

How Broadcasting and Television Can Achieve Strategic Adjustment and Transformation in the New Media Context - Postprint

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Abstract

With the continuous development of China's economic level, its multimedia technology has also been continuously improved and matured. The application and development of new media technology has brought a certain degree of impact to traditional forms of information dissemination, while also creating broader space for exploration. As an important form of information dissemination, the broadcasting and television industry must achieve strategic adjustment and transformation in order to seek a path for development within the new media context.

Full Text

How Radio and Television Can Achieve Strategic Adjustment and Transformation in the New Media Context

Abstract: With China's continuous economic development, multimedia technology has been progressively refined and matured. The application and development of new media technology has not only impacted traditional information dissemination models but has also created broader expansion opportunities. As a vital form of information dissemination, the radio and television industry must implement strategic adjustments and transformations to carve out a viable development path within the new media context.

Keywords: radio and television; new media context; strategic transformation

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As modernization accelerates, China is gradually entering the new media era. Internet-based information dissemination technology has permeated every aspect of people's work, production, and daily entertainment, fundamentally transforming lifestyles and modes of thinking. The continuous evolution of new media technology has challenged traditional information dissemination methods, yet it has also opened up vast new opportunities for expansion. In this new media context, conventional information dissemination models no longer meet contemporary demands, making strategic transformation an inevitable path forward. As a crucial traditional medium, the radio and television industry must accelerate innovation and adjustment to achieve strategic breakthroughs, thereby meeting audiences' ever-growing expectations and creating higher ratings and economic returns.

1. Development Prospects for Radio and Television in the New Media Context

“The continuous improvement and maturation of network technology, along with the further development of information technology, have greatly propelled the media industry's growth, enabling radio and television to fully leverage these resource advantages” [1] and continuously broaden their development prospects.

1.1 Diversification of Dissemination Forms

In the new media context, the radio and television industry can break free from the constraints of traditional dissemination models, achieving diversification and enrichment of transmission channels. For instance, with the widespread application of internet technology, audiences are no longer limited to conventional broadcast programs; instead, they can select radio and television content through network information technology, better satisfying their individual needs. Moreover, traditional radio and television were restricted by location, making it impossible for people to access information while commuting. However, the development of vehicle-mounted technology in the new media context has further enriched broadcast transmission channels, allowing audiences to access information through radio and television installed on trains, buses, and other vehicles—alleviating travel fatigue while promoting diversification in the broadcast television sector.

1.2 Optimization of Transmission Quality

“The most popular term in the communication field since the 21st century should be ‘new media.’ From media history, each new medium's emergence signals the transformation of old media. When radio and television emerged, print media shifted toward in-depth reporting; when the internet was born, digital media technology pushed radio and television toward audio-visual new media expansion” [2]. Against this backdrop of continuous information technology development, radio and television image quality has improved significantly, with

richer colors, higher resolution, and greater recognizability, presenting audiences with brighter, sharper visuals and clearer subtitles. Furthermore, sound quality has become smoother and more pleasant, achieving effective noise reduction. New media technology has not only resolved traditional location constraints but also enhanced quality across multiple dimensions.

1.3 Enrichment of Information Content

Under traditional dissemination models, audiences had limited choices regarding radio and television content. This singular development model has become increasingly unable to meet growing societal demands, while intense industry competition has driven broadcasters to continuously enrich their information offerings. Therefore, with the integration of new media formats, radio and television should commit to enriching and improving their content, developing more comprehensive program varieties and formats to provide audiences with greater selection space.

2. Challenges in Radio and Television Transformation in the New Media Era

While the new media era provides radio and television with transformation direction and broad development prospects, numerous pressing issues remain in actual practice. Only by recognizing and addressing these problems can the industry accelerate its transformation and better adapt to the rhythm of contemporary development.

