified economies and continuous innovation to meet people's spiritual needs and society's diverse demands. As new media continues to develop and expand, it will bring unprecedented influence to China's economy, thereby en-

hancing national economic strength. Therefore, with strong state support, new media is poised for robust development.

### 3. Future Trends of China' s Radio and Television New Media

With the arrival of the network era, information technology has begun to support development across various industries. New media, relying on computer technology, emphasizes the development of efficient media forms. With broader dissemination audiences, new media breaks the traditional media landscape and offers greater advantages. For radio and television media, emphasizing new media development is both necessary and the most effective pathway for synchronizing with societal development. Based on current trends, the internet will inevitably become the fastest-growing new media platform.

#### 3.1 Shared Content Resources

In the development process of radio and television new media, effective media convergence should emphasize resource utilization and be based on resource sharing. Following resource sharing, monopoly issues in radio and television media will be broken. From a developmental perspective, novel and scientifically sound products and content will inevitably receive high priority and recognition. After actively implementing shared content resources, radio and television new media should leverage network speed to capitalize on advantages in dissemination speed and timing. During the development phase, greater emphasis should be placed on integration with traditional media, striving to utilize the resource uploading rights of internet users in the new media era to propose more legitimate materials, thereby advancing the development of radio and television new media.

#### 3.2 Continuous Innovation and Diverse Formats

With the development of networks and science and technology, new media has achieved rapid growth, appearing with increasing frequency and diversifying in form. For example, as China' s radio and television new media has developed, various new forms have emerged. People no longer solely use radio to disseminate information but instead use computers or mobile phones for communication. Watching current events or news no longer requires waiting in front of televisions but can be done by searching for the latest information online. Network programs themselves are also undergoing significant changes, incorporating many elements of interest to people rather than merely presenting events or information like traditional television programs. By increasing program 趣味性 (appeal) while retaining original functions, continuous innovation and transformation promote new media development. Under the influence of rapidly advancing science and technology, China' s radio and television new media will continue to innovate, creating more meaningful forms to emerge.

### 3.3 Triple Network Convergence and Resource Sharing

As development progresses, new media and traditional media will inevitably enter a convergence phase. Based on current integration practices, although new media continues to develop, traditional media still possesses unique advantages. To enhance the competitiveness of radio and television media, emphasizing integration is a necessary and highly important aspect of the development process. Under radio and television new media, greater reliance on the excellent qualities developed during traditional media's evolution is essential. Emphasizing integration will inevitably improve the sustainability of new media development while promoting more stable development of radio and television. Integration must be practical; during specific development processes, it is crucial to clarify how to enhance the competitiveness of radio and television media. Only by fully leveraging respective advantages can we support continuous new media development, further improve self-construction levels, broaden media dissemination pathways, and actively provide more convenient and practical radio and television programs for the public.

### 3.4 Cross-Media Development

China's radio and television new media has brought great convenience to users and continues to gain public recognition. To adapt to the development of network technology in the new era, new media is continuously innovating and progressing, having already become mainstream in contemporary society. However, with the continuous development of science and technology, new media faces tremendous competitive pressure and must therefore confront significant challenges. Thus, in today's rapidly advancing technological environment, we must further improve new media policies, achieve the complete breaking of traditional radio and television media boundaries, prepare for cross-media development, and engage in cross-media operations to continuously enhance China's media development level and meet the demands of the new era.

## Conclusion

In summary, during the process of development in the new era, various new media face enormous competitive pressure and challenges, while also being affected by certain technical aspects of development and operation. To address these issues, it is necessary to continuously enhance understanding and cognition of new media, persist in innovation, improve the structural framework of the radio and television media industry, ensure effective implementation of new media, achieve cross-media development under the influence of new media network technology development, and elevate China's media development level.

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*Source: ChinaXiv –Machine translation. Verify with original.*