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Analysis of Development Trends in News Broadcasting in the New Media Era (Postprint)

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

Abstract

The rapid development of the Internet and modern information technology has given rise to new media, leading to the gradual marginalization of radio news and a significant loss of audience. To achieve stable and long-term development, radio news must adjust its development path to address the impact of new media. This paper begins by briefly elaborating on the impact of new media on radio news, then explores and proposes pathways for its development under the new media environment, aiming to facilitate the healthy advancement of radio news.

Full Text

An Analysis of Development Trends in News Broadcasting in the New Media Era

Abstract: The rapid development of the Internet and modern information technologies has given rise to new media, gradually marginalizing news broadcasting and causing a significant loss of audience. To ensure stable, long-term development, broadcast news must adjust its development path to address the impact of new media. This paper begins by briefly elaborating on the challenges that new media poses to broadcast news, and explores proposed pathways for developing broadcast news under new media conditions, aiming to promote the healthy development of broadcast journalism.

Keywords: new media; news broadcasting; development

2. Shortcomings in News Broadcasting Development in the New Media Era

The concept of new media was first proposed by Professor Goldmark of Columbia University. In his view, new media communication relies primarily on digital media, characterized by high speed and large information capacity. With the continuous development of science and technology in China, new media has gradually been embraced by numerous news and broadcasting industries, and will become the main trend of information dissemination in China in the near future. At the August 2014 meeting of the Central Leading Group for Comprehensively Deepening Reform, General Secretary Xi Jinping emphasized that, according to the “Guiding Opinions on Promoting the Integrated Development of Traditional and Emerging Media,” China’s news industry needs to strive to build a batch of mainstream new media that integrate technology and competitiveness. The news broadcasting studied in this paper represents China’s traditional news dissemination method, which currently has limited new media integration but relatively optimistic development prospects.

2.1 Lack of Credibility

With the continuous popularization of new media technology, news broadcasting has recognized its own shortcomings, as its original audience is declining significantly. To maintain audience size and respond to challenges, broadcast news has relaxed its requirements for information selection, resulting in a lack of scientific supervision and control over broadcast content. In contrast, news dissemination in the new media context encourages innovation among media professionals and maintains relatively strict control over content. Comparing the development status of the two reveals that broadcast news content is gradually losing public attention, and its credibility is steadily declining [2].

2.2 Declining Authority

As an important component of traditional media, broadcast news was beloved by the people for a long time in the past and possessed strong authority. In comparison, new media has emerged relatively recently with diverse types, making it impossible to compare with broadcast news in terms of application time. However, the reality is that in order to gain better living space in competition, broadcast news has begun to introduce large amounts of fake news or junk advertisements into its content. While audience groups can choose to block these on networks or mobile phones, they cannot effectively handle them in broadcast news. Over time, the authority of traditional broadcast news has clearly declined.

2.3 Lack of Professionalism

The main characteristics of new media are informatization, technologization, and comprehensiveness. To fully leverage these features, ultimately, human

operation is required. According to the developmental characteristics of new media, media practitioners need to possess better professional qualities in network technology and operational strategies. Research and investigation have revealed that news broadcasting media still have many problems in this regard. Due to limitations in communication models, broadcast media practitioners often focus their capacity building on Mandarin proficiency and manuscript processing, demonstrating insufficient professional literacy and creating significant obstacles to the integration of news broadcasting with new media.

3. Pathways and Countermeasures for News Broadcasting Development in the New Media Era

Through the above analysis, we have conducted a detailed examination of the problems in news broadcasting development in the new media era and gained a clear understanding of the challenges it faces. What measures should news broadcasting staff adopt to address these issues in future work? This question should be analyzed from the following aspects.

3.1 Emphasize Quality and Innovation of Broadcast Programs

In the new media era, news quality is the primary attribute of news. Improving news reporting quality plays a decisive role in the survival and development of news media, and it is also the demand of relevant departments and audiences. It is necessary to enhance political ideology and quality awareness, and strive to establish a high-quality news team [3]. Second, efforts must be made in news innovation. Currently, the main communication method of broadcast news involves writing news manuscripts before the program, with content determined at broadcast time, leaving insufficient response to unexpected situations during broadcast and lacking innovation. This reduces its attractiveness to audiences. To address this, synchronous live reporting through on-site interviews can be adopted to increase program innovation, creating a more immersive experience for listeners.

Furthermore, radio and television news programs can leverage their long-established influence by focusing fundamentally on program content quality, capitalizing on the advantage of in-depth reporting in broadcast news, and providing multi-dimensional, multi-angle interpretations of news information. At the same time, they should actively innovate production models, value the advantages of the Internet, and actively integrate news collection, production, and broadcasting with new media. In broadcast news programs, audience opinions and perspectives on news events can be fed back promptly through channels such as Weibo and WeChat, and news program producers can use these channels to interact with audiences. This approach not only maximizes the advantages of broadcast news programs but also ensures close connections between broadcast news programs and audiences. Therefore, current broadcast

news programs need to start by enhancing news program content, analyzing audience needs, identifying their own positioning, and improving program production levels and influence.

3.2 Improve News Broadcasting Collection and Editing Capabilities

First, strengthen the collection and editing level of the news industry. Collection and editing are the basic guarantee of quality in all media news communication processes. If problems arise in the collection and editing phase, they may lead to deviations in news content. As a mainstream cultural industry, news collection and editing must strengthen the construction of cultural communication capacity. When Premier Li Keqiang first took office, he proposed the concept of “Internet Plus,” aiming to use the Internet industry to drive China’s economic development and improve the level of cultural industries. In this regard, the state should strengthen policy support and financial assistance for broadcast news collection and editing endeavors, enabling new media to better serve China’s economic and social development, thereby comprehensively improving China’s cultural soft power.

Second, popularize collection and editing work. The current era is one of self-media development. Many news media have popularized collection and editing work. The so-called “popularization of collection and editing work” means entrusting news information collection to the public, with news units opening platforms to organize information provided by people. This not only improves collection and editing speed but also expands the scope of collection and editing. Therefore, broadcast news media can open dedicated Weibo accounts or WeChat public accounts, providing listeners with communication platforms through mobile or PC terminals, collecting news information they provide, and using it in programs. A reward system can be implemented for adopted manuscripts, which can effectively enhance public participation and inject new vitality into broadcast news development.

4. Conclusion

In summary, in the new media era, both traditional media and the broadcast media studied in this paper face increasing pressure. The emergence of computer networks, mobile phones, and other tools has diverted the previous audience of broadcast news. In this context, broadcast news must integrate with new media technology, utilizing its technology and business concepts to achieve sustainable development. It is hoped that this study can be helpful to relevant staff, enabling broadcast news to confirm its own positioning, keep pace with the times, and use modern technology to improve program communication channels and quality, rejuvenating news broadcasting in the new media environment.

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