

## The Evolutionary Path of Interactive Topics for Traditional Radio News Programs in the Converged Media Era (Postprint)

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### Abstract

Against the backdrop of media convergence and mutual empowerment, interactive topics provide a new pathway for the integrated development of traditional broadcast news programs. To this end, this paper elaborates on several dimensions: proactively constructing a comprehensive framework for interactive topics, striving to cultivate distinctive topical attributes, and upgrading the “Interactive Topics+” model to drive the “News Programs+” initiative, thereby exploring advanced pathways for interactive topics within traditional broadcast news programs in the era of media convergence.

### Full Text

## Advanced Paths for Interactive Topics in Traditional Radio News Programs in the Era of Media Convergence

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### Abstract

Against the backdrop of integrated and mutually reinforcing media development, interactive topics provide a new pathway for the convergence and development of traditional radio news programs. This article focuses on three key dimensions: actively constructing a grand framework for interactive topics, striving to develop topics with independent character, and upgrading “Interactive Topics +” to drive “News Programs +”. Through these perspectives, we explore advanced paths for interactive topics in traditional radio news programs during the era of media convergence.

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## 2. Traditional Radio News Programs and Media Convergence Development

In the age of information explosion, traditional radio news programs face comprehensive challenges and opportunities. By leveraging converged media, traditional news programs undergo rapid transformation; through interactive feedback, converged media can effectively avoid the pitfalls of information fragmentation, turning superficial dissemination into opinionated and attitude-driven communication. Traditional radio news programs influence the evolution of converged media even as they themselves change, creating a dynamic of mutual integration and reciprocal development. Only by embracing the concept of convergence, actively adapting to new changes, and meeting new challenges can traditional radio build a grand framework for interactive topics and develop distinctive topic characteristics, thereby preventing its convergence path from becoming superficial.

### 2.1 More Listening Methods, Creating Topic Space

Through converged media, traditional radio news programs have broken through geographical listening limitations, shifting from fixed to mobile listening and from linear broadcasting to on-demand streaming. The development of the internet and the rise of increasingly sophisticated mobile terminals have created greater dissemination space for traditional radio media, enabling the reality of “accessing global broadcasts with a single click.” Radio programs are no longer confined to local audiences, as temporal, spatial, and regional restrictions have been largely eliminated. This expansion has significantly created space for topics, offering greater selectivity in topic screening, more diverse preview formats, more convenient interaction channels, deeper dissemination, and broader influence.

### 2.2 Changing Listening Methods, Topic Functions Become More Prominent

Interactive topics are not new to traditional radio news programs, but they must continuously innovate to align with converged media development. Today’s radio programs are essentially incomplete without interaction. Undoubtedly, outstanding interactive topics constitute an indispensable component of radio news programs. Through effective guidance, listeners’ beneficial thinking and active

feedback on topics have become increasingly important means for improving program quality, even influencing the temperament and style of programs.

### 2.3 Upgrading “Interactive Topics +” to Drive “News Programs +”

In the converged media era, news programs must have broader vision and sharper sensitivity to meet listeners’ rising demands and standards in the age of fragmented information. An excellent interactive topic is equivalent to an excellent independent initiative. After being guided and filtered by editors and broadcasters, it becomes more than simple repetition of sounds and text. Diverse voices from various industries, levels, and backgrounds add dimensional depth to program attitudes and greatly broaden the breadth of program content, enhancing the event commentary function.

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## 3. Advanced Paths for Interactive Topics in Traditional Radio News Programs

Innovation in interactive topics for traditional radio news programs must both adhere to fundamental broadcasting principles and adapt to the evolving trends of the converged media era. To fully leverage the feedback effect of interactive topics on programs, topic frameworks should be constructed with high conceptualization, accurate grasp, fresh perspectives, and narrow focus. Keeping pace with technological development and cultivating topics with independent character are essential.

### 3.1 Actively Building a Grand Framework for Interactive Topics

Traditional and new media are not in opposition; traditional radio has consistently embraced new changes as media evolved from singular to diverse forms. In today’s converged media environment, both frequencies and programs must “adapt to segmented and differentiated communication trends to accelerate the construction of a new pattern of public opinion guidance.” As mainstream media platforms, we must develop while holding our ground, always remembering our responsibilities and missions. We must “prioritize political orientation, firmly uphold the Party spirit principle, adhere to the Marxist view of journalism, maintain correct guidance of public opinion, and focus on positive propaganda.”

Embracing openness and harnessing public wisdom, converged media has transformed traditional broadcasting models like “we broadcast, you listen,” making innovative program development feasible. To achieve innovative development while maintaining our main position, we must also develop new spaces, fostering numerous outstanding listener-participation programs. For news programs, interactive topics are undoubtedly key to achieving deep integration between

traditional program formats and new media, concentrating public wisdom and widely accepting good suggestions to build new mainstream media.

Proactive innovation transmits public voices. The revolutionary transformation from a pen and microphone to today's major internet platforms and mobile terminals has fundamentally changed the main battlefield of news competition, making new media a new front for the Party's public opinion work and a new platform for transmitting public voices. For media, "change" is the only constant. New social environments generate new communication methods. Beyond traditional live program interactions, WeChat public accounts, independent apps, and video streaming have made interactive topic settings in traditional radio news programs more extensive and flexible, providing more pathways for listeners' voices to spread and creating greater impact.

### 3.2 Striving to Develop Independent Topic Attributes

Interactive topics in news programs must possess distinctive advantages rather than being impromptu creations by editors and broadcasters. They must have characteristics and develop style. Taking hot news events as "hooks" for topic content, these hooks should combine universality and particularity. Universality represents "empathy," the foundation for eliciting listener participation, while particularity represents the "focus" that triggers reflection and debate, giving participants something they want and are able to say.

Changing the conventional topic format is essential. At the author's frequency, for instance, event-based topics dominate prime morning and evening news slots. To continuously enhance topic appeal and influence, we must change topic formats and expand development space. Due to program time constraints, event-based topics can incorporate background analysis, follow-up developments, and expert interpretations on new media platforms to enhance their "fermentation" capacity among audiences. Interactive topics can also play significant roles in political events. During the 19th Party Congress, the author planned and launched nine consecutive topics aligned with the Congress report, receiving enthusiastic responses from listeners and netizens across both traditional and new media. This attempt demonstrated that media must also be skilled at expression during major events—important events, significant moments, and profound principles can all be communicated through topics. By shaping three-dimensional, moving news figures and events, we increase program appeal and stimulate listener enthusiasm. Life-oriented and 平视化 (eye-level) topics reflect and extend program temperament while bridging the distance with audiences and breaking through original stereotypical impressions.

Enhancing the communication momentum of interactive topics is crucial. The pattern of traditional and new media leveraging each other for integrated development has formed the foundation of a new mainstream media ecosystem. The key to enhancing this momentum lies in rebuilding and upgrading the appeal and influence of traditional media, breaking listening patterns, and embracing

the trend of periodic content upgrading and transformation. New attempts at broadcasting styles, natural and affable language states, and more lifelike and grounded approaches have become essential for the continuous evolution of traditional news programs.

In the converged media era, news programs on new publicity fronts shoulder mainstream media responsibilities—listening to the Party, following the Party, transmitting public hearts, and gathering public voices. Topic setting in traditional radio news programs is difficult to innovate but valuable to maintain. Exploring advanced paths for interactive topics will help better integrate with new media development trends, tell China’s stories well, transmit China’s voice, and demonstrate China’s confidence.

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

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