

Exploration of Radio and Television Excellence Management in the New Media Era: Postprint

Authors: Zhang Xiuzhong

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

Abstract

The advent of the new media era has profoundly impacted traditional radio and television, resulting in declining viewership ratings for traditional broadcasting programs and reduced advertising revenue. However, while presenting enormous challenges to traditional media, the new media era also brings opportunities and provides new pathways for development. County-level radio and television stations, as crucial components of the broadcasting system, shoulder the significant responsibility of broadcasting and publicity within county jurisdictions. Confronted with both opportunities and challenges in the new media landscape, county-level broadcasting should actively innovate management models, establish long-term supervision mechanisms, create innovative incentive measures, and stimulate the professional enthusiasm of broadcasting practitioners, thereby promoting excellence-oriented management in county-level radio and television.

Full Text

Exploring Excellence Management in Radio and Television in the New Media Era

Abstract: The advent of the new media era has profoundly impacted traditional radio and television, leading to declining ratings and reduced advertising revenue. However, while presenting significant challenges to traditional media, this era also offers opportunities and new pathways for development. County-level radio and television stations, as crucial components of the broadcasting system, bear the important responsibility of broadcasting and publicity within their jurisdictions. Faced with both opportunities and challenges from new media, county-level broadcasters should actively innovate their management models, establish long-term supervision mechanisms, and create incentive measures to stimulate the enthusiasm of broadcasting professionals, thereby promoting excellence management in county-level radio and television.

Keywords: Radio and television; Excellence; Management innovation; New media

CLC Number: G229.24

Document Code: A

Article ID: 1671-0134(2018)10-091-02

DOI: 10.19483/j.cnki.11-4653/n.2018.10.035

Driven by the development of information technology, modern life has become inseparable from the internet. In terms of information acquisition, people have shifted from relying solely on radio and television to accessing content through websites, mobile apps, text messages, and other channels, making information transmission increasingly diversified and personalized. County-level radio and television stations bear the critical responsibility of guiding public opinion and conducting publicity work. However, the diversification of information dissemination methods has made traditional broadcasting approaches increasingly ineffective. In this context, as authoritative institutions, county-level broadcasters must actively promote self-reform, strengthen ideological, organizational, and operational development, innovate their publicity methods, expand their influence, and fulfill their role in guiding public opinion to foster correct values among the populace.

1.1 Informatization Characteristics

A prominent feature of new media is the application of big data technology, which, built upon user data, can precisely analyze audience interests and trending topics to deliver news and television content tailored to their consumption habits. The big data era has provided county-level broadcasting with new promotional strategies and robust technical support, endowing it with distinct informatization characteristics. First, leveraging big data technology enables county-level broadcasters to expand their information sources beyond traditional journalistic interviews and whistleblowers to include online platforms, forums, Weibo, WeChat, and other social media channels, significantly enhancing their ability to acquire and verify information. Second, upon obtaining valuable information, broadcasting departments can process and disseminate it promptly, improving timeliness and providing higher-quality content that increases audience engagement. Finally, these informatization features facilitate integration with new media development models, harnessing new media's strong innovative capacity to drive reform and boost the vitality and competitiveness of county-level broadcasters. This integration substantially broadens the scope of broadcasting work from traditional news coverage to encompass people's daily lives, work, economy, entertainment, and other dimensions, presented in formats more aligned with modern viewing preferences, thereby strengthening the informatization level of county-level broadcasting.

1.2 Globalization Characteristics

Traditional county-level broadcasting management was confined within a single county or city, resulting in limited reach, poor information sharing, and consequently low timeliness and effectiveness. The emergence of new media has dramatically transformed this situation. Leveraging modern information technology, information can now be disseminated efficiently through increasingly diverse channels, with every individual becoming a potential information source. Under these circumstances, county-level broadcasting has developed globalized characteristics, breaking free from isolation to actively communicate with other county-level broadcasting departments through information technology platforms and construct information-sharing systems. This substantially accelerates information transmission and overcomes temporal and spatial constraints. Furthermore, through integration with new media, county-level broadcasting is gradually achieving effective inter-media consolidation, promoting the convergence of traditional and new media from a holistic industry perspective to enhance resource sharing.

1.3 Participation Characteristics

In the traditional media era, audiences had limited interaction with radio and television programs, passively receiving information as mere recipients. In the new media era, however, the diversification of information transmission methods enables individuals to serve as both information disseminators and recipients, exhibiting participatory characteristics. The distinction between audience and broadcaster has become increasingly blurred, with both parties exercising diverse forms of initiative. Influenced by this diversification, more individuals are participating in news dissemination, aspiring to become information sources to gain some degree of agenda-setting power. This trend has gradually eroded the authority of traditional transmission methods, transforming the role of county-level broadcasters from information disseminators to bridges facilitating information flow. In response, county-level broadcasting management must accurately grasp this shift, pay attention to public participation characteristics, actively transform publicity approaches, innovate transmission methods, and guide public participation in the information dissemination process to maintain leadership in public opinion.

