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Exploring Pathways for the Convergence of Broadcasting and New Media: Postprint

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Abstract

New media is a continuously evolving media form that possesses advantages not found in traditional media, and integration with new media represents the mainstream trend in the development of the broadcasting and television industry. This paper first elaborates on the concept and main characteristics of new media; secondly, it discusses in detail from the perspectives of audience base, advertising market, talent diversion, and media landscape the tremendous impact of new media on the development of the broadcasting and television industry, and analyzes and concludes that the integrated development of the broadcasting and television industry with new media is an inevitable trend that must be pursued; finally, it conducts a detailed analysis of the methods and content that should be implemented when broadcasting media development integrates with new media.

Full Text

Preamble

Title: Integration and Development: Research on the Path of Radio/Television and New Media Convergence

Abstract: New media represents an evolving media form with distinct advantages over traditional media, and its integration with radio and television has become the mainstream trend in the industry's development. This paper first elaborates on the concept and main characteristics of new media; secondly, it discusses in detail the profound impact of new media on the development of radio and television from perspectives including audience base, advertising market, talent diversion, and media landscape, concluding that convergence between radio/television and new media represents an inevitable trend; finally, it analyzes the specific methods and content that should be implemented in this integration process.

Keywords: Radio and Television; New Media; Convergence

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Since China's reform and opening up, the nation's socioeconomic development has been remarkably rapid, with continuous innovation and progress across all industries. Within the broadcasting sector, the emergence and development of new media has profoundly impacted traditional radio and television. Consequently, most Chinese radio and television stations have experienced varying degrees of influence, facing unprecedented development challenges. Therefore, China's traditional broadcasting industry must undergo corresponding transformation and optimization to achieve progress and development in today's fiercely competitive environment. Moreover, radio and television must actively explore convergence paths with new media, fully integrating their respective advantages to achieve complementary development.

1. New Media and Its Characteristics

New media is relative to traditional media. With continuous scientific and technological advancement, all things undergo constant innovation and optimization. New media represents the innovation and optimization of information exchange and dissemination methods from traditional media under scientific and technological support, enabling digitized communication. In today's increasingly widespread application of new media, citizens can view content according to their needs and schedules through mobile terminals and internet devices, greatly satisfying public demand. Compared with traditional media, new media differs significantly in both broadcasting and interactivity. Under new media conditions, the public can not only broadcast according to their own needs but also interact with media and become information publishers, making information transmission, reprinting, and other activities more autonomous. Additionally, the public can freely choose methods of information reception, substantially reducing dissemination restrictions.

As society continues to progress and internet information technology develops, the public has gained more diverse choices. Supported by internet information technology, people can select their favorite programs according to their needs. Furthermore, with the extensive promotion of new media, the public has experienced noticeable changes in viewing habits, lifestyle, and even thinking patterns. New media can thus adapt to these evolving public demands and is consequently more popular than traditional media. Therefore, if broadcasting media wishes to gain presence in contemporary society, it must emphasize convergence with new media, laying the foundation for its development.

2. Research on the Integration Path of Broadcasting and New Media

In today's society, competition across industries is extremely fierce. Within the broadcasting industry, the emergence and development of new media has created severe impact. Under these circumstances, radio and television must make corresponding changes and innovations to avoid being eliminated by society. Therefore, broadcasting must integrate and develop with new media to achieve optimization and progress. Based on this, the author analyzes the integration path between broadcasting and new media as follows: (1) emphasize the development of independent new media dissemination channels; (2) strengthen cooperation between broadcasting groups and establish new media; (3) apply network technology; (4) update ideological concepts. Specific details are as follows.

2.1 Emphasize the Development of Independent New Media Dissemination Channels

For current traditional media enterprises facing such intense market competition, some with larger market share and abundant financial resources are continuously increasing investment. They establish new media teams with their own characteristics according to market demand, while strengthening research, development, and promotion of self-produced new media programs. Regarding program copyright, enterprises also take corresponding measures to ensure effective dissemination in the new media environment. Additionally, traditional media enterprises establish new media companies and video mobile clients to achieve organic integration with the new media market and expand the unified media market.

For some traditional radio and television enterprises that have not yet achieved integration with new media, the primary reason is often the inability to acquire server equipment and support from financial and human resources in a short time. In response, relevant government departments should provide strong support in terms of policy and funding to promote the integration development of broadcasting enterprises with new media.

2.2 Strengthen Cooperation Between Broadcasting Groups and Establish New Media

Currently, Chinese media enterprises exhibit significant differences in various aspects. In the development process of traditional media enterprises, some television stations gradually cooperate with new media to reduce costs and risks, achieving win-win outcomes. However, some cooperation with broadcasting groups remains limited to content production and broadcasting, with poor program broadcasting effects even on new media platforms like WeChat and Weibo, generating limited social response.

The dissemination methods of traditional media content have undergone tremendous changes. In today's media dissemination process, the public can participate, prompting media dissemination to become increasingly diversified and integrated. This change mainly manifests in production, transmission, and service levels. At the production level, the public can participate in new media content production, broadening the content production base. At the transmission level, the public has gradually adopted the internet as a new lifestyle.

2.3 Application of Network Technology

With continuous social progress and accelerated urbanization, China's internet information technology level has risen rapidly. Consequently, an increasing number of broadcasting new media programs continuously introduce new network technologies, such as satellite live broadcasting. Through the application of network technology, radio and television programs can utilize images, audio, and other methods to enhance vividness. As public demands for new media continue to increase, broadcasting media enterprises must emphasize the application of network technology to strengthen their competitiveness. However, it is understood that some Chinese radio and television enterprises still face bandwidth and network issues that affect video transmission. Therefore, in the integration process, relevant personnel must continuously emphasize network technology application to ensure successful convergence.

2.4 Update Ideological Concepts

In the integration of broadcasting and new media, traditional concepts require continuous adjustment and updating to ensure better understanding and promotion of convergence. Additionally, to form synergy in this integration, the status quo of traditional broadcasting media must change, emphasizing resource integration to build full new media. This process requires concrete efforts in new media construction and network integration, enabling mutual penetration between broadcasting and new media to achieve integrated development objectives.

2.5 Strengthen Platform Construction

Platform construction holds significant importance for broadcasting-new media integration. Therefore, in this integration process, continuous efforts must be made to strengthen platform construction, integrating traditional broadcasting platforms with emerging internet platforms, Weibo, WeChat public platforms, etc., to create communication platforms with credibility and influence.

3. The Impact of Broadcasting's New Changes on Content Dissemination

With the integration of broadcasting and new media, radio and television has undergone many changes that have impacted content dissemination. Based on

this, the author analyzes the impact of these changes on content dissemination, specifically including the following aspects: (1) expanded space and scale of content dissemination; (2) accelerated depth extension of content dissemination; (3) integration of new media.

3.1 Expanded Space and Scale of Content Dissemination

With continuous social and technological progress, information technology has experienced significant changes and development. An increasing number of emerging industries and services have emerged, such as smart terminals, high-definition television, and 4K television. With these developments, media content carriers and business forms have become increasingly diversified, becoming the main transmission channels for broadcasting. According to relevant data, China's internet broadband access users, netizen numbers, and mobile phone users have all shown upward trends. Therefore, with the rapid development of internet technology, media transmission methods have been transformed, simultaneously expanding the space and scale of traditional broadcasting content dissemination.

3.2 Accelerated Depth Extension of Content Dissemination

In recent years, with the continuous development of cloud computing, big data, and other network technologies...

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