

Development Opportunities for Broadcasting under Media Convergence: Postprint

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Abstract

The continuous development of Internet technology has endowed new media with favorable dissemination conditions, whose transmission speed far exceeds that of radio and television broadcasting. The emergence of new media has substantially impacted the development of the radio and television industry. In this context, traditional radio and television must squarely confront new media, explore an effective convergence model, and concurrently optimize their own program configurations—adopting a dual-pronged approach to identify their developmental pathway. This paper conducts a comprehensive investigation into the actual status of traditional radio and television under the new media landscape, aiming to break the current impasse and explore developmental opportunities for radio and television within media convergence.

Full Text

Preamble

Abstract: The continuous development of internet technology has created favorable propagation conditions for new media, whose dissemination speed far exceeds that of traditional radio and television broadcasting. The emergence of new media has significantly impacted the development of the radio and television industry. In this context, traditional broadcasting must confront new media directly, explore effective integration approaches, and simultaneously optimize its programming to identify a viable development path. This paper provides a comprehensive investigation into the actual state of traditional radio and television under the influence of new media, aiming to break the current deadlock and explore development opportunities for broadcasting within media convergence.

Keywords: Radio and television; New media; Convergence

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In the information age, network and communication technologies are developing rapidly, particularly under China's Broadband China strategy, which has created fertile ground for information technology advancement. Driven by this robust technological progress, new media has emerged as a novel communication method, attracting widespread attention and adoption. New media communication is efficient, timely, and highly diversified. In contrast, traditional radio and television have gradually lost their dominant media position. Under the momentum of new media, radio and television media must transform and explore new integration methods with new media, comprehensively upgrading their program structures to maintain the position of traditional media.

1. The New Situation Facing Contemporary Radio and Television Development

For traditional radio and television under emerging media, establishing a foothold today and achieving future development prospects requires integration with new media. Through increasingly close interconnection, the two can advance together and achieve sustained, stable development. First, new media can benefit from traditional media's authority and abundant, stable content resources. Sharing these resources serves as an excellent supplement for new media, which has broad channels but lacks content. Conversely, traditional media with strong content foundations can leverage new media's superior dissemination forms and rapid communication characteristics to better align with modern information consumption habits. Thus, the integration and interoperability between the two will ultimately construct an era of media convergence. Based on the current development situation of the media industry, proposing media convergence as a development approach aligns well with the characteristics of the times and represents the correct direction for media development.

2. Changes in Radio and Television Under New Media Impact

With a long development history, radio and television have accumulated substantial content, resources, and brand value. Traditional media information possesses authority and credibility, making it highly trustworthy—this represents a significant advantage. Unlike traditional radio and television, new media features diversification and extensive reach. Against this backdrop, radio and television have experienced certain impacts. To keep pace with the times and achieve long-term development goals, traditional radio and television media must undergo several changes: (1) A convergence trend has emerged between

the two; the radio and television industry has analyzed new media's communication channels, hoping to retain its advantages while incorporating new media's dissemination methods to enable diversified, large-scale communication and create more development possibilities. (2) The communication forms of radio and television themselves have changed; traditionally limited in dissemination forms, they could only attract a certain number of loyal users through content quality but struggled to open channels for broader participation. New media development has brought new ideas for communication, prompting radio and television to reflect upon and transform their own dissemination methods.

3. Development Direction of Radio and Television Under New Media Integration

Traditional media such as radio and television are showing a development trend of integration with new media. From the perspective of traditional media, new media is merely a communication medium. On the basis of integration, traditional media chooses to maintain its advantages, focusing on content as the key element, attracting more users through high-quality content rather than adopting the diversified content dissemination approach of casting a wide net. In the development and improvement of radio and television media, new media plays a crucial role. It is precisely because of new media's rapid development trend that traditional media has gained more insights, leading to integration with new media while supplementing its own form upgrades to maintain the position of traditional media.

