

On the Innovative Development of Radio and Television Media in the Converged Media Era: Postprint

Authors: Liu Xiaosong

Date: 2023-10-08T00:00:00+00:00

Abstract

As China's media technology continues to develop, the nation has ushered in the era of media convergence. In China, media technology is advancing at a rapid pace, with various radio and television media enterprises constantly emerging. Within the highly competitive media landscape, radio and television media must align with current media development trends and innovate their development models to stand out. This paper analyzes and explores the innovative development of radio and television media against the backdrop of the media convergence era.

Full Text

On the Innovative Development of Radio and Television Media in the Era of Media Convergence

Abstract: With the continuous advancement of media technology in China, we have entered an era of media convergence. As media technologies rapidly evolve, numerous radio and television enterprises have emerged. In today's highly competitive media landscape, radio and television media must innovate their development models to align with current trends and stand out. This paper analyzes and explores the innovative development pathways for radio and television media within the context of media convergence.

Keywords: media convergence; radio and television media; innovative development

The advent of the media convergence era has profoundly impacted China's traditional media landscape, transforming conventional communication patterns. Media is no longer the sole channel for information dissemination, as audiences

can now search for needed information through internet platforms. This shift presents significant challenges for radio and television media professionals, making the question of how to ensure long-term, stable development under these new conditions a primary concern for the industry.

1. Visual Communication Artistry in Radio and Television

China's radio and television media technology has evolved from traditional static aesthetics to dynamic visual experiences. In the past, news broadcasts featured static hosts, lighting, and backgrounds. With technological advancement, content now exhibits greater depth and dimensionality. For instance, Anhui TV's morning news program utilizes touchscreen technology to present news stories through sliding visual transitions, enhancing audience engagement. Programs have also shifted from single-host formats to incorporating guest participants, adding freshness through live remote connections and online interactions.

The documentary series *A Bite of China* exemplifies this artistic transformation. Moving beyond studio-bound reporting, the production travels to locations where culinary traditions thrive, using montage editing techniques to transport viewers across different regions and cuisines. From Jilin to Dali in Yunnan, from Shantou in Guangdong to Xianyang in Shaanxi, the series covers every province, creating a visual narrative that immerses audiences in the experience. Through post-production editing, the work achieves artistic excellence in visual communication, showcasing how media convergence enables innovative development in radio and television.

2. Multi-dimensional Content in Television Media

Chinese news programs have undergone substantial transformation. The once austere *Xinwen Lianbo* (News Broadcast) has adopted a more relaxed tone while maintaining its commitment to core values. It now tracks social hotspots in a timely manner and genuinely connects with public life. News content has become multi-dimensional, analyzing events from various perspectives and humanistic viewpoints that resonate with daily experiences. This multi-dimensional approach benefits the advancement of China's radio and television media.

The Spring Festival Gala illustrates this evolution comprehensively. The modern Gala integrates various media technologies, incorporating live streaming and interactive audience commentary, while employing a multi-venue performance format that breaks from tradition. These changes reflect the impact of media convergence and demonstrate innovative development in broadcasting.

3. Continuous Integration of Diverse Media

The media convergence era has ushered in a new epoch for broadcasting. In future developments, QR codes will enable sharing of textual and video information, allowing mobile access to content. Following initial news releases, in-depth reports soon appear on internet platforms. Major Chinese news media

outlets now operate their own client applications and WeChat public accounts, enabling real-time viewing or replay on mobile devices and computers. This represents the ongoing fusion of various media forms.

QR codes have revolutionized traditional information transmission, which previously relied primarily on newspapers, journals, radio, and television. In morning news programs, hosts now use touchscreen technology to extract and briefly comment on news stories. Hosting styles have also evolved, incorporating pleasant expressions to boost ratings. This continuous media integration transforms traditional communication methods, facilitates practical application of new media technologies, and promotes reform and innovation in radio and television broadcasting.

4. Information Exchange Across Media Platforms

Media convergence has created an environment of mutual information exchange and sharing. Contemporary radio and television media enhance interaction between hosts and guests through camera work and visual communication effects, delivering information while achieving seamless integration. Hebei TV's *Home Economics Queen* exemplifies this approach, breaking from traditional media formats by combining radio and television with new media to optimize resource utilization and maximize the strengths of each medium.

The integration of new media technologies has propelled radio and television media to new heights. The emergence of media convergence has impacted traditional media, accelerating information exchange and transforming audience needs from passive newspaper and television consumption to active information filtering via internet platforms. By facilitating information exchange online and incorporating new media technologies, broadcasters can better assist audiences in comprehending news content. Rational utilization of diverse media resources and leveraging their respective advantages drives innovation in broadcasting methods and promotes industry development.

5. Innovative Program Formats

New media technologies have fundamentally transformed traditional program formats. Programs now receive fresh packaging through new media integration, with redesigned studio environments creating substantial changes in presentation. CCTV-7's *Defense New Observation* exemplifies this innovation, employing virtual-actual combined studio settings to recreate event scenarios. By integrating on-site video materials, the program evaluates new weapons systems, with hosts and guests analyzing and comparing virtual weapon projections.

Similarly, CCTV's *Sa Beining Time* uses new media technology to transport viewers to virtual crime scenes, reconstructing incidents and combining them with physical props to create an immersive investigative environment. The host transitions between virtual and real identities, searching for clues in the virtual scene and bringing them into reality, making audiences feel present at the crime

scene. The narrative adopts a storytelling approach with stronger suspense, presenting cases as stories with clear beginnings, development, climaxes, and resolutions. Multiple suspense points are established to provoke thought, gradually delving deeper into the narrative with the host's evolving deductions and revisions, making the program feel like reading a detective novel with tightly woven plot development. The presentation incorporates more humanistic perspectives, revealing the human elements beyond legal aspects. While traditional law programs merely connected event sequences to discuss law and reason, this program places the host at the virtual crime scene as a field reporter tracking cases, combining physical props to analyze and deduce clues like a detective, unveiling mysteries and revealing truth layer by layer for the audience.

6. Integration of New Media Technologies

With the arrival of the media convergence era, various media forms have undergone transformation. In China's radio and television development, new media technology integration has changed traditional broadcasting methods. Previously reliant solely on radio and television for information dissemination, the industry now combines internet and new media technologies. Programs release news and updates through official Weibo and WeChat accounts, allowing audiences to select programs and tune in before broadcast. This new media integration elevates radio and television media to new heights, promoting development in the converged media era.

As new media technologies become integrated, China's radio and television industry should build new media platforms that aggregate public opinions on news through internet technology, enabling two-way interaction between audiences and hosts. This innovation in information reception methods fully applies new media technologies in broadcasting, ensuring accurate information delivery through efficient processing and endowing broadcast platforms with new media characteristics.

In the media convergence era, diverse media forms are merging and progressing together. China's traditional media have been impacted, compelling newspapers, journals, and television to implement substantial reforms by incorporating new media technologies such as QR codes and journal public accounts. Radio and television media have achieved substantial development, transforming from static news delivery to dynamic formats that provide in-depth commentary through new media technologies. This innovative development integrates new media technologies, merges various media forms, and ensures each medium's advantages are leveraged, injecting new technological vitality into China's radio and television media industry.

Through continuous exploration and practice in combining with new media technologies, and by summarizing experiences, the radio and television media industry will undoubtedly gain more opportunities and broader space for innovative development.

References: [1] Fan Fang. Cultivating Innovative Consciousness in Radio News Editing in the Era of Media Convergence[J]. New Media Research, 2016(13). [2] Meng Jiahui. Innovation and Improvement of Radio and Television Directors in the New Media Era[J]. News Research Guide, 2015(15). [3] Song Yi. Content Reform of Television Media Under the Trend of Media Convergence[J]. China Radio & TV Academic Journal, 2011(11).

Author: Liu Xiaosong

Affiliation: Liaoning Advertising Vocational College

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

Source: ChinaXiv — Machine translation. Verify with original.