

On the Postprint of Radio and Television Media Convergence in the Internet Era

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Abstract

With economic development and progress, our country's scientific and technological level has also been greatly enhanced. In the Internet era, various types of information are disseminating increasingly widely in people's lives through multiple communication media. Under such developmental circumstances, the audience base of radio and television is diminishing, and broadcasting media are confronted with a significant development crisis. Internet technology is becoming increasingly important in people's lives, with its profound influence manifesting across all domains of life. The development of Internet technology has provided ordinary citizens with avenues to express their opinions and viewpoints. Under the influence of the Internet, the development of radio and television media is presenting a new developmental situation, facing novel opportunities and challenges, and necessitating active adaptation to the developmental trends of the era. This paper primarily analyzes the characteristics in the development process of radio and television media under current Internet development, and based on the problems faced by broadcasting media in the Internet era, proposes approaches to improve radio and television media work to promote the development of broadcasting media work in the Internet era.

Full Text

Preamble

The internet era has accelerated the pace of information dissemination in radio and television media, demanding ever faster speed and higher quality. The development and advancement of the internet represent the most significant characteristic of our time, bringing tremendous changes to the lives of ordinary citizens. It has enriched people's lifestyles and entertainment options, enabling them to obtain news and information online, follow the evolution of events in real-time, and stay informed about hot topics in society. As a traditional

medium, radio and television media continue to play a crucial role in information transmission, exerting considerable influence on public life and providing positive guidance for social norms and public opinion.

1. Development Status of Radio and Television Media in the Internet Era

In the internet era, the rapid development of new media has significantly impacted radio and television media, yet it also presents substantial opportunities for growth. Broadcasting media now have more channels and methods for promotion, greatly influencing public life and enhancing their external image. However, the development process also faces enormous challenges. Currently, many new problems have emerged in broadcasting operations. While internet technology is increasingly applied in media work, many practitioners overlook its importance and fail to give sufficient attention to its widespread application, thereby affecting work quality. Moreover, internet development has brought diverse information and knowledge to the public, enriching daily life and providing topics for conversation. Yet this information includes harmful content that may mislead public behavior and thinking, negatively influencing social norms and public opinion. In this context, radio and television media must actively guide social trends and disseminate truthful, healthy news information. Broadcasting organizations need to adapt to the demands of the internet era, learn from new media development experiences, and forge a suitable path for their own development.

2.1 Accelerated Information Dissemination Speed in Radio and Television Media

The accelerated information dissemination speed of radio and television media can be leveraged to enrich program content and attract greater public attention. Internet technology can be used to establish discussion platforms for radio and television media. As the public becomes increasingly dependent on internet technology, broadcasting work should align with public expectations and demands. Interactive communication platforms can be built online to facilitate immediate dialogue between broadcasters and the public, helping understand genuine public needs and providing proper guidance. Simultaneously, the public can engage in online communication with staff, offering suggestions and opinions on media development, thereby facilitating smooth media convergence and fostering greater public recognition and support for radio and television media.

4.2 Meeting Diverse User Needs

During their development, radio and television media can actively use internet technology to grasp public sentiment, diversify communication methods, understand audience needs, and satisfy diverse demands. This approach enhances

public support for broadcasting work and reduces the spread of harmful information. New media technology makes broadcasting work more vivid and expands promotional channels, enabling practitioners to better collect information on public preferences and make targeted program improvements. This helps the public develop deeper understanding and unique insights about radio and television media, accessing more information through these channels.

In the internet era, the emergence and rapid development of new media pose new challenges for radio and television news work. Broadcasting media must innovate their work methods, better understand public needs, provide effective information services during development, adapt to the internet era, exert positive influence on the public through news work, and foster healthy social norms.

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3.1 Relatively Monolithic Content of Radio and Television Media

Radio and television media employ a one-way communication model in information transmission, with relatively simple content compared to new media. As society progresses, public cultural demands show increasingly diversified trends, with growing variety in information requirements. In the development of China's radio and television media, content has remained relatively monotonous, leaning toward political and current affairs reporting while insufficiently addressing the diverse needs of the general public, particularly younger audiences. Broadcasting media development must increase attention to public needs, satisfy audience demands, and create targeted programming based on different require-

ments. This approach fosters public identification with radio and television news, enhances audience attention, and aligns media development with internet era demands.

3.2 Poor Integration Between Radio and Television Media and the Internet

Radio and television media have achieved poor integration with the internet during their development. Information flows one-way during transmission without audience interaction, and broadcast programs face time constraints without on-demand functionality. Although internet technology could help overcome these limitations, some programs cannot be watched live or replayed online due to restrictions. The relatively weak integration between radio and television media and the internet requires continuous media convergence to meet development demands.

3.3 Lack of Professional Talent for Radio and Television Media Convergence

Media convergence requires staff to thoroughly master the requirements and characteristics of radio and television work, skillfully applying convergence methods and techniques in daily operations to improve development conditions. However, broadcasting practitioners often lack proficiency in convergence methods and techniques, demonstrating low work enthusiasm that fails to meet contemporary development needs and hinders media convergence efforts. Moreover, traditional radio and television media lack training programs for convergence talent, focusing only on current development situations. This causes numerous problems during convergence and disadvantages in fierce competition.

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

Source: ChinaXiv — Machine translation. Verify with original.