2.1 Lack of Program Innovation

“As various new media platforms based on the internet rise powerfully, radio and television media, which have long occupied the leading position in mass media, are currently encountering an unprecedented crisis for survival and development. Notably, while new media development has significantly squeezed the living space of television media, it has also provided new development opportunities” [3]. This means radio and television must clarify relationships and implement new competitive strategies. Although the new media context has pressured broadcast development and promoted content enrichment, problems such as vulgarity, plagiarism, and excessive imitation persist. In this fiercely competitive environment, any high-rating program becomes an object of eager emulation and copying, lacking innovation and overly adhering to an entertainment-first philosophy. Such practices merely create gimmicks and selling points to attract public attention, failing to deepen program ideological connotations and severely negatively impacting social values.

Additionally, the continuous development and application of new media technology inevitably demands more and better elite talent. However, the current talent pool is insufficient to handle intense industry competition. This shortage

of elite talent has become a fundamental constraint on the sustainable development of radio and television. Many professionals lack specialized and systematic training, having transitioned across departments or industries, resulting in unfamiliarity with their departmental work and severely limiting program content and format innovation as well as market expansion.

3. Strategic Transformation Pathways

3.1 Innovation in Concept and System

“For a long time, the management model implemented by Chinese media with public institution attributes has struggled to adapt to the market competition situation under media convergence” [4]. Only through institutional reform and adjustment, transforming previous market competition strategies, can structural changes be promoted to adapt to media marketization and industrialization trajectories. System innovation should be reflected not only in management models but also in policy concepts. Conceptual innovation enables staff to correctly and clearly understand the relationship between new media technology and the radio and television industry, fundamentally recognizing current development situations and directions, thereby optimizing and integrating new media technology with radio and television to improve ratings while promoting cooperation and convergence.

3.2 Innovation in Talent Strategy

While media technology development can optimize and upgrade the radio and television industry, it also intensifies inter-industry competition. In this context, talent cultivation and application constitute the most effective measure for promoting industry development. To achieve innovative talent strategy development, the first step is to improve and perfect the talent cultivation system, as only long-term training strategies can achieve talent development goals. The industry must first have a clear and explicit understanding of its talent needs, then target the cultivation of specialized and versatile talents from a holistic perspective, enabling elite professionals to integrate effectively with actual job requirements and meet long-term development needs. Second, talent incentive mechanisms should be further improved and implemented. Only by fully mobilizing staff enthusiasm can their capabilities be maximized. Therefore, both material and spiritual incentives should be employed to improve talent compensation and enhance their sense of professional identity and belonging.

3.3 Innovation in Program Content

The radio and television industry must not blindly pursue attention and ratings through plagiarism or imitation, nor use vulgar content as a selling point. Program content lacking ideological depth cannot genuinely promote healthy industry development regardless of format or channel. Therefore, the industry should take responsibility for disseminating positive, wholesome, and equitable

mass culture, striving for content innovation while resolutely resisting vulgar program formats and content to form a unique industry culture that releases positive energy. Furthermore, to make program content innovative, broadcasters must be unconventional and present diversity, integrating unique regional culture with program content to emphasize personalized and differentiated styles. Only by keeping pace with the times and adapting to local conditions can radio and television ensure healthy development.

3.4 Innovation in Audience Relationship

The rise of internet technology has transformed the audio-visual relationship between the radio and television industry and its audiences. Traditionally, audiences could only passively receive news information by watching programs. However, after new media formats achieved convergence with radio and television, the one-way transmission relationship transformed into a two-way exchange. Audiences are both recipients and active information transmitters, enabling their preferences and ideas to be better understood and accepted by the industry, thereby further promoting radio and television development and transformation.

With the improvement of the socialist market economy and the popularization of modern science and technology, the media industry has ushered in a golden period of development and progress. New media, developed with the aid of modern network technology, is maturing daily [5], bringing both tremendous shocks and challenges to traditional media and infinite opportunities and prospects. In the new media environment, radio and television cannot cling to outdated practices. Only by actively conducting strategic adjustments and transformations based on actual new media technology development, achieving reform and innovation in program content, formats, talent strategies, and institutional concepts, can the industry maintain its leadership position in the surging torrent of progress, play a vital role in leading popular culture, and lay a solid foundation for future economic development and social construction.

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

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