New media has broadened content dissemination channels and scope. With continuous advancement in information technology, high-definition television and internet television have become increasingly common, representing a major new pathway for radio and television media dissemination. Relevant data indicates that among China's one billion television users, 170 million use broadband, and this figure continues to grow. For the public, progress in internet information technology has brought more convenience to daily life. For traditional radio and television media, this represents a new development opportunity. The development of the internet and widespread use of internet television have shown radio and television media more possibilities. New media has also accelerated the efficiency and development speed of content dissemination. Unlike traditional media's communication methods, new media's diversification has enabled more people to participate in dissemination. The development of cloud data and other technologies signifies that communication methods have entered a new era, in which new media operates freely. For traditional media, there are many aspects worth learning from.

4. Significance of Radio and Television-New Media Integration for Traditional Media

Under the rise of emerging media, radio and television media need to transform their thinking and correctly view new things in the new era. Radio and television media can learn from new media's communication methods, combine them with their own advantages, maintain their distinctive features, and utilize traditional media's strengths to create value for their own dissemination, finding more suitable survival methods. Traditional broadcasting media that fail to effectively leverage new media's advantages to maximize their own value will obviously encounter difficulties in future development. In today's highly developed network information environment, the continuous integration of the two through high-tech means, enabling them to complement each other, represents a new opportunity for traditional media in the new era. The integration and interoperability between the two will play a positive role in promoting the future development of both traditional radio and television and emerging media.

5. Development Recommendations for Radio and Television Under New Media Integration

5.1 Correct Understanding and Leveraged Promotion

For traditional television media to achieve integration with new media, it must develop a correct understanding of new media and utilize the potential promotional effects new media may have on itself. It must transform concepts and thinking, courageously confront its current development status, and through comprehensive analysis, identify its own problems. Some traditional media, due to long-standing habits or unwillingness to face complex realities, choose to continue on the old path, which will only widen the gap with the times. Facing reality and conducting a comprehensive analysis of one's own development situation is essential. After clarifying the specific circumstances, combined with the communication advantages of emerging media, a dissemination plan that aligns with one's own development should be formulated to open up communication channels and begin the upgrade and development journey. Additionally, it should be noted that all transformations and innovations will not yield immediate results; reform is a long-term process. After formulating a scientifically feasible plan, one should forge ahead despite challenges and continuously move toward the established strategic goals.

5.2 Self-Adjustment and Content Upgrading

Learning from new media's communication methods and techniques, as well as utilizing its communication channels, are facilitating factors for the development of traditional radio and television media. However, for traditional radio and television media to achieve sustainable development, they must analyze their own content forms. Due to societal progress, people's requirements for various aspects of life have become stricter compared to before. Meanwhile, ac-

celerated life rhythms have significantly changed lifestyles. In response to this reality, radio and television media need to comprehensively analyze the current information and entertainment needs of the public. Through research and other methods, they should determine communication content that better aligns with contemporary public appreciation characteristics. Based on this, they should examine the current state of their own programs and formulate more targeted program content, which can then be disseminated on a large scale through channels integrated with new media. It should be noted that due to accelerated life rhythms, people have higher requirements for information. They no longer have time to pay attention to 冗杂 information without clear targeting. Therefore, after determining program formats, program content must also be streamlined to make it more precise, enabling people to obtain desired content information within limited time. For traditional media such as radio and television, learning from new media's communication channels is only the first step. To demonstrate their own value in this highly developed information era, they must possess their own uniqueness. The brand effect and content quality of traditional media are their advantages. How to effectively learn from and leverage these advantages in integration and development is a key consideration for radio and television development.

6. Conclusion

With the development of information technology, an increasing number of communication technologies have also achieved considerable progress. In traditional media, radio and television have been leaders in communication. However, under the rise of new media, radio and television have shown signs of decline. For traditional media to carve out a path under new media, they must integrate with new media technology, disseminate their own content through new media channels, and establish a systematic communication system. Continuously promoting the integrated development of traditional radio and television with new media, and enabling the two to complement each other through high-tech means, represents a new opportunity for traditional media in the new era. The integration and interoperability between the two will play a positive role in promoting the future development of both traditional radio and television and emerging media.

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