

Transformation and Breakthrough of Radio Journalists in the Media Convergence Era: Postprint

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Abstract

The internet era has brought a qualitative leap to our lives, enriching people's spiritual and cultural life with its advent. Broadcasting serves as an effective medium for information dissemination, with a long history as the most common form of traditional media. In the era of media convergence, how can we promote the development of broadcasting, enabling it to achieve integration and co-creation with various new media to deliver greater value in information transmission and provide more convenience for human society? To this end, enhancing the core competitiveness of broadcasting is of paramount importance. As broadcast journalists, it is essential to continuously improve personal qualities, recognize the development of broadcast media in the converged media era, actively apply professional skills to modern broadcasting, and thereby lay the foundation for broadcasting's transformation and breakthrough in the era of media convergence.

Full Text

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Transformation and Breakthrough of Broadcast Journalists in the Era of Integrated Media

Abstract: The internet era has brought a qualitative leap to our lives, enriching people's spiritual existence. Broadcasting, as an effective medium for information dissemination with a long history, represents the most common form of traditional media. In the era of integrated media, the key question is how to promote the development of broadcasting, enabling it to achieve integration and co-creation with various new media forms to deliver greater value in information transmission and provide more convenience to human society. To this

end, enhancing the core competitiveness of broadcasting is crucial. As broadcast journalists, it is essential to continuously improve personal qualifications, recognize the developmental trajectory of broadcast media in the integrated media era, and actively apply professional skills to modern broadcasting, thereby laying the foundation for the transformation and breakthrough of broadcasting in this new era.

Keywords: integrated media; traditional journalists; transformation and breakthrough

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Broadcasting has historically been a deeply accessible mode of communication. In an era of limited resources, when many households lacked television sets, radio broadcasting served as a primary channel for receiving news information alongside newspapers. Today, the internet age presents unprecedented opportunities for journalism while the emergence of widely acclaimed new media poses significant challenges and shocks to the broadcasting industry. Modern audiences access news through multiple channels—online platforms, television, and digital newspapers—leading to a gradual decline in societal dependence on traditional media. For traditional media to gain new vitality, they must advance with the times and enter a completely new media epoch. In the integrated media era, broadcast news can be disseminated through numerous channels, including Weibo, WeChat, mobile applications, and live video streaming platforms, enabling multi-angle propagation. This necessitates a fundamental transformation of traditional media into new media forms suited for the integrated media landscape.

Contemporary society demands more from news consumption; audiences no longer passively receive information but actively participate in its dissemination. For instance, many media platforms have opened comment functions, allowing the public to express opinions and engage in active dialogue with news outlets, which can thereby promptly understand audience needs and inform future development strategies. From the current perspective, the broadcasting industry urgently requires transformation, first by employing new media tools to introduce interactive comment features, and second by necessitating a transformation within the journalism profession itself. The new media era imposes higher standards on journalists, fundamentally altering the traditional journalist identity. In this age, anyone with a smartphone, tablet, or other mobile intelligent device can function as a journalist, accessing and disseminating news online at any moment. Clearly, the journalism profession must transform promptly to adapt to this intense competitive environment, shifting from passivity to proactivity and seizing priority in news reporting.

1. Characteristics of the Integrated Media Era

To capture market share, various new media platforms continuously innovate in style and technology to attract traffic, adeptly seizing market trends and catering to audience demands. In the new media environment, emerging technologies multiply, diversifying content and presentation forms. Platforms such as WeChat, Weibo, Douyin short videos, and Huya Live not only generate substantial profits for the media market but also bring immense enjoyment to people's lives. In the traditional media era, news information arrived with noticeable delays—newspapers, television, and radio all required waiting periods before content, visuals, and text became available. Today, a single smartphone with downloaded applications enables instant access to news developments, anytime and anywhere, with direct participation through comments and opinions. For instance, on platforms like Tencent News, Weibo, and WeChat, information can garner tens of thousands of clicks within minutes, with dissemination accelerating further through netizen sharing. The integrated media era offers diverse news formats and unprecedented speed, yet simultaneously intensifies competition among media outlets.

2. Reasons for Broadcast Journalist Transformation in the Integrated Media Era

The broadcasting industry itself requires transformation. As a traditional news medium, broadcasting has long provided and disseminated news to the public, representing a historically significant and deeply accessible form of communication. In an era of limited resources, when many households lacked television sets, radio broadcasting served as a primary channel for receiving news information alongside newspapers. Today, the internet age presents unprecedented opportunities for journalism while the emergence of widely acclaimed new media poses significant challenges and shocks to the broadcasting industry. Modern audiences access news through multiple channels—online platforms, television, and digital newspapers—leading to a gradual decline in societal dependence on traditional media. For traditional media to gain new vitality, they must advance with the times and enter a completely new media epoch. In the integrated media era, broadcast news can be disseminated through numerous channels, including Weibo, WeChat, mobile applications, and live video streaming platforms, enabling multi-angle propagation. This necessitates a fundamental transformation of traditional media into new media forms suited for the integrated media landscape.

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3.1. Changing Mindsets and Establishing Integrated Media Thinking

As broadcast journalists, we must avoid complacency. Although broadcasting represents one of the earliest and most traditional forms of communication with historical advantages and a solid audience base, the impact of new media necessitates recognition of the inevitability of the integrated media era and the cultivation of proactive integration consciousness. For media to integrate, the first step is ideological integration among practitioners. Broadcasting should merge its dissemination models with popular social media approaches to achieve mutual development.

3.1.1. Service Consciousness for Broadcast Journalists

Beyond acquiring skills and tools, broadcast journalists must transform their professional mindset. They must develop a service consciousness, providing audiences with more authentic and effective news while gaining attention. For example, when a 7.0-magnitude earthquake struck Jiuzhaigou, Sichuan on August 8, 2017, a news robot released the information to the public in just 25 seconds, achieving the fastest global first report. Modern news dissemination universally leverages high technology; as broadcasting professionals, we must continuously upgrade our capabilities, follow trends, utilize advanced technological means, and leverage our inherent strengths to provide first-hand news resources for the public. Only by securing time advantages and upholding the philosophy of serving the public and society can we produce in-depth, distinctive interviews and secure our place in the competitive landscape.

3.2. Actively Producing Integrated Media Products

In the integrated media era, news dissemination methods and types have diversified. As broadcast journalists, we must possess not only professional journalistic competencies but also understand how to utilize new media effectively—capable of writing news in the newsroom, collecting firsthand materials in the field, photographing, and editing video and audio content. Such versatile broadcast journalists can not only survive the “survival of the fittest” in the integrated media age but also become rare talents in the broadcasting field. Many broadcast

media organizations have established technical platforms for “one-time collection, multi-party sharing, and multi-channel distribution,” making it essential for broadcast journalists to master various front-end and back-end technologies to become qualified news professionals.

3.3. Professional Development as the Key to Transformation

Professional responsibility, also known as professional competence, is of paramount importance in any industry. This sense of responsibility—whether to oneself, society, or one’s organization—constitutes the intrinsic foundation for positive development. Without it, no industry or individual can accomplish meaningful work. In broadcasting, the responsibility extends beyond disseminating social culture, news, ethics, and excellent values to bearing crucial social responsibilities. Without a strong sense of responsibility, broadcast journalists will struggle to achieve transformation and evolution in the integrated media era.

Enhancing keen insight is particularly vital, as a journalist’s perceptiveness and responsiveness are essential. Broadcast journalists must transform themselves into news professionals with acute observational skills, capable of promptly grasping news trends and securing priority in reporting. Strengthening professional competence is key; in the integrated media era, broadcast journalists encounter numerous novel phenomena, some entirely unfamiliar. To gain contemporary recognition and achieve successful transformation, they must actively learn from peers, mastering new dissemination methods and news presentation forms.

Broadcast journalists must prioritize timeliness and authenticity in news reporting. In the internet-based new media age, news spreads extremely rapidly. Without authenticity, the media environment becomes flooded with false information, causing significant social harm and misleading public opinion. Upholding news authenticity represents a fundamental principle for broadcast journalists. When achieving transformation in the integrated media era, journalists must analyze practical issues realistically—recognizing both the social development brought by integrated media and its inherent drawbacks and vulnerabilities. Rather than blindly following trends, they must carefully screen news content, deeply explore its connotations, emphasize absolute authenticity, promptly debunk online rumors and misinformation, safeguard news credibility, and purify the information space.

3.4. Clear Insight for Broadcast Journalists

Cultivating and shaping oneself serves not only professional purposes but also broadens one’s horizons and enriches one’s inner world. For broadcast journalists, the ability to control and manage news is crucial; they must continuously

train their insight to uncover valuable stories that generate positive social impact. They must excel not only in broadcasting but also leverage multiple new media forms—such as the internet, Weibo, and WeChat public platforms—to build social influence for news and deliver fast, reliable news experiences to audiences.

Innovation in news content requires broadcast journalists to embrace transformation concepts and motivation. News writing must align with contemporary aesthetic preferences in the new media era to secure a competitive position. In the integrated media age, anything is possible; broadcast media must prioritize future development paths, striving to become exemplary media outlets by enriching reporting content and improving journalistic work.

In summary, excelling in broadcasting during the integrated media era ultimately depends on broadcast journalists' dedication and capabilities. They must continuously enhance their abilities, seize opportunities, improve technical skills and ideological quality, and keep pace with the times according to developmental demands. By shaping themselves into modern broadcast journalists with strong responsibility, rich connotations, adaptability, and passion for the broadcasting profession, they can broaden their thinking, innovate products and content, and achieve swift transformation from traditional media journalists to integrated media journalists, thereby securing a bright future.

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

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