

On the