

## Postprint: Practice and Reflection on the Transformation of Operational Modes for Radio and Television Programs in the New Media Environment

**Authors:** Wang Zhongming

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

### Abstract

In the Internet era, media platforms are developing with increasing diversification. County-level radio and television media have been significantly impacted due to institutional mechanisms, geographical constraints, and other factors. This article briefly explores how to transform the development mode of radio and television news in the new media environment, achieving sustainable development through positive interaction with new media.

### Full Text

## Transforming Operational Models of Radio and Television Programs in the New Media Environment: Practice and Reflections

**Abstract:** In the Internet era, media platforms are becoming increasingly diversified. County-level radio and television media have been significantly impacted due to their institutional mechanisms, geographical constraints, and other factors. This article briefly explores how to transform the development model of radio and television news in the new media environment, aiming to achieve sustainable development through positive interaction with new media.

**Keywords:** new media; radio and television programs; transformation; operational models

**Classification Code:** G220

**Document Code:** A

**Article ID:** 1671-0134(2018)02-092-02

**DOI:** 10.19483/j.cnki.11-4653/n.2018.02.036

By Wang Zhongming

Advances in technology have driven the continuous development of network technology in China, and along with this development, the environment in which news media operate is constantly changing. Over the past decade, new media forms with distinct era characteristics—such as blogs, Weibo, QQ, WeChat, and live streaming platforms—have gradually attracted audiences that once belonged to radio and television through their rapid and convenient dissemination methods. County-level television stations constitute an important component of China’s radio and television industry, serving as the mouthpiece of the Party and government and as the vanguard of local news and public opinion. New media presents us with both challenges and opportunities, and in this environment, we must not hesitate, retreat, or remain inactive.

## 1. Overview of the New Media Environment

New media represents a novel form of media that has emerged in the Internet age, primarily encompassing the Internet, mobile phones, and digital television, which differ in certain respects from traditional media such as newspapers, television, and radio []. In terms of communication methods, new media primarily relies on Internet technology as its technical support, disseminating various types of information to the public through mobile phones, computers, and televisions, with communication forms that differ from traditional newspapers and television. By comparing the characteristics of traditional and new media, it is evident that new media holds significant advantages in the current era, capable of providing more comprehensive information services to audiences through highly efficient information dissemination speeds. Moreover, its communication channels are relatively broad, including Weibo, WeChat, websites, and others. This “fast-food” style of dissemination has dramatically increased information coverage, appealing not only to younger generations but also to many elderly individuals who have begun accessing information through new media forms.

Practice has also made us keenly aware that radio and television media possess their own distinctive characteristics. Even in an era of rapid new media development, traditional media retains features that cannot be replaced by new media. Therefore, radio and television can precisely leverage these strengths to seek survival and development. Because new media targets a broad audience range, news producers inevitably produce somewhat rough content. In contrast, radio and television news media carefully plan and arrange information before release and program production, achieving higher quality in terms of information accuracy and relevance, with more refined editorial content—areas where new media falls short. Consequently, radio and television can fully utilize this advantage to launch novel and strong programming, establish a perfect image, create superior brands, and win public affection through effective means [].

## 2.1 Building Brands Through New Media

In the new media environment, broadcasting content through media platforms can expand dissemination channels. Fuyang Radio and Television Station recognized early on the crises and opportunities facing traditional media, and in recent years has invested human and financial resources to successively establish the video website “Fuyang Net,” a WeChat platform for Fuyang Television, and a radio WeChat platform, strengthening the integration of traditional and new media. Currently, the Fuyang Television WeChat public account has over 100,000 followers, with daily click-through rates for top WeChat articles generally exceeding 10,000 views. In the past year, multiple WeChat posts pushed by the platform have surpassed 100,000 views, ranking steadily around 50th among county-level television stations nationwide. The large-scale television special program *Traveling Through Fuyang*, through a period of promotion on the WeChat platform, has not only retained loyal television viewers but also attracted numerous young fans. While effectively promoting local culture, industries, and regional characteristics, it has also helped the program become a brand. This development concept of “traditional” media leveraging “modern” media applies the advantages of traditional media to new media while using new media influence to transform traditional media. The two integrate and complement each other, forming new concepts, understandings, and pathways adapted to convergent development.

