

Exploring the Convergent Development of Traditional Broadcasting and New Media in the New Media Era (Postprint)

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Abstract

This article conducts an in-depth analysis of the disadvantages inherent to traditional broadcasting and the necessity for integrated development between traditional broadcasting and new media in the new media era, including aspects such as profound audience impact, favorable economic benefits of broadcasting, and expedited transmission speeds. It further proposes specific measures for this integration, such as elevating the professional expertise and comprehensive capabilities of editors for theoretical propaganda programs and modernizing broadcasting management philosophies. The objective is to provide referential recommendations for broadcasting professionals to foster a renewed developmental landscape for the broadcasting industry.

Full Text

Preamble

Exploring the Integration and Development of Traditional Broadcasting and New Media in the New Media Era

Abstract: This paper provides an in-depth analysis of the disadvantages of traditional broadcasting and the necessity of integrating traditional broadcasting with new media in the new media era. Such integration profoundly impacts listeners, offers good economic benefits for broadcasting, and enables rapid transmission speeds. The paper proposes measures for this integration, including improving the professional level and comprehensive abilities of theoretical propaganda program editors and updating broadcasting management concepts. It is hoped that these suggestions can provide useful references for broadcasting professionals to promote a new development landscape for broadcasting.

Keywords: New media era; Traditional broadcasting; Integrated development

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With the rapid development of the economy and continuous advancement of science and technology, people's lifestyles have undergone profound changes. Simultaneously, in the context of the new media era, the development of traditional broadcasting has been affected to a certain extent. In this situation, broadcasting faces tremendous opportunities and challenges. Broadcasting professionals should formulate appropriate strategies based on precise analysis of broadcasting's advantages and disadvantages, thereby enabling broadcasting and new media to follow an integrated development trend. Only in this way can broadcasting achieve broader development space.

1. Disadvantages of Traditional Broadcasting

As society continues to develop, various technical approaches have emerged, leading to rapid growth in new media technology. New media technology provides continuous momentum for social development, promotes national economic growth, and ensures stable social development. Under this new media trend, the drawbacks of broadcasting have gradually become apparent, attracting industry attention.

Traditional broadcasting has four main disadvantages:

First, technology is imperfect. During the continuous development of traditional broadcasting, the technology has shown an imperfect state, leading to numerous problems in its application. When using manual control methods for broadcasting, audio quality transmission issues arise due to environmental influences. Moreover, various audio files in traditional broadcasting have not been integrated with the internet, resulting in a singular development model for these files.

Second, when broadcasting plays audio, it can only use a limited number of music pieces as background music, which gradually reduces listener interest. With a scarcity of background music options, it cannot meet factory requirements for background music. In such situations, when problems arise, they are difficult to address promptly [1].

Third, installation procedures are cumbersome. In the operational development of traditional broadcasting, relevant personnel have not conducted timely inspections and maintenance, leading to numerous problems that affect transmission effectiveness. For traditional broadcasting systems, configuration principles are

in a complex state. When broadcasting malfunctions occur, if audio playback has problems, the entire broadcasting operation process is significantly affected.

Fourth, management is in a negative development state. Traditional broadcasting can only play corresponding files and music within a certain area. Therefore, when playing files, traditional broadcasting requires dedicated personnel to monitor it, placing it in an inconvenient development state. This makes it difficult to control traditional broadcasting remotely, resulting in a negative development trend. Additionally, this situation leads to resource waste, further exacerbating the negative development state of traditional broadcasting. Relevant personnel should attach great importance to these shortcomings and combine them with new media to achieve positive development.

2. The Necessity of Integrating Traditional Broadcasting with New Media in the New Media Era

2.1 Deep Impact on Listeners

With rapid economic development and against the backdrop of continuous new media development, the integration of traditional broadcasting with new media represents an inevitable trend. Combining the two can gradually reduce problems in traditional broadcasting development and expand its audience base. Traditional broadcasting still retains certain advantages—people can turn on the radio while driving or studying to listen to corresponding programs, thereby meeting their life needs. Compared with other communication methods, broadcasting transmits through sound, which can relax audiences' minds while enabling them to understand the conveyed information. It can also guide changes in listeners' thinking patterns and ideological concepts, thereby helping people form correct values [2].

