

On the Effective Integration of Traditional Broadcast Media and New Media Post-print

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Abstract

Broadcasting media has long constituted a primary channel for information dissemination in human society and represents one of the principal avenues through which individuals access information, being intimately connected to human production and daily life. With societal development, technological capabilities have advanced commensurately, and the preeminent status of traditional broadcasting media has gradually been challenged by new media. To achieve rapid development in the information age, it is essential to appropriately integrate traditional broadcasting media with new media, thereby establishing a more solid foundation for information dissemination. This paper primarily conducts an in-depth investigation and discussion on how to effectively integrate traditional broadcasting media with new media.

Full Text

On the Effective Integration of Traditional Broadcast Media and New Media

Abstract: Broadcast media has long served as a primary channel for information dissemination in human society and remains one of the most accessible means for people to obtain information, intimately connected to human production and daily life. With societal development and corresponding advancements in technology, the position of traditional broadcast media has gradually been challenged by new media. To achieve rapid development in the information age, traditional broadcast media must be appropriately integrated with new media to establish a better foundation for information dissemination. This paper conducts an in-depth investigation and discussion on how to effectively integrate traditional broadcast media with new media.

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Broadcast media constitutes a primary pathway for the exchange of information between society and individuals. With continuous social progress, broadcast media has faced significant impact from new media. In the past, broadcast media underwent simple reforms primarily focused on changing content and format, without fundamentally transforming the medium itself. However, the emergence of new media has fundamentally challenged radio's dominant position in the information industry, demonstrating extremely rapid development momentum. In recent years, information technology has advanced swiftly, driving the emergence and development of new media. Mainstream platforms such as WeChat and Weibo have captured a substantial share of the information industry, gradually replacing traditional media's leading role. Since both media forms have developed unilaterally and cannot comprehensively address all needs, only through their integration can we effectively achieve mutual promotion and realize bidirectional information transmission and development.

2.1 Coexistence Status

In modern society, the continuous development of various information technologies has resulted in the coexistence of numerous novel communication methods within the information dissemination industry, including the simultaneous presence of traditional broadcast media and new media. These two entities maintain both an opposing and a mutually reinforcing relationship. In current development, traditional broadcast media is gradually moving toward new media technologies and striving for mutually beneficial outcomes. Traditional broadcast media possesses certain stability with a relatively stable audience base, primarily manifesting in real-time in-car broadcasting and live radio commentary. New media, conversely, primarily exists within Weibo and WeChat public accounts. Each possesses its own advantages and disadvantages, providing more convenient information transmission services to people through this parallel existence.

1. The Importance of New Media and Traditional Media Integration

To better facilitate the integration of traditional and new media, we must first clarify the necessity of this integration and recognize its benefits, thereby providing impetus for advancing their fusion. Breaking the historical "monopoly" of traditional broadcast media requires concrete adjustments to both the form and content of radio broadcasting. Based on the developmental level of information technology, effectively integrating traditional broadcast media with new media information technologies can promote mutual development and achieve a win-win situation. In recent years, new media has entered the social information industry with remarkable momentum, existing through platforms like WeChat, posing a significant challenge to traditional broadcast media. Only

by clarifying the necessity of integration and employing scientifically sound integration methods can we advance the rapid development of social information dissemination.

1.1 Requirements of the Era The appropriate integration of traditional broadcast media and new media represents an inevitable requirement of era development and the ultimate outcome of information technology advancement. With the development of information technology, audiences increasingly demand media innovation. Moreover, as living standards improve, people have gradually increased their demands for diverse media content. Information methods and sources now present rich and colorful forms, making it essential in this new era to emphasize the full integration of new media technology with traditional media. Only through rational integration can new media and traditional media collectively meet audience demands for diversity.

2.2 Diversity

Traditional broadcast media primarily uses radio and audio formats for information transmission, while new media occupies most interactive communication methods involving graphics, video, and other formats. During integration, both present diverse forms. The existence of traditional broadcast media can, to a certain extent, promote the development of new media, while effective integration also provides renewed momentum for traditional broadcast media's development. The two are both unified and independent, performing their respective functions while jointly accumulating strength for the information industry's development.

3. Methods for Improving New Media and Traditional Media Integration

To address long-standing operational methods that no longer align with modern social development trends, traditional media must integrate with new media. As an emerging medium, new media also faces certain issues regarding both transmission methods and environment. Therefore, integration is essential to utilize new media's information technologies to compensate for and fill gaps in traditional broadcast media. In current social development, network requirements have permeated all aspects of people's lives, and both traditional broadcast media and new media technologies represent the full utilization of networks.

3.1 Expanding Coverage Traditional broadcast media primarily disseminates and interprets national economic, political, and cultural aspects while responding to national policies and systems. New media, conversely, focuses on sharing interesting life anecdotes and gossip through novel methods, transmitting information closely related to daily life. Their primary coverage areas differ, making it essential to emphasize expanding dissemination coverage to

achieve better integration. Appropriately merging content from both can promote information comprehensiveness, thereby expanding information dissemination coverage and advancing the rapid development of the information industry.

3.2 Absorbing Advanced Technology New media's emergence relies primarily on advanced information technologies for real-time network information transmission. Traditional broadcast media mostly relies on long-established systems and operational processes for information dissemination, necessitating appropriate integration to promote the adoption of new technologies and diversify information transmission methods. Traditional broadcast media should actively learn from new information technologies to innovate its transmission channels and management methods, leveraging its influence across multiple network platforms, including mobile data applications and new media transmission mediums. With continuous development of information technologies, telecommunications companies have increased paid content. Network companies' adjustments to new information technologies and pricing structures can promote cooperation between traditional broadcast media and new media through integration. Considering future high-speed development of traditional broadcast media, equipment safety and reliability must also be tested and developed, while strengthening traditional broadcast media's application of digital media to increase the timeliness and completeness of information transmission.

3.3 Improving Technical Standards Beyond the two aforementioned methods for promoting integration, both media forms must enhance their technical levels to better ensure mutual promotion and development. To facilitate smoother integration, improving core competitiveness is also crucial. Only with strong inherent capabilities can post-integration prosperity be ensured. For traditional broadcast media, the primary need is to enhance hosts' personal qualities and cultural depth, ensuring they can independently complete information transmission and interpretation with proper attitude. Only in this way can effective information transmission be achieved. Hosts' competency and work attitude directly affect the quality and effectiveness of traditional broadcast media's information transmission, making host capacity building essential. New media technology primarily relies on information editors to process and refine transmitted information, making it necessary to control and enhance editors' capabilities to ensure they possess appropriate language organization skills and correct emotional expression forms. Therefore, new media technology needs to improve its information processing degree and methods to enhance the correctness and scientific nature of disseminated information, driving better new media development.

3.4 Mastering the Characteristics of Various Emerging Media Current media development has entered the era of integrated media, with "integration" as its keyword. For broadcast media, this "integration" primarily refers to merging traditional media characteristics into emerging media while preserv-

ing its own developmental features. Various emerging media platforms possess unique characteristics. For media professionals, mastering these characteristics requires first becoming users of these platforms themselves, experiencing functionalities from a user perspective, and consciously adjusting program hosting based on these characteristics. Different emerging media have their own transmission channels and patterns. For example, many television stations or programs operate their own WeChat public accounts, transmitting information through user attention, subscriptions, or forwarding. These platforms support not only graphic transmission but also timely audio/video uploads and even live program broadcasting. Only by systematically mastering their transmission channels and characteristic patterns can we “know ourselves and our opponents,” clarify our thinking, and “use them for our purposes,” enabling timely dissemination through new media platforms.

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

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