## 2.2 Enhancing Program Interactivity

Interactivity has a significant impact on the development of radio and television news. Good interaction can promote the development of radio and television in directions more aligned with public psychology. Facing competition from new media, radio and television news programs should no longer develop according to traditional operational models but should instead establish a complete feedback mechanism on top of existing communication mechanisms. In other words, radio and television news programs should launch corresponding interactive platforms while programs are broadcast to receive timely audience feedback. At the conclusion of news programs, hosts can respond to questions and opinions prepared from audience feedback, or provide feedback directly through subtitles at the bottom of the screen based on actual feedback information. Real-time feedback and interaction can strengthen engagement with the audience, enabling radio and television news programs to occupy an increasingly important position among the public and laying a solid audience foundation for the development of radio and television news [].

## 2.3 Emphasizing Timeliness

In the era of gradual new media development, mobile phones and networks provide information at extremely fast speeds, and more people are paying greater attention to the timeliness of programs and information. Consequently, timeli-

ness has become an important factor affecting radio and television development. To make radio and television news more competitive, it must seize on audiences' urgent desire to understand and know the development process of events, employing appropriate means to improve the timeliness of news dissemination. This involves real-time attention to news trends in various fields, accurate grasp of changes in all types of information, and internal structural adjustments to adapt to the speed of information development and change, thereby enabling rapid and efficient news dissemination. In news practice, the station has repeatedly experimented with parallel push models combining radio live broadcasting with WeChat platform live broadcasting. For example, when a house collapse occurred on Xinbei Road in Fuyang on July 27, 2015, the station used radio to timely release traffic dispersion notices while organizing WeChat platform journalists to rush to the scene for reporting. First-hand information from the accident site was promptly delivered to audiences through the combination of traditional and new media, satisfying the public's information hunger while preventing unfounded speculation from outside sources.

## 2.4 Effective Integration with the Internet

The rapid development of new media primarily relies on the effective utilization of Internet platforms, providing services to appropriate user groups through suitable terminals, ultimately enabling effective presentation of massive content and allowing radio and television stations to develop valuable business forms. Therefore, traditional media such as radio and television news should conform to this development trend, actively cooperate with the Internet, and effectively combine radio and television news with the Internet to carry out the dissemination of various radio and television programs []. For example, joint live broadcasts of the Rice Fragrance Festival, Peach Blossom Festival, and Sports Festival by television and WeChat platforms have all delivered vivid event scenes to official WeChat audiences at the fastest speeds, achieving outstanding results. Expanding new development spaces and achieving new breakthroughs through diversified development paths, strengthening content innovation at radio and television stations, and expanding program development and influence are inevitable requirements for radio and television station development in the new media era. In April 2013, Fuyang Radio and Television Station used friend circles to release various anecdotes and social phenomena, launching the television program *Fuyang Micro News* primarily featuring mobile phone footage, adding another distribution platform in friend circles. Since the program's launch, it has attracted countless fans and recruited over 100 "citizen journalists," forming an integrated pattern where traditional and emerging media are mutually inclusive through the "you film, we broadcast" format. Additionally, the Media Service Center has used micro-platforms to broaden business channels amidst "advertising difficulties." *Fuyang Micro News* has become a typical case of innovative publicity in Fuyang's publicity system that year.

In summary, in the new media environment, radio and television news can no

longer remain at its original level but must integrate with the current Internet environment, leveraging its own strengths while borrowing others' power to continuously improve the competitiveness of radio and television news. By enhancing interactivity, timeliness, and Internet integration, radio and television can build brands that conform to era development, thereby laying a solid foundation for sustainable development.

**References:** [] Lang Hui. The Survival and Development of Radio and Television News in the New Media Environment []. Science and Technology Communication, 2016(01): 8-9. [] Ding Wei. The Survival and Development of Radio and Television News in the New Media Environment []. News Research Guide, 2016(19): 137, 140. [] Luan Ruiwei. The Survival and Development of Radio and Television News in the New Media Environment []. News Research Guide, 2016(07): 148.

(Author's Affiliation: Fuyang Radio and Television Station News Center)

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

*Source: ChinaXiv — Machine translation. Verify with original.*