

On the Effective Convergence of Traditional Broadcast Media and New Media (Postprint)

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

Abstract

With the rapid development of technology, emerging communication methods are becoming increasingly numerous, and traditional media and new media are gradually integrating and developing in a convergent manner. We have entered an all-media era that is rich in content and diverse in forms. This paper briefly analyzes the pathways for promoting the integrated development of broadcast media and new media, with the aim of providing recommendations for fostering the innovative development of traditional broadcast media.

Full Text

On the Effective Integration of Traditional Broadcast Media and New Media

Abstract: With the rapid development of technology, emerging communication methods have proliferated, leading to gradual integration between traditional and new media. We have entered an omnimedia era characterized by rich content and diverse forms. This paper briefly analyzes pathways to promote the integrated development of broadcast media and new media, aiming to provide recommendations for the innovative development of traditional broadcast media.

Keywords: broadcast media; new media; integrated development

Classification Code: G2

Document Code: A

Article ID: 1671-0134(2017)09-032-02

DOI: 10.19483/j.cnki.11-4653/n.2017.09.003

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Broadcasting refers to a news dissemination tool that transmits sound through radio waves and wires. First emerging in the 1920s, traditional broadcasting has undergone further integration with new media throughout its long social

development process, particularly with the rapid spread of computer, information, and digital technologies. This integration has significantly propelled the progress and innovation of China's broadcasting industry.

2. Current Status of New Media and Traditional Broadcast Media Integration

2.1 Coexistence Status of Broadcast Media and New Media

At present, as new media continues to develop, traditional broadcasting is gradually aligning with it and progressing toward the goal of coexistence. Traditional broadcast media typically maintains a relatively stable listener base and can deliver timely urban traffic updates and real-time news commentary to audiences, thereby fully meeting the diverse needs of various listener groups. Consequently, traditional broadcasting still enjoys promising development prospects in the current environment. Additionally, traditional broadcast media professionals often possess high professional competence, and their broadcast content is relatively rich. Moreover, since new media development requires traditional broadcasting as its foundation, traditional broadcast media holds significant developmental advantages.

2.2 Diverse Integration Between New Media and Traditional Media

Currently, the integration between China's new media and traditional broadcast media is gradually manifesting in diverse patterns. These primarily include: establishing broadcast websites to significantly promote the independent development of broadcast media, while also enabling collaboration between broadcast media and other websites to expand social influence.

2.3 Integration Effects of New Media and Broadcast Media

Taking China National Radio as a case study, it began implementing a new media strategy in 2009 to achieve broadcast media development. In this process, the station first underwent comprehensive transformation, with broadcast programs primarily centered on audio supplemented by interactive graphic, text, and video activities, establishing a continuous online audio streaming service. Second, through continuous optimization and adaptation during actual integration, the station strengthened its operations to ensure stable development. Throughout this process, the station gradually transformed toward an omnimedia direction, enabling its broadcast content to serve multiple media platforms. Combined with standardized production practices, this allowed content distribution in news formats as well.

3. Strategies for Integrating Traditional Broadcast Media and New Media

With the progress of the times and advancement of information technology, achieving full integration with new media and realizing complementary advantages between the two is essential for promoting the healthy and sustainable development of the broadcasting industry in the new era. Specific approaches include:

3.1 Optimizing Traditional Broadcast Program Implementation

First, we must strengthen the optimization of traditional broadcast program varieties to ensure they meet the diverse characteristics of new media, providing audiences with broader choices. Second, traditional broadcasting should enhance the establishment of interactive programs and further improve their real-time capabilities. Fundamentally, the ability to interact with audiences in real-time represents new media's most significant feature. Therefore, to achieve full integration between new media and traditional broadcasting, we must approach comprehensive optimization and reform from the perspectives of program content and program design, fundamentally realizing complete integration to promote program quality improvement and ensure audience needs are fully satisfied.

Furthermore, in the new media environment, to truly achieve full integration between new media and traditional broadcasting, we must further build multimedia and digital platforms. In new media communication, digital platforms represent the primary method and serve as the main channel for media information dissemination. Therefore, when constructing digital platforms, they must be capable of integrating various text, image, and audio information for distribution, thereby forming digital and resource-based management. This demonstrates that to fundamentally achieve integration between new media and traditional broadcasting, we must continuously innovate program content and design while building robust digital platforms to provide better information dissemination pathways.

3.2 Integrating Traditional Broadcasting and New Media in Distribution Methods

In the new era, to achieve rapid development of traditional broadcasting, we must promote integration with new media in terms of distribution methods. First, mobile phones currently represent the most widely used digital terminals in modern society, capable of providing real-time information to audiences anytime and anywhere through networks. Consequently, the audience group using mobile phones for media consumption is enormous. Based on this, to achieve essential innovation, traditional broadcasting should actively develop mobile distribution methods to ensure information dissemination through mobile terminals. Second, at present, the internet has become a necessity in social life.

To achieve integration with new media, we must strengthen the full utilization of networks and actively recruit application-oriented talents in network-based dissemination to further expand the scope of distribution.

3.3 Achieving Technical Integration Between Traditional Broadcasting and New Media

In the current context, new media represents a relatively advanced communication method. Therefore, to improve program quality, traditional broadcasting must strengthen technical innovation. Traditional broadcasting needs scientific integration in program production and distribution, leveraging the power of new media to enhance overall quality and thereby improve its market competitiveness.

3.4 Strengthening Communication to Further Achieve Rational Resource Sharing

In traditional broadcast media, communication was relatively limited, with each station operating independently. Every station had its own editors, reporters, and other staff members, and different stations maintained different news operation models and management approaches. News editing required the use of separate media methods. Fundamentally, this created significant conflicts with intensive management models, making it difficult to fully utilize inherent advantages. However, with the rapid development of new media technology, new media methods can effectively integrate text, images, and video with high timeliness, fully meeting the information needs of different groups. Therefore, to better achieve news resource integration, we can establish a diverse media platform for news information distribution, effectively reducing news development costs—another significant advantage of new media.

4. Conclusion

In summary, under the background of the new era, the full integration of new media and traditional broadcasting, along with the scientific utilization of new media to achieve innovation and development in traditional broadcasting, represents an inevitable trend. Through the rapid transformation of traditional broadcasting, we can not only effectively enhance the productivity of broadcast programs but also maximize the reduction of production costs, thereby promoting the improvement of core broadcasting competitiveness. However, due to various influencing factors and limitations, the integration between traditional broadcasting and new media remains at a relatively basic stage. Therefore, further exploration is needed in the future to strengthen mutual cooperation and guide progress toward a better direction.

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Source: ChinaXiv — Machine translation. Verify with original.