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## Innovation of Broadcast Health Programs in the Context of Media Convergence: Postprint

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### Abstract

With the advancement of science and technology, traditional media is confronting unprecedented challenges amid the continuous development and innovation of new media. Concurrently, broadcast media, which occupies a significant position within traditional media, has also experienced severe impact. This inevitably raises the question: will broadcast media, which once played a substantial role in disseminating information and knowledge, lose its developmental prospects? What measures can be taken to innovate its development paradigm and secure new growth opportunities? The timely emergence of converged media platforms offers an effective solution to this problem. This article will examine the development status of broadcast health programs across various regions in China, integrating the evolution of converged media technology in the new era, and investigate strategies to foster the innovative development of broadcast health programs.

### Full Text

#### Innovation in Radio Health Programs Under Media Convergence

**Abstract:** With the advancement of science and technology, traditional media faces unprecedented challenges amid the continuous development and innovation of new media. Radio media, which holds an important position in traditional media, has also been severely impacted. This raises an important question: Will radio media, which once played a significant role in information and knowledge dissemination, lose its development space? How can we innovate its development model to create new growth opportunities? The timely emergence of media convergence platforms offers a viable solution to this problem.

This paper examines the development status of radio health programs across China in light of new-era media convergence technologies and explores strategies

to promote their innovative development.

**Keywords:** media convergence; radio health programs; innovative development

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### 1.1 Basic Concepts of Media Convergence

Media convergence, also known as “融媒体” in Chinese, was first proposed by American scholars and defined as “the convergence of various technologies and media forms.” In practice, the concept has both narrow and broad interpretations. The narrow definition refers to the merging of different media to produce new media forms, while the broad definition extends beyond this to encompass media functions, communication methods, ownership, and business operations. In essence, media convergence represents a new model of diversified information transmission channels that effectively combines traditional media such as newspapers, television, and radio with new media like the internet and mobile devices.

Media convergence operates at three distinct levels. The first level involves integrating internal content production and operations management while establishing connections between media and audiences, enabling media organizations to accurately understand audience preferences and consumption habits. The second level focuses on consolidating internal media resources and facilitating information exchange across industries to promote shared distribution of information. The third level aims to enhance the utilization of media resources by deeply integrating media, industry, and customer needs to achieve substantial improvements in production efficiency and maximize value in the new media environment.

## 2. Current Status Analysis of Health Radio Programs Across Regions

Currently, China’s radio programs exhibit diverse formats. At its core, radio represents a simple amplification of interpersonal communication through modern technology, and its forms have become increasingly varied, appearing in public spaces such as train compartments, educational institutions, and subway cars. However, as a relatively traditional media form, radio no longer enjoys the widespread popularity it had in the 1980s. Although audiences obtain 70% of their information through sound, they increasingly substitute radio with alternative methods such as mobile devices, tablets, and laptops. This trend indicates that radio has become “public-oriented,” with its development space being compressed. This is the significant impact of new media technology on radio programs, and radio development in the new era faces the challenge of integrating with networked and information-based environments.

**2.1 Proliferation of Health Radio Programs** Currently, only two provincial radio stations in China—Jiangsu Health Radio and Shanxi Health Radio (which broadcasts on both medium wave and FM frequencies with near-provincial coverage)—explicitly use “health” in their call signs. However, health programs are numerous and widely available across central and local radio stations. These programs primarily focus on medical guidance services, health knowledge Q&A, and wellness lectures, often featuring a host plus expert live service format or expert hosts providing on-site answers. They emphasize interactive formats such as hotlines and offer immediate services, appealing predominantly to elderly audiences.

Jiangsu Broadcasting Corporation’s Program Research and Audience Center conducted surveys using its proprietary audience sample pool, employing offline sampling surveys supplemented by rapid online questionnaires. Targeting elderly individuals over 55 in Nanjing districts and sample subjects over 55 across Jiangsu Province, the research investigated content needs, listening preferences for radio programs, and interactive preferences among the elderly. The findings revealed that news and health programs are the most popular among elderly audiences. Traditional radios remain the preferred listening channel for this demographic, though better-educated seniors also use the broadcast function on their mobile phones. Among radio program content, “health and wellness knowledge” ranked as the most interesting topic for respondents, with 77.4% willing to participate in online interactions with radio programs. The study also found that older individuals with lower education levels prefer participating via hotlines, while younger, better-educated seniors lean toward WeChat interactions. As smartphone usage among the elderly continues to rise, the demand for media convergence development in health programs becomes increasingly urgent.

