

The Application of New Media in Radio and Television News Communication (Postprint)

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Abstract

With the proliferation of media types and quantities, contemporary media ecology has diverged considerably from the previously unitary media environment. The emergence of new media and the amplification of its influence have profoundly impacted the development of traditional media, significantly reshaping program production paradigms, audience consumption patterns, and media operational strategies. This study examines the current survival status of television stations in the new media era, analyzes their fundamental distinctions from new media, and proposes targeted strategies for broadcast television news dissemination to facilitate renewed developmental opportunities for television media.

Full Text

Application of New Media in Broadcast Television News Communication

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Abstract: With the proliferation of media types and quantities, today's media ecology has fundamentally diverged from the previously monolithic media environment. The intervention and expanding influence of new media have profoundly impacted traditional media, significantly reshaping program production models, audience habits, and media management practices. This paper examines the survival status of television stations in the new media era, analyzes key differences between traditional and new media, and finally proposes coping strategies for broadcast news communication to help television media gain new development opportunities.

Keywords: new media; broadcast television news; application strategies

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In the new media era, the media landscape has undergone earth-shaking transformations. Traditional media's influence has gradually waned, and its position in the media lineup has become increasingly marginalized. At a time when online new media and social media hold discursive power, we must re-examine and recognize the status, role, and influence of traditional media. Starting from the current situation, we must formulate correct strategies suitable for traditional media development—ultimately, this means skillfully employing new media technologies, methods, and concepts in the information dissemination process of traditional media to enhance their influence.

1.1 Definition of New Media

Regarding the concept of “new media,” Professor Xiong Chengyu of Tsinghua University's School of Journalism and Communication defines it as “media forms that have emerged and exert influence based on computer information processing technology.” The renowned American magazine *Wired* considers new media to be communication from everyone to everyone. Meanwhile, some experts and scholars maintain that new media is interactive digital composite media. Upon reflection and analysis, these definitions all exhibit certain one-sidedness—some are too broad and grandiose, while others fail to thoroughly comprehend and explain what is truly “new” about new media.

In summary, new media refers to media capable of receiving and disseminating news information in real time. Built upon highly advanced media technology, it has transformed news production models and the relationship between senders and receivers in the traditional media environment, greatly enhancing news timeliness. The broadest possible audience can now participate in the information dissemination process, giving rise to “citizen journalists.” Audience feedback and interaction have gained a significant place in new media news communication, and media research has increasingly focused on the role and status of audiences, viewing them as an important driving force for new media development. Additionally, new media development demonstrates characteristics such as low operating costs, wide audience reach, and strong penetration power, making it an important force in today's media ecology.

1.2 Characteristics of New Media

The characteristics of new media are first embodied in the “new” itself—encompassing new forms, content innovation, and the transformative effect on the entire media environment since its inception. A series of related changes are included within the extension of new media. To understand the meaning of new media and its primary functions, we must begin by examining its characteristics.

1.2.1 Equality of Audience Participation

New media has low entry barriers; as long as certain conditions are met, anyone can become a user, information disseminator, and receiver. Driven by new media platforms, the boundary between senders and receivers in information dissemination activities gradually disappears. In an anonymous virtual world, everyone is an equal participant. Without infringing on copyright, all have equal rights to use information and can express opinions, exchange views, reach consensus, and promote cooperation through new media platforms. Under this context, the transformation of the audience's role is particularly evident, better satisfying people's right to know and the breadth of information dissemination—a notable feature of the information society. As the information society's development accelerates, new media's function of equal information dissemination will be further amplified.

1.2.2 Enhanced Audience Autonomy and Selectivity

Broadly speaking, QQ, forums, blogs, web pages, WeChat, and similar platforms all belong to new media. These media encompass numerous audiences, particularly youth groups who have become the primary information consumers. They are active daily on these new media platforms, selecting the media tools they need to obtain information about daily necessities. The existence of various apps has fully informatized their lives. Taking tourism information dissemination as an example, audiences can access information through multiple channels: portals, tourism apps, news clients, mobile messages, etc. Compared with the past, new media channels providing specialized information in certain fields are more diverse, greatly enhancing people's autonomous selectivity while increasing their satisfaction with using new media and improving user experience.

1.2.3 Driving the Diversification of Value Concepts

New media depends on network and information technology, with a highly developed information environment serving as its breeding ground. Under new media's influence, ideologies and value systems entirely different from those in the traditional media environment have emerged. People's concepts have become more open with internet development, moving toward inclusiveness and integration of Chinese and Western elements. In terms of daily language usage, new words formed by the intersection of English and Chinese, internet slang, and professional terms frequently appear and are highly popular among young people. In an open media environment with diversified information content, how audiences can maintain clear cognitive direction has become an urgent problem to solve. Therefore, it is crucial to highlight mainstream value concepts within diverse information, promote the establishment of a socialist core value system, and thereby enhance public cohesion.

