

An Analysis of the Convergence of Traditional Broadcast Media and New Media: Postprint

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Abstract

In the new media era, the development of network technology and the continuous increase in information volume have massively diverted audience attention from traditional media. This has, on one hand, brought tremendous impact to traditional broadcast media, and on the other hand, prompted radio stations to redefine their media status and establish a path for transformation. Integration with new media is an inevitable route; however, traditional broadcast media suffers from numerous problems that directly affect its future development trajectory. Therefore, this paper analyzes the existing problems of traditional broadcast media from this perspective and proposes corresponding recommendations for media convergence, aiming to provide beneficial insights for the development of broadcast media.

Full Text

Title: An Analysis of the Integration of Traditional Broadcast Media and New Media

Abstract: In the era of new media, with the development of network technology and the continuous increase in information volume, audience attention has been substantially diverted from traditional media. This shift has not only posed significant challenges to traditional broadcast media but also compelled radio stations to redefine their media position and establish a path for transformation. Integration with new media is an inevitable route forward. However, traditional broadcast media faces numerous problems that directly impact its future development. Therefore, this paper analyzes the existing problems of traditional broadcast media and proposes corresponding recommendations for media integration, aiming to benefit the development of broadcast media.

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1.1 Media Coexistence

Although we have entered the new media era, and the future development direction of media must align with current mainstream user demands, new media still cannot develop entirely independently from traditional media. A coexistence scenario currently exists between broadcast and new media. First, based on its long-standing identity as a mainstream traditional medium, broadcast still commands a large stable audience source, including numerous car radio listeners and middle-aged and elderly audiences. Second, as a traditional medium, broadcast possesses a mature news gathering and editing system, including professional journalists and announcers, and this excellent team ensures the production of high-quality content. Simultaneously, the core competitiveness of traditional media lies in the authority it has established over the long term. Although various online grassroots figures and opinion leaders have emerged in the new media era, the authority of traditional media remains irreplaceable in the hearts of audiences. A substantial portion of new media content still originates from traditional media platforms, and its dependence on broadcast has not disappeared, because new media alone may tend to function more as an information distribution channel rather than the true source of information dissemination.

Furthermore, the necessity of integrating broadcast with new media stems from good economic benefits. Compared with television and video, broadcast has relatively low production costs and low audience listening costs, while also being unrestricted by geography and suitable for various settings, such as car radios. Moreover, the development of new media technology further extends broadcast's superiority. Therefore, the integrated development of broadcast and new media holds important significance for both media forms.

Broadcast uses sound as its transmission carrier, which differs significantly from other media. During information reception, only the auditory sense participates in capturing information. Unlike newspapers where "seeing is believing," or television and other media with multi-sensory participation, listening requires full concentration to internalize and absorb information completely and accurately. Consequently, the information that listeners selectively accept inevitably impacts their behavior and consciousness, thereby achieving communication objectives and helping listeners establish correct ideological awareness. Second, in the process of information dissemination, the anchor serves as the communicator, and their personal professional competence directly affects communication effectiveness. Therefore, anchors must prepare thoroughly in advance and

fully understand both the program and target audience to produce a successful broadcast program and expand the listener base. Secondary creation is a process where anchors, based on their familiarity with news scripts, “polish” and enhance them to facilitate audience understanding, transmit information more accurately, and produce a profound impact on listeners. Additionally, broadcast relies on sound transmission, making it suitable for all population groups without restrictions based on listeners’ age, gender, or education level. Broadcast offers excellent mobility and convenience, allowing people to listen anytime and anywhere without interfering with their study or work.

1.2 Broadcast-New Media Integration Models

As new media gradually rises, the integration of traditional broadcast with new media has accelerated. This integration mainly includes three models:

The first is portal website integration. New media websites collaborate with traditional radio stations to establish their own portal websites, thereby fully displaying high-quality traditional broadcast content to audiences on the internet. Major new media portal websites actively seek integration with traditional broadcast media, eagerly hoping to inject quality content into their platforms to further expand their influence and attract more loyal audiences.

The second is joint activities between radio stations and new media. This includes both online and offline activities that effectively integrate the resources of both parties. While new media increases its own popularity, it also delivers quality content to audiences through radio stations.

The third is cross-platform integration. Radio stations utilize Weibo and WeChat platforms to establish personal accounts or official accounts, relying on their resource advantages to reshape themselves into an influential brand on new media platforms. Subsequently, after establishing the brand, they can invest in technology to construct their own all-media platform.

