

Analysis of Innovation in News Editing and Planning at Radio Stations in the New Media Era: Postprint

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Abstract

With the rapid and continuous development of the Internet today, various new media emerge incessantly, enabling people to access information through diverse channels. The advent of new media has exerted a tremendous impact on the traditional media industry; however, opportunities and challenges coexist. Therefore, to confront such enormous challenges, radio broadcast news editors must continuously innovate, enhance the core competitiveness of traditional media, and simultaneously meet the public's growing demand for information acquisition. Only through these measures can the traditional media industry better adapt to the macro-environment of the new media era.

Full Text

Innovation Analysis of Radio Station News Editing and Planning in the New Media Era

Abstract: With the rapid development of the Internet, new media platforms continue to emerge, offering people diverse ways to access information. The rise of new media has profoundly impacted traditional media industries, yet opportunities and challenges coexist. To confront these substantial challenges, radio station news editors must continuously innovate to enhance the core competitiveness of traditional media while satisfying the public's growing demand for information. Only through such efforts can the traditional media industry better adapt to the broader environment of the new media era.

Keywords: new media era; radio stations; news editing; innovation

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2.1 Improving Innovation Awareness

The rise of new media has inflicted tremendous impact on traditional radio broadcasting. To survive and thrive amidst this upheaval, innovation is imperative. Currently, innovation awareness within the traditional media industry remains relatively weak. To align with the new media era, traditional media must strengthen their innovative consciousness to avoid being displaced by the emerging new media landscape. Although radio news media no longer constitute the mainstream in the new media era, their long-standing development has secured them a significant position in the media industry and established a unique news editing and planning system. However, as times evolve, this fixed model has become detrimental to radio development, constraining innovation in news editing and planning. Under the influence of this traditional system, staff have developed rigid thinking patterns, their enthusiasm for innovation and reform has waned, and a complacent mindset has emerged. This ultimately fosters an environment where traditional media remains content with the status quo, sticks to conventions, and shows little willingness to innovate in news editing and planning, naturally leading to a downward trajectory and gradual obsolescence. Since content represents the core competitiveness of news, innovation in news editing and planning is essential to rekindle audience interest in traditional media and highlight its undeniable advantages and distinctive features. Any program must innovate in its editing and planning to gain popularity and following. News editors play a crucial role in the future development of radio stations, and innovation in news editing and planning is paramount in this competitive landscape.

1. Direction of Innovation for Radio Station News Editing and Planning in the New Media Era

The primary task of radio station news editing and planning involves the strategic arrangement of news content and program broadcasting, aiming to ensure that the broadcast material is acceptable to the audience while meeting their information needs. However, with the rise of new media, people now have more channels for obtaining information, gradually shifting their attention to online platforms and other media channels, consequently reducing their focus on radio news. Therefore, radio stations must innovate their news editing and planning to keep pace with the times and produce content that better aligns with current audience demands. This involves making news content more concise and vivid for easier comprehension and acceptance. Radio news broadcasting faces significant limitations in its dissemination methods. Innovation requires not only

editorial restructuring of news content but also careful study of media market patterns to understand public information needs, followed by more sophisticated arrangement and innovation of this content. Naturally, beyond adhering to innovation principles, radio stations must center on listeners' actual needs to produce various news contents they require, thereby broadening the reach of news and satisfying diverse needs among different listeners. Only by following these innovation directions can news editing and planning be effectively optimized and reformed, ultimately enhancing the comprehensive competitiveness of radio stations.

2.2 Strengthening Positive Interaction with Listeners

As new media continues to rise and people's material and cultural living standards improve, demands for quality spiritual life services have increased, with audiences expecting higher-quality information acquisition. Different listeners have varying requirements, necessitating that news editors strengthen connections with their audience by listening more, observing more, and experiencing more. Program editing and planning should center on audience ideas and demands, creating programs that cater to popular tastes by obtaining genuine feedback from listeners. Only in this way can programs attract more attention and fulfill the true core foundation of innovation. Additionally, most current radio news programs employ one-way communication, where hosts narrate and listeners passively receive content. This monotonous format lacks 趣味性 and struggles to mobilize audience enthusiasm. Enhancing interaction with listeners through engaging segments—such as news quizzes or interactive discussions about news perspectives—can boost audience participation. As China's communication technology continues to advance, information exchange tools have become increasingly diverse; letters and telephone calls no longer meet modern communication needs. Nearly every audience member now has a WeChat or Weibo account, which radio stations can utilize to obtain listener feedback and engage in interactive exchanges. For instance, radio stations can establish their own WeChat public accounts, posting daily news updates to give listeners previews of upcoming broadcasts. Audiences can also leave comments on these platforms to express their views, confusions, or questions. Furthermore, listeners can share news from their surroundings or information they have already learned, strengthening the connection between the radio station and its audience while ensuring broad news acquisition channels and diverse news categories, making news more relevant to everyday life and ordinary citizens.

2.3 Enhancing Content Breadth and Strengthening Cooperation with New Media

In contemporary life, people may encounter radio broadcasts while commuting to work or school, or even during exercise. Moreover, radio listeners span various age groups—including the elderly, working professionals, and students. Therefore, to attract audiences of different ages and backgrounds, news content

must be enriched with greater 趣味性 and durability. Enhancing the breadth and richness of news content requires leveraging the advantages of new media. Cooperation between traditional media and new media can yield more news content and 借鉴 novel news editing and planning formats. Utilizing multiple information channels to gather information and collect diversified editing and planning solutions can attract more listeners. Furthermore, attention must be paid to the hierarchical nature of news content to satisfy the needs of different age groups. As science and technology advance and new media continues to rise, people have shifted from obtaining information through traditional media to acquiring it from Internet-based new media, which offers richer, more interesting, and more selective content. Consequently, traditional radio news media can access larger volumes of rich news resources from more channels through cooperation with new media, enabling users to obtain news information more promptly and conveniently. Radio stations can collaborate with new media to jointly launch an APP, ensuring that news content on the radio matches that on the APP with synchronized push times while guaranteeing information authenticity and reliability. Users can also express their views on news and opinions about the radio station on the APP, allowing radio stations to obtain user feedback more conveniently and rapidly, which greatly contributes to further strengthening the development of broadcast media.

2.4 Understanding Self-Positioning and Implementing Precise Planning

Innovation in news editing and planning forms the foundation for the future development of radio stations. Gradually improving staff cultural quality and innovation awareness while creating an environment rich in innovative atmosphere can make innovation a commonplace matter in radio station news editing and planning. Simultaneously, amidst the tremendous impact of new media, radio must build sufficient confidence, with programs progressively upgrading and matching according to listener needs. Radio stations should also recognize the advantages of new media, intensify cooperation with new media, leverage new media strengths to broaden news dissemination and acquisition channels, and achieve greater development. It is believed that through the joint exploration and efforts of radio media professionals, news editing and planning innovation can obtain improved implementation strategies and innovative solutions.

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

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