

Analysis of Technological Innovation in Radio and Television Media in the New Media Era: A Postprint

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Abstract

Television news once transformed and influenced people's lives through its distinctive appeal and content. However, with societal evolution and technological advancement, emerging media have been continuously developed and promoted—such as Internet television, mobile television, Weibo, and WeChat—posing new challenges to the development of television media. Television news urgently needs to identify a new survival model. Innovation has become a critical proposition for television news editing and planning. Television news editors must boldly pursue innovation in thinking, planning, programming, and technology, transitioning from “single-type editors” to “composite editors” to meet the needs of society and audiences, and earnestly shoulder the mission and responsibility entrusted by the era.

Full Text

Analysis of Broadcasting Media Technology Innovation in the New Media Era

Abstract: Television news once transformed and influenced people's lives through its unique appeal and content. However, with the advancement of time and technology, emerging media platforms such as internet TV, mobile TV, Weibo, and WeChat have been continuously developed and popularized, posing new challenges to traditional television media. Television news urgently needs to discover a new survival model. Innovation has become a critical imperative for television news editing and planning. Television news editors must boldly pursue innovation in thinking, planning, programming, and technology, transforming from “single-type editors” into “compound-type editors” to meet the demands of society and audiences, and to earnestly fulfill the mission and responsibility entrusted by the era.

Keywords: New media era; broadcasting; media technology; innovation

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Innovation serves as the guarantee for the sustainable development of broadcasting and television, and as effective assurance for their quality and influence. Television news editing and planning constitute the core of innovation. Therefore, by employing new thinking, new planning, new programming, and new technology to break conventions in editorial and planning work, television news can become more grounded in reality, closer to life, and more connected with audiences. This approach enhances the competitiveness and ratings of television news while securing greater development and creative space. Broadcasting professionals must possess modern technological awareness, be adept at learning advanced concepts to enrich themselves, elevate their professional standards and competence, and continuously update and acquire more advanced professional skills while upholding journalistic ethics. Only through this process can they become comprehensive, innovative broadcasting talents.

1. Innovation in Thinking: The Source of Vitality for Television Media

The innovation of television media ultimately boils down to innovation in thinking. As people's minds are exposed to vast amounts of information and creative influences, their expectations for television media are growing higher. Television professionals should keep pace with the times, planning news programs with innovative thinking to present information that is more timely, fresher, and more comprehensive. For a long time, both audiences and broadcasting professionals themselves have been constrained by inertia—the belief that news simply involves collecting, organizing, and disseminating information. In reality, television news has undergone earth-shaking changes in the contemporary era. Various emerging media have provided diverse communication methods, and television news has continuously updated its own approaches through images across different platforms to find creative ways to make programs more innovative.

In recent years, China has invested considerable effort in television news innovation. Many long-running programs have bravely attempted to break free from their fixed thinking patterns and undergo reform and innovation in the tide of the new era. Program innovation ultimately depends on the innovative thinking of television news professionals. By broadening their perspectives, identifying blind spots untouched by the news industry, capturing moving details, and employing subtle ingenuity to make programs vivid and innovative, they can

disseminate news in refreshing ways that attract audiences and guide a positive and harmonious social atmosphere without violating the principles of the broadcasting industry. Only in this way can the healthy development of radio and television be promoted.

2. Media Technology Innovation Through Scientific and Technological Advancement

The current era is not only a new media era but also an era of emerging science and technology. With vast amounts of data, information, and technologies continuously emerging, television media must fully utilize these new resources and absorb what is useful to avoid being abandoned by the times.

2.1 Ingenious Integration of Diverse Advanced Technical Means

Broadcasting media integrates multiple technical means such as sound, text, and video, making it a technology-intensive industry to a certain extent. Therefore, using new technological means to innovate programs is imperative. Applying appropriate technical methods to achieve ideal effects and better disseminate program information represents the ultimate goal of broadcasting innovation.

2.2 Innovative Packaging Keeps Program Formats Current Program packaging represents another area where science and technology can be applied for innovation. Visually pleasing television images and novel program formats can capture viewers' attention immediately, thereby more effectively conveying program content and deeper meaning. Clear news footage and realistic data models enable more vivid and intuitive presentations and more transparent analysis. These modern television development technologies effectively enhance the modern feel and watchability of programs.

