

Postprint: Integration Strategies for Press, Publishing, Radio and Television Industries in the Converged Media Era

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Abstract

In the era of media convergence, news is disseminated through multiple channels, and the influence of traditional news publishing and radio-television broadcasting has declined. Against this backdrop, this paper investigates the primary modes, existing problems, and development strategies concerning the convergence of news publishing and radio-television broadcasting, analyzes the advantages and deficiencies of their integrated development, proposes recommendations targeting identified issues, and aims to facilitate the deep convergence and innovative development of news publishing and radio-television broadcasting.

Full Text

Preamble

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Strategies for the Integration of News Publishing and Radio-Television Industries in the Converged Media Era

Abstract: In the era of media convergence, news dissemination occurs through multiple channels, and the influence of traditional news publishing and radio-television has declined. Against this backdrop, this paper examines the primary methods, existing problems, and development strategies for the integration of news publishing and radio-television, analyzing the advantages and disadvantages of their integrated development and offering recommendations to address identified issues, thereby promoting deep integration and innovative development of news publishing and radio-television.

Keywords: News publishing, Radio and television, Integrated development, Converged media

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1.1 Demands of the Converged Media Era

The cultural industry has entered the era of converged media, where information technology development has driven an integrated trend among various communication media in news and information dissemination. Strategic, operational, and cultural alliances are forming among printed, audio, video, and interactive digital media organizations. The converged media era emphasizes interactive combinations of different communication media, highlighting both the diversity of communication methods and the comprehensiveness of dissemination channels. Moreover, converged media is more closely related to economic development patterns and collective social consciousness, characterized by its adaptation to meet the demands of the times and to modify communication methods according to audiences' optimal reception preferences.

1.2 Choices Under Multimedia Competition

The integration of news publishing and radio-television industries serves not only to meet the demands of platform convergence but also responds to practical factors in industry development. Against the internet backdrop, the information dissemination functions of news publishing and radio-television have been weakened, while their traditional separation has hindered efficiency maximization in resource integration and information dissemination. Their respective audience markets remain relatively independent, and audience dissatisfaction has gradually increased. Facing competition from the internet, both news publishing and radio-television have entered a difficult development period, each seeking its own path forward. Undoubtedly, integrating these industries through centralized resource allocation that leverages the advantages of different sectors and fully utilizes their market and customer resources to maximize efficiency represents an inevitable choice for traditional media challenged by new media.

2.1 Current State of Integration

The integration of news publishing and radio-television primarily encompasses three dimensions: platform convergence, information convergence, and the merging of audience markets and influence.

Platform convergence constitutes the main approach to integration. While news publishing has traditionally relied on newspapers as its primary platform and radio-television on broadcasting and television, integration first addresses their

separate information dissemination by establishing unified information platforms through platform integration.

Information convergence builds upon platform integration. In the converged media era, audiences have developed diversified information interests, demanding not only speed but also authenticity and completeness. Although network convergence satisfies speed requirements, its mass production and fragmented dissemination characteristics compromise authenticity and completeness. Recognizing this problem with online news, integrated news publishing and radio-television focus on providing comprehensive, accurate, rigorous, and authoritative information through multi-level attention, achieving full-process integration from news gathering and editing to reporting.

The merging of audience markets and influence represents another key integration component. Traditional news publishing primarily targeted office workers, radio influenced driver groups, and television reached students, retirees, and unemployed individuals with ample time. Through media convergence, news publishing and radio-television are unified under a single management structure, and the original audiences of each platform become the audience of the integrated management organization. From a holistic perspective, each news platform's audience has expanded. Furthermore, media convergence breaks down the previous pattern of separate marketing and promotion, enabling cross-media promotion that enhances efficiency, saves resources, and expands media influence.

2.2 Existing Problems

The integration of news publishing and radio-television faces three main challenges: homogenization of news reporting, limited news sources, and difficulties in achieving deep integration.

Homogenization of news reporting has emerged as a prominent issue under platform and information sharing. News stories circulate across newspapers, radio, and television with similar content, differing only in reporting methods. Since the audiences of news publishing and radio-television largely overlap, this results in audiences receiving identical information across different platforms, undermining trust in both news publishing and radio-television.

