

Postprint: Comparative Analysis of Television Media and Online Media

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Abstract

With the advent of the information age, continuous technological development, the emergence of various social software applications, and the widespread popularization of electronic products, online media has also achieved qualitative development. The fast-consuming culture brought by this information age has also exerted certain impacts on traditional television media, diverting its audience. However, due to numerous differences between the two, their respective development directions are not identical. To promote the healthy development of the media industry, this paper, based on relevant literature, conducts a comparative analysis of television media and online media, discussing the differences between them.

Full Text

Preamble

With the advent of the information age, continuous technological development, the emergence of various social software platforms, and the popularization of electronic products have led to qualitative advancements in online media. This culture of rapid consumption brought by the information era has also impacted traditional television media, diverting its audience share. However, due to numerous differences between the two, their development trajectories diverge significantly. To promote the healthy development of the media industry, this paper conducts a comparative analysis of television media and online media based on relevant literature to examine their differences.

Keywords: Television media; Online media; Media technology

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2.1.2 Differences in Visual Experience

Television media primarily relies on satellites for signal reception, enabling it to present live scenes to audiences through clear and smooth visuals. For instance, during large-scale galas or sports competitions, television can provide viewers with exceptional experiential and immersive feelings of the event. Consequently, television media offers greater visual intuitiveness and stronger emotional impact. In contrast, when online media attempts to broadcast live performances or competitions, it must rely on television media signals for network transmission, inevitably causing information delays. Additionally, due to network-related issues, video playback may also be choppy. Therefore, in terms of visual experience, online media's effectiveness remains inferior to that of television media.

1. Overview of Television Media and Online Media

Television media utilizes television as its dissemination carrier and serves as both a medium and platform for information dissemination. As a category of media, it constitutes an indispensable part of modern social life, encompassing televisions, video recorders, DVD players, and cameras. Online media differs fundamentally from traditional audio-visual equipment in its operational approach, relying on equipment and technologies provided by IT developers to store, transmit, and process audio-visual signals. The popular traditional SDI (Serial Digital Interface) transmission method inherently lacks network interactivity and requires substantial effort to create partial network functions similar to those provided by Ethernet and IP (Internet Protocol). Thus, network media technology has emerged in the current video industry.

2. Analysis of Current Differences Between Television and Online Media in China

2.1 Comparative Differences in Communication Mechanisms

2.1.1 Differences in Interactivity Television media follows a replicative news release process, from material review to publication, maintaining a relatively fixed pattern. Moreover, television news dissemination is generally unidirectional, precluding direct audience interaction, resulting in poor interactivity. However, against the backdrop of continuous technological development, online media enables direct connection with audiences, allowing news recipients to evaluate content directly and even transform into news disseminators themselves. This substantially enhances communication interactivity—a capability television media cannot achieve.

2.1.3 Differences in Authenticity Driven by differing communication mechanisms and subjects, television media's authenticity far surpasses that of online media. Surveying the current online media landscape, inadequate regulation coupled with the virtual nature of networks creates significant risks in news dissemination, compromising authenticity. Furthermore, online media frequently manufactures sensationalism and engages in malicious propaganda to attract public attention. The proliferation of pan-media, public platforms, and social software has improved information dissemination efficiency while severely diminishing information authenticity. Conversely, television media maintains strict news gathering, editing, and review teams with more rigorous professional standards, yielding high authenticity and authority that online media cannot match.

2.1.4 Differences in Timeliness Influenced by communication mechanisms, platforms, and methods, online media demonstrates stronger timeliness in news delivery. First, online media, relying on the internet, enables rapid searching of news hotspots, material compilation, and publication with fewer intermediate steps, unrestricted by space, region, or time, thereby achieving higher dissemination efficiency and timeliness. Second, online media offers greater flexibility than television media, allowing users to independently search for news hotspots and access archived news through network platforms and mobile terminals—capabilities television media cannot provide. Television news broadcasts follow fixed schedules, a rigid model that significantly impacts dissemination efficiency and timeliness. Consequently, online media proves superior in both flexibility and timeliness.

2.2 Differences in Information Feedback

Under conditions of media technology development, differences in interactivity and timeliness also affect information feedback efficiency between the two media forms. The social software and public platforms utilized by online media are generally open, enabling users to express themselves freely. This effective communication mechanism ensures robust information feedback, allowing audiences to articulate their feelings directly while journalists can gather user perspectives, solicit reader opinions, and engage in direct contact with readers. Television media, however, cannot achieve this level of interaction. Its communication channels limit audience interaction to email, telephone, and text messages, resulting in sluggish feedback mechanisms. These traditional feedback approaches suffer from low efficiency, and most citizens lack the extra energy to provide feedback, leading to insufficient interaction and inherent deficiencies in information feedback for traditional television media.

2.3 Differences in Audience Demographics

Since online media requires users to possess basic computer operation or typing skills, its user base skews younger. Television media, as the traditional primary

mass medium, faces no such limitations, appealing to all age groups. Moreover, the vast majority of middle-aged and elderly populations still regard television media as their primary information channel.

3. Reform and Development Directions for Television and Online Media

3.1 Television Media

Innovation serves as a crucial means for advancing media technology and represents an important approach in television media reform and development. In recent years, China has invested substantial efforts in television news innovation, with many long-running programs courageously attempting to break free from fixed thinking patterns and undergo reformative innovation under the tide of the new era. Program innovation ultimately stems from innovative thinking among television journalists—broadening perspectives to uncover blind spots in news coverage, capturing touching details, and employing subtle ingenuity to make programs vivid and refreshing. This approach neither violates broadcasting industry principles nor is bound by convention, disseminating news in novel ways that attract audiences and foster a positive social atmosphere, thereby promoting the healthy development of the radio and television industry.

Additionally, television media leverages its inherent advantages by effectively integrating internet technology, such as internet television, to provide abundant video content while offering personalized two-way services. Viewers can select programs according to their preferences and enjoy replay and storage functions similar to online video. Television media can also integrate information resources through internet technology, enabling program scheduling and production to meet contemporary trends while allowing production teams to gain deeper insights when interviewing events or expressing viewpoints through extensive reading of online information.

3.2 Online Media

The promotion and application of networks have elevated media technology levels. Although online media represents a popular medium that can search for numerous television programs—even international ones—beyond television media's current capabilities, it still lacks robust regulatory measures, allowing some video content to potentially affect the physical and mental health of adolescents. Therefore, online media should emulate television media by strengthening regulatory oversight to build a civilized, credible network that provides constructive content for the public. Furthermore, online media must enhance its technical capabilities, as only by prioritizing technological innovation can it deliver better experiences and strengthen its market competitiveness.

In summary, the advancement of media technology in China has brought greater convenience through television and online media. Analysis of their differences

reveals variations in dissemination timeliness, visual intuitiveness, interactivity, and authenticity, as well as in information feedback and audience demographics. To promote sustainable development in the media industry, both forms should emphasize technology's role, learn from each other's strengths, compensate for weaknesses, and pursue integrated development to foster mutual growth.

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