2.3 Increasing Audience Through Multi-Channel Dissemination The proliferation of emerging media means that single-channel television broadcasting can no longer meet the needs of today's news dissemination. Most young people now spend the majority of their time browsing mobile WeChat, Weibo, and various APPs. Consequently, broadcasting innovation must pay attention to the power of internet dissemination. By establishing interactive software that enables communication on program content platforms, where people can express their views and opinions, the sense of participation makes dissemination channels smoother and enhances people's initiative in paying attention to news events.

Creating proprietary broadcasting media APPs is also a wise move for radio and television to ride the wave of technology. Through reasonable layout and unified planning, program content can be properly categorized, allowing people to quickly access information of interest according to their preferences, saving considerable time. All new media technologies are helping broadcasting media

industries report more timely, comprehensively reflect contemporary life, and become more relevant to us. These emerging science and technologies carry human innovative thinking to the maximum extent, with both types of innovation complementing each other to drive the successful transformation of the broadcasting industry.

3. The Human Element in Innovation

3.1 Innovation Originates from People: Surpassing the Old with the New The innovative capacity of professionals across all aspects is paramount for industry innovation. Only a solid professional foundation can serve as the source of innovation. Therefore, professional evaluation of practitioners and regular training in new technical skills are crucial aspects of broadcasting media innovation. Professional talent can grasp the inherent laws of radio and television and summarize innovations from tradition. Based on already successful high-quality programs, new programs can be derived or incubated. Traditional broadcasting television programs have mature production processes, and local television stations can preserve excellent news traditions while incorporating new elements to incubate news programs that possess both traditional strength and freshness. This media innovation approach builds upon the shoulders of previous successes, greatly saving manpower and time while ensuring high program quality.

To produce outstanding broadcasting television programs, innovation is the prerequisite. During major national events, traditional holidays, or significant disasters, television news should leverage its communication advantages to report events accurately and promptly, enabling the entire society to respond to national policies, time-limited activities, and disaster situations. The broadcasting industry must approach innovative planning of topics from the height of television media development and competition to enhance news value. Through technological innovation, broadcasting television program creation can shift from passive to active, from random to targeted, from loose to orderly, forming a communication stronghold that satisfies people's anticipation for information.

Broadcasting media serves as the main body for disseminating positive energy to society and plays a significant guiding role in people's thinking. Every year across China, there are moving stories of good people and good deeds. Through editing and planning, these touching stories of people who inspire China can be presented to audiences, spreading correct values and using innovative forms to celebrate the simplicity and kindness of people in the new era. This captures the attention of many viewers and touches the hearts of the people, promoting the construction of people's spiritual levels and qualities amidst rapid economic development. This demonstrates the importance of innovation to the broadcasting industry and social development.

3.2 Social Media Platforms as Indispensable Tools for Daily Life By breaking through single channels and appearing in social software, broadcast-

ing television programs can integrate into people's lives, greatly increasing the likelihood that program content will be read and watched. WeChat public accounts represent a widely developed information dissemination platform where text, video, and graphic elements can be published. Content on these platforms is typically concise yet rich and colorful. Broadcasting media can leverage these highly utilized modern platforms to transform their programs into concise articles accompanied by three-to-five-minute video clips and exciting images, enabling rapid and clear dissemination of program content that leaves a lasting impression.

The value of innovation lies in using technology and other means to perfect visuals, enrich forms, and make content more appealing to viewers. Without changing the principle of reliable and truthful broadcasting information, program content should be made as close to audience life as possible to gain their support and trust, ultimately achieving success. The unique affinity of local radio stations accomplishes this well—the familiar local accent and sentiment make people feel comfortable and generate a sense of personal participation.

In addition to social software, public reading platforms such as Weibo can also become important channels for broadcasting dissemination. People's lives are increasingly fast-paced, leaving no time to read long articles. The “micro” characteristic of Weibo precisely meets the need for quick reading. Through official accounts dedicated to radio stations, program content can be edited concisely and published uniformly, not only enabling better absorption by audiences but also allowing for more timely reporting of real-time news happening around people, truly achieving freshness and interest. The built-in comment, reply, and like functions can better stimulate public thinking about news content and enhance participation, while forwarding enables exponential and spiral expansion of program content dissemination.

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

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