2. Differences Between Traditional and New Media

Traditional and new media emerged under different social and historical backgrounds and represent two distinct types of communication media. From a macro perspective, they reflect the difference between two communication eras. Apart from some shared attributes as communication media, their differences mainly manifest in the following aspects:

2.1 Different Communication Models

New media and traditional media have many differences in delivering news information, with the most obvious being their interaction with audiences. Traditional media has poor interactivity, determined by its one-way communication nature. Traditional media adopts a point-to-face communication model—easy for top-down information dissemination but difficult for bottom-up feedback. In the new media era, this situation has greatly improved, ushering in an era where everyone can be a communicator and everyone can participate in the information dissemination process. The relationship between senders and receivers has undergone important transformation, even overlapping—receivers can also be senders—stemming from advanced new media technology that has changed communication models.

2.2 Differences in Communication Timeliness

Traditional media exhibits timeliness lags in information dissemination, with a certain time gap typically occurring between news events and widespread public awareness. In contrast, new media has dramatically improved dissemination effectiveness. With improved communication technology, “second-level dissemination” has become increasingly possible—a notable aspect where new media differs from traditional media. This has also led to declining influence of traditional media, particularly in reporting breaking news, where broadcast media’s reporting speed lags behind new media. Audience attention has shifted from television and radio news to online platforms.

2.3 Differences in Communication Content

Limited by newspaper space and broadcast time slots, the content disseminated by the four major traditional media often cannot be comprehensive and detailed. They must select information based on the five major news value criteria, choosing only the most significant information for public dissemination from numerous options. On new media platforms that depend on the internet, almost all information can be disseminated immediately. Information is rich in variety, large in capacity, and detailed, better satisfying audiences’ right to know while simultaneously increasing the entertainment value derived from receiving information.

3. Application of New Media in Television and Radio News Communication

Although new media's emergence has challenged the status of radio and television stations, it will not replace them in the long run. For radio and television stations, the operation of news programs and production of news products must leverage new media's unique functions, maximize strengths while minimizing weaknesses, utilize traditional media's authority, and continue to do excellent news reporting work.

3.1 Leveraging New Media's Communication Advantages

In the era of flourishing new media, radio and television media should innovate communication methods and employ new media's 擅长的 multimedia expression techniques to enhance news reporting influence. A major characteristic of new media is its strong ability to integrate information expression methods, combining features of traditional media like newspapers, radio, and television while further integrating text, images, sound, video, and other information into a more vivid and intuitive information source. This makes news itself more infectious, attractive, and radiating. Additionally, radio and television media should fully utilize new media's interactivity, increase multi-directional interaction, and actively respond to audience feedback. While using new forms to disseminate socialist core values, they must abandon rigid and dull formats of the past. They cannot simply preach but must respect news laws, keep pace with the times, and continuously innovate, allowing core values to enter people's hearts through rich, colorful, authentic, and credible news reporting during the information reception process.

3.2 Learning from New Media's Thinking Advantages

On the path of integration between old and new media, we must continuously explore the integration of communication content. The general principle is to increase lively, readable content that enhances the closeness between news information and socialist core values. We should fully utilize vivid, lively, colloquial language—even internet language—that is widely accepted by audiences to enhance language's infectiousness and truly “activate” the dissemination of socialist core values. We can also guide and motivate audiences through typical demonstration effects, selecting fresh, lively, and vivid examples from the grassroots and daily life to help audiences feel the universal presence of socialist core values and eliminate their impression of the socialist core value system as theoretically empty and abstract. This is what radio and television media need to intensify learning and referencing, focusing on learning new media's thinking advantages to do well in news reporting under the new media environment and increase the broad permeability of news information.

3.3 Focusing on Interaction with Audiences

A notable change in the media ecology is the elevated status of audiences, with media paying more attention to communication, interaction, and feedback with

audiences. Authoritative media including CCTV have added “WeChat Shake” activities in programs to attract viewers to watch content promptly. It can be said that strong interactivity is a characteristic of new media that radio and television media can learn from. By enhancing audience interaction in programs, increasing feedback channels, and widely adopting audience opinions, media can help audiences find a sense of participation and presence—an important way to increase media affinity. In the future, audience value in the news communication field will only increase. Given the irreversibility of this trend, radio and television media should attach great importance to strengthening audience information feedback and interaction, reflecting the new relationship between senders and receivers in the new media era and laying a good audience foundation for current news reporting.

As communication carriers that have grown up in different social and historical contexts, the characteristics of traditional and new media have, on the one hand, established their unique positions in the history of news information dissemination. On the other hand, their inherent defects have also negatively impacted dissemination effects and processes. Therefore, based on comprehensive analysis of these characteristics, promoting the integration of traditional and new media has become particularly urgent and important. In this regard, traditional media including some mainstream media have already taken action, and this trend will continue for some time to come.

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