2. Problems in Traditional Broadcast Media

2.1 Monolithic Traditional Broadcast Business

Traditional broadcast has a relatively rich development history in media history, and its communication effects were quite remarkable in past media environments. However, in the new media era, it has inevitably developed the defect of monolithic business operations. Compared with new media, broadcast lacks interactivity and flexibility. The characteristic of real-time feedback in new media is a deficiency that traditional media cannot compensate for. Regarding broadcast, on new media platforms audiences can not only independently select programs that match their personal preferences but also participate in real-time program interactions, such as leaving comments or interacting through

bullet-screen comments (danmaku). Traditional broadcast programs, however, remain stuck in the outdated method of telephone call-ins, which contradicts audiences' increasingly changing conceptual demands. Therefore, based on audience needs, the problem of monolithic business in traditional media must be addressed through the integrated development of new and traditional media.

Consequently, traditional radio stations must engage in deep cooperation with portal websites or mobile media companies that possess large user bases, delivering quality content to leverage new media's influence in rebuilding their brand and winning audience attention to the greatest extent possible.

2.2 Backward Traditional Broadcast Technology

Due to the impact of the rapid development of the new media industry, most radio and television stations have increased investment in the traditional broadcasting industry. However, affected by various comprehensive factors, technical bottlenecks in traditional broadcast still persist, facing a situation of continuous audience market contraction. In the era of comprehensive internet coverage, because of this problem, the gap between broadcast and new media will only widen. Second, compared with new media broadcasting, the information volume and information types in traditional broadcast news dissemination are also limited. Audience demands are diversified. The development of social economy causes people, especially the younger generation, to continuously pursue so-called popular culture and various derived subcultures. Traditional broadcast, however, possesses a conservative attribute and cannot satisfy audience diversification demands, whereas new media broadcasting enables audiences to select on demand due to its rich information reserves. Therefore, the technological disadvantages of traditional broadcast may become a major reason for its replacement by new media. Under such circumstances, it is an inevitable path for broadcast media to embrace new media and learn new media technology.

2.3 Poor Manageability of Traditional Broadcast

Unlike new media information, which possesses massive cloud storage space, traditional broadcast information can only rely on specialized storage equipment and requires dedicated personnel for management and control, making remote playback difficult to achieve. Inflexible management methods waste substantial human and material resources and make it even more difficult to achieve the important goal of remote playback control, causing extremely adverse effects on the development of traditional broadcast.

3.1 Establishing User Awareness in Radio Stations

In the past, audiences were limited by the singularity of media carriers. In the era of broadcast, the only carrier for audiences to obtain information was radio. Consequently, radio stations essentially had no audience awareness in that era,

and this traditional concept has continued to the present. However, the new media era is an age where users are paramount. Media no longer merely serves as an official channel for releasing information but must proactively attract audience attention. The internet has caused explosive growth in information, but audience attention is limited. Media must do their utmost to attract audience attention to generate benefits.

Therefore, for radio stations in each region, if they can gradually establish databases of loyal users, and if the national radio station user database alliance that has already been formed can achieve sharing, that would constitute an immeasurable and most valuable user group, creating an entirely new industrial foundation for broadcast media.

3.2 The Role of Broadcast-New Media Integration

First, broadcast must fully leverage its inherent characteristics, especially in the integration process, achieving mutual enhancement rather than losing one aspect to gain another. It should be noted that fundamental differences still exist between broadcast media and new media. Although new media possesses convenience and richness that other media cannot surpass, not all advantages can be utilized by broadcast media.

Broadcast-new media integration must closely monitor audience needs to develop appropriate station-network interaction methods, approaches, and content. With the development of digital technology and the enrichment of media forms, audiences' lifestyles and media contact habits are changing, and broadcast listeners' tastes are constantly adjusting. Broadcast-new media integration must take audience needs as the foundation to develop station-network interaction methods, approaches, and content that are suitable for itself, its audience, and the market.

3.3 Accelerating Transformation and Expanding Business Scope

In the new media era, innovation is paramount. Broadcast media should keep pace with the trends of the times, accelerate their transformation, continuously integrate existing resources, and simultaneously expand their business operations.

Transformation primarily refers to changes in technology and mindset. Technologically, broadcast media should actively embrace new media, learn the excellent aspects of new media broadcasting, and construct a new media matrix centered on broadcast. Simultaneously, they should adhere to the "content is king" philosophy and create more programs that meet audience needs.

In terms of business, broadcast should develop broader mobile internet services, especially cooperating with influential media industries within new media. The practical significance lies in both incorporating a portion of internet users into their own audience group and achieving resource integration and sharing under

the same media banner. Through station-network interaction and multimedia operation processes, broadcast content resources can be fully and compositely utilized, thereby generating greater social and economic benefits.

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

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