**2.2 The Long Road Ahead for Media Convergence Development** Recognizing that traditional radio media must integrate with new media to achieve new development, health radio programs are continuously innovating. Jiangsu Radio’s “Big Blue Whale” APP is a multimedia interactive platform customized for Jiangsu People’s Radio, integrating video on-demand, traffic information queries, and other functions. Many programs now use this APP to synchronize radio broadcasting with live video streaming online, accessing massive amounts of news information via the internet. Numerous programs focus on physical and mental health services, aligning with current public demand for healthy lifestyles. However, such radio frequencies often lack strong dissemination platforms and target relatively older audiences, making them platforms for substantial advertising placement.

In the media industry, advertising revenue remains a crucial source of funding, occupying an important position in media income. In the media environment, ratings are not the sole criterion for measuring a program’s success; rather, improving advertising revenue is inseparable from advertising management and

production. Healthy media development requires proper business operations and industry supervision to eliminate false advertisements disguised as health information. The presence of disorganized advertisements with strong media influence and long advertising slots significantly reduces audience trust, undermining the credibility of legitimate health programs on radio frequencies and hindering the healthy development of radio health programs.

### 3.1 Strengthening Authority and Credibility

Radio health programs face audience skepticism, and the best solution is to continuously strengthen their authority and credibility to win public trust. First, health radio programs must establish themselves with an authoritative image and credibility. They can achieve this by co-organizing programs with reputable institutions or inviting special guests to endorse their content, thereby building an authoritative image. Strengthening public understanding of health programs helps radio health programs maintain a stable position among audiences. Programs must also boldly innovate their broadcast formats by connecting radio with mobile devices and other terminals. When radio programs begin broadcasting, mobile phones can simultaneously display related content, allowing audiences to access information either visually or aurally. This rational use of new media models enables effective dissemination in forms that audiences enjoy.

Promoting the integration of traditional radio with emerging media first requires solving the challenge of “connecting with mobile internet,” which demands a platform capable of organizing the three key elements: interaction, hosts, and mobility. On this foundation, it is necessary to “establish connections with mobile internet users and convert listeners into users” while “deepening exploration across three dimensions: communication, products, and communities.” The “Big Blue Whale” system integrates Jiangsu Radio’s traditional broadcasting with WeChat, Weibo, Jiangsu Radio Network, and the Jiangsu Radio client, independently developing internet-based products and tools. This integration achieves platform consolidation while also integrating and connecting users, significantly enhancing radio’s influence.

### 3.2 Clarifying Program Positioning

For radio health programs to achieve long-term development, they must first clarify their positioning, identify target audiences, and segment their services accordingly. For elderly audiences, programs related to wellness and health preservation can be offered. Beijing City Radio and CCTV-2’s “Workplace Health Class” target listeners aged 30-55, as this demographic represents the main workforce across various sectors of society and serves as important pillars in their families. Consequently, they experience greater pressure and are more likely to be in a “sub-health” state. Beijing Radio and Television Station and CCTV-2 have capitalized on this by providing timely health information and services to this group. In terms of style, programs should create a relaxed and

pleasant atmosphere, delivering health messages through an entertaining yet educational approach.

### 3.3 Increasing Interactive Channels

Programs must strengthen interaction with audiences through online social platforms, selecting news content that appeals to the masses and innovating promotion methods and concepts in diverse formats integrated into program content. By establishing online interactive platforms and leveraging big data advantages, relevant materials can be concentrated in specific sections. Through post-production, distinctive special programs can be created to promote audience recognition of events, expand program influence, and conduct rich thematic activities with audiences, enabling them to enjoy various health services without leaving home. This effectively increases program appeal and extends radio's interactive space.

### 3.4 Enhancing Host Professional Competence

The success of radio health programs is closely related to host talent and professional competence. Program hosts must possess excellent vocal skills and professional health and medical backgrounds. Only by combining these two elements can they sustain entire programs, guide them toward distinctive styles, and create relaxed and lively atmospheres through witty language. After all, audiences come to gain positive physical and mental experiences. However, such professional competence requires long-term training and learning to cultivate talented individuals with excellent professional qualities and high levels of medical knowledge.

In conclusion, in the media convergence environment, radio health programs must continuously reform and innovate by integrating modern communication technologies to promote sustainable development.

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