2. Challenges Facing County-Level Broadcasting Management

Impacted by new media, county-level broadcasting management currently faces several challenges. First, operational difficulty has increased. The number of management targets and scope of responsibility are expanding continuously, rendering traditional management models inadequate for new circumstances and substantially increasing both difficulty and workload for administrators. Second, ratings are declining. In the new media era, people increasingly rely on inter-

net channels—mobile apps and web pages—rather than radio and television for information, resulting in steadily decreasing viewership. Third, management complexity has grown. To boost ratings and expand influence, many broadcasting departments are actively integrating new media publicity methods, innovating content, establishing WeChat public accounts and Weibo profiles for resource sharing, and delivering diverse, entertaining content via internet TV and mobile apps. However, this integration demands higher standards for content management, further increasing administrative difficulty. Fourth, while the new media era has brought convenience to life and work, it has also flooded the internet with mixed-quality information, creating enormous regulatory pressure for broadcasting management. Consequently, county-level broadcasting departments must continuously increase funding to update supervision equipment and systems, enhancing the modernization of their management capabilities.

3.1 Innovation and Transformation of Supervision Mechanisms

Regarding supervision mechanism innovation and transformation, county-level broadcasting departments must first increase financial investment to introduce advanced supervision equipment and gradually establish comprehensive monitoring systems covering all broadcast content, including Weibo and WeChat platforms, internet TV, and online television programming. This enables effective supervision and information screening to identify and rectify deficiencies in publicity work. Broadcasting institutions should adopt advanced technical means to build robust supervision mechanisms. Second, they must formulate sound supervision regulations to promote standardized and rational oversight. These regulations should address both personnel and equipment management—clearly defining individual responsibilities for staff and establishing scientific, rational operational standards for equipment to enhance mechanism effectiveness. Finally, they must improve data analysis capabilities in supervision work. Given the growing volume and complexity of information, software algorithms should be upgraded to strengthen analytical capacity and effectively filter out unwanted content.

3.2 Innovation and Transformation of Management Models

Confronted with increasingly diverse audience aesthetics, county-level broadcasting departments should continuously innovate their management models to drive transformation. While strengthening during-broadcast supervision, they must also enhance post-broadcast oversight—a frequently neglected yet crucial aspect of broadcasting management. To improve post-broadcast supervision, government agencies should actively fulfill their regulatory responsibilities and strengthen oversight of broadcasting work. County-level broadcasters should collaborate with other media organizations to elevate post-broadcast supervision standards. Finally, they must proactively accept public supervision by introducing citizen oversight mechanisms, using audience feedback to evaluate broadcast effectiveness and continuously improve management quality.

3.3 Innovation and Transformation of Incentive Mechanisms

Incentive mechanisms aim to provide positive guidance. Therefore, county-level broadcasting management should reward outstanding programs that steer public opinion in desirable directions, such as content promoting socialist values. Additionally, competitions for excellent programs can be organized within county-level broadcasting institutions to recognize and reward superior work.

3.4 Leveraging Social Supervision and Media Criticism

In promoting excellence management, actively accepting social supervision and media criticism constitutes an effective optimization measure. County-level broadcasters should proactively embrace social oversight, primarily from the public. Management departments should establish complaint and suggestion channels, including online platforms given the growing preference for digital expression—such as dedicated sections on official websites for public feedback. To facilitate supervision, expedited channels for issues of particular public concern should also be provided. Additionally, audience committees should be formed to meet regularly and provide input for program improvements. Finally, broadcasters must actively accept supervision and criticism from professional media organizations, which possess strong operational expertise to identify problems and offer targeted recommendations. Therefore, county-level broadcasting departments should collaborate with media outlets, encouraging objective and fair critique of their programs.

Although county-level broadcasting currently faces declining ratings due to new media impact, leveraging new media technology to promote integration between old and new media for resource consolidation—combined with people-centered management concepts and innovative incentive measures—can effectively advance excellence management, improving both quality and standards. This establishes a solid foundation for the long-term development of county-level broadcasting management, enabling it to continue fulfilling its vital roles in public opinion guidance and information dissemination.

References

- [1] Wang Chunmei. Innovation and Transformation of Radio and Television Publicity Management in the New Era[J]. *Journal of News Research*, 2015(13).
- [2] Liu Chunli. Innovation in Internal Publicity Management of Broadcasting Organizations[J]. *China Radio & TV Academic Journal*, 2015(13).
- [3] Gao Changli. Reflections on Innovation in Radio and Television Publicity Management[J]. *China Radio & TV Academic Journal*, 2014(01).

Author Affiliation: Shanxi Xiaoyi Radio and Television Station

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

Source: ChinaXiv –Machine translation. Verify with original.