Furthermore, when broadcasting programs are aired, the host has a crucial impact on program effectiveness. If the host has a unique hosting style, they can attract listeners and continuously improve the program's ratings. Before hosting a broadcast program, the host must conduct a profound analysis of the program content and employ correct hosting methods to develop their unique style. On this basis, when listeners tune in, they can gain corresponding insights, creating a profound impact on the audience. Moreover, during broadcast program transmission, people from various social strata can listen, enriching their spiritual and cultural lives.

2.2 Good Economic Benefits for Broadcasting

The integration of broadcasting with new media will generate good economic benefits while keeping broadcasting's cost investment relatively low. Additionally, audience channels for receiving information become more accessible. For different income groups, although consumption levels vary, there is a common psychology among listeners: they hope to obtain more broadcasting information

at the lowest price [3].

Traditional broadcasting features low prices and can be used in different scenarios. This characteristic has become a driving force for broadcasting's continuous development, giving it a more positive development prospect. For other media, transmission mediums are limited by geographical conditions, whereas broadcasting transmission methods shorten the time for people to access information, giving broadcasting good development prospects. Therefore, continuous integration between the two under new media development circumstances holds significant value for broadcasting 事业的发展.

2.3 Fast Broadcasting Transmission Speed

In the continuous development of traditional broadcasting, it features relatively fast transmission speed. Integrating new media with traditional broadcasting can promote social development and progress. Therefore, when major events occur in social life, broadcasting can report on these events promptly, enabling people to access information in a timely manner. During event reporting, broadcast journalists can use telephones to continuously interview news event parties based on deep analysis of the specific situation at the news scene. They can then continuously broadcast the event's progress, providing listeners with detailed understanding. Through continuous real-time transmission, listeners can gain a basic understanding of the event's overall operation and development, placing information in a relatively broad dissemination pattern.

4. Measures for Integrating Traditional Broadcasting with New Media in the New Media Era

4.1 Improve Professional Level and Comprehensive Abilities of Theoretical Propaganda Program Editors

Under continuous new media development, to achieve a good integration trend between the two, it is necessary to improve the professional level and comprehensive abilities of theoretical propaganda program editors. For theoretical propaganda programs, hosts must possess high comprehensive qualities. First, they should have strong industry knowledge. Second, they should possess certain news sensitivity and have accurate judgment capabilities regarding the overall operation and development of events, thereby forming correct ideological value concepts and making accurate judgments about future development trends. Additionally, they should have good perceptual abilities and certain selection and judgment capabilities for news events, so that when listeners tune in to these programs, they will have strong interest, thereby gradually improving the program's ratings.

In the context of continuous new media development, to achieve a good integration trend, it is necessary to establish corresponding digital platforms to continuously integrate various resources, thereby presenting a diversified development

model. Under these circumstances, to achieve better integration development, the overall capabilities of hosts and editors must be continuously improved to place information transmission in an efficient development pattern.

4.2 Update Broadcasting Management Concepts

Currently, in the context of continuous new media development, to enable broadcasting and new media to be in a good development model, it is necessary to update broadcasting management concepts. For most broadcasting professionals today, some people have certain misconceptions about management concepts. Therefore, under such circumstances, their ideological concepts should be updated to a certain degree. In the gradual development of broadcasting, hosts and others still use traditional communication management concepts to manage broadcasting and have not integrated new media communication concepts with them to a certain extent, thereby placing broadcasting in a negative development model. Therefore, when utilizing technical means, the two should be combined to bring about corresponding changes in communication concepts.

In summary, in the new media era, to enable traditional broadcasting to be in an integrated development trend, it should be integrated with new media. On this basis, broadcasting competitiveness can be gradually enhanced, thereby continuously improving social and economic benefits.

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

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