Difficulties in deep integration stem from China's long-standing separate management systems for news publishing and radio-television. Under different management models and development orientations, their production and management modes differ significantly. Current integration remains at the superficial stage of platform and information convergence, with administrative guidance logic still prevalent and work inertia in both institutions difficult to change quickly. Despite organizational integration, news publishing and radio-television remain two separate industries with limited cross-boundary development. How to fully integrate operational models and resource conditions to achieve genuine integrated development remains a major challenge.

3.1 Expanding Integration Intensity to Fully Integrate New Media Resources

The integration thinking between news publishing and radio-television remains limited, focusing on traditional media while lacking connections with new media, which hinders maximizing resource utilization, expanding audience reach, obtaining first-hand resources, and improving news dissemination efficiency. Future development should therefore broaden perspectives, break traditional media limitations, incorporate online news media into the integration process, and truly achieve converged media development.

Integrating new media resources requires first improving the management approach of the State Administration of Press, Publication, Radio, Film and Television to establish a multi-screen integrated development model. In the integration of news publishing and radio-television, both platforms' resources should be utilized while incorporating new media content. For example, *The Beijing News* has, based on its development analysis, integrated newspapers and television platforms with online information portals and established news sections on internet platforms like Tencent and Sohu News. By leveraging its own influence and professionalism, it enhances the value of internet news platforms while using their resources to expand its audience and ensure development aligns with market demands.

To intensify news integration and achieve multi-screen integrated convergence, institutional improvements are also necessary. Because traditional news platforms have been state-regulated due to their social value guidance function, their market-oriented operation models have been limited, affecting deep integration. In future development, the State Administration should adjust policies regarding the integration of news publishing, radio-television, and online platforms, allowing online media to participate in news convergence while ensuring effective news management through detailed regulations on access qualifications, practitioner requirements, and news content publication.

3.2 Deepening News Reporting to Demonstrate Differentiation

Online news suffers from fragmented and one-sided content despite its diverse sources and strong interactivity. In response, integrated news publishing and radio-television can leverage their distinctive features through in-depth reporting to compensate for online reporting deficiencies and attract online news audiences to traditional news platforms. First, through on-site interviews and special topic formats, news content can be reported continuously. While traditional news lacks the “newness” advantage under new media impact, it can ensure more complete and authentic reporting through in-depth coverage based on its news production characteristics. For stories where complete information cannot be obtained quickly, a special topic system can be established to ensure depth and coherence through continuous reporting.

Second, differentiated reporting can be achieved through distinctive news

content. Compared with online news platforms, news publishing and radio-television have accumulated excellent news production experience, abundant journalists and commentators, and extensive cooperative enterprise resources over years of development. News media should fully utilize these resources to create characteristic news content. Content selection can focus on current social hot topics, such as empty nest elderly or left-behind children, using in-depth interviews and series reporting to reveal real social conditions, provoke reflection and concern, and fulfill the educational function of television news. Additionally, traditional news can creatively produce series content to generate new social topics, such as environmental, cultural, or architectural news. In production, documentaries and interviews can showcase unique Chinese social issues and excellent historical cultural content. Finally, differentiation should be reflected in reporting methods—not only differentiating from new media but also from traditional and similar news media. This can involve using influential celebrities, public intellectuals, or online influencers as news reporters to leverage their influence for higher ratings. Production technology innovations like 3D simulation can recreate news scenes, popularize relevant knowledge, and enhance news viewing quality. After broadcast, multiple channels should be used to gather public feedback for continuous improvement.

3.3 Developing Seamless Communication for Future News Dissemination

As technology advances, smartphones become more intelligent, laptops more portable, and tablets daily necessities, while mobile networks enable people to obtain information instantly beyond time and space limitations. In the future, more people will access news through mobile devices like phones, computers, and tablets, commenting on and sharing information. Mass public participation has transformed news dissemination patterns. Based on these characteristics, future news development will enter the “seamless communication” era. We frequently encounter situations where audiences watch television news while using tablets and mobile phones simultaneously, no longer limited to information from a single terminal. News dissemination channels have extended from television to PCs, mobile phones, and various electronic media.

In response to this trend, television news development should focus on creating seamless communication by fully connecting news publishing, radio, television, and online platforms, reselecting and editing traditional news content according to different audiences, and providing it to online media platforms for display across different screens. Additionally, news information can be comprehensively provided through websites, mobile clients, and tablet apps to fully satisfy audience content needs. In this process, news publishing and radio-television should serve as leaders and primary participants in seamless communication, promoting its development by integrating network and other resources to guide the news industry’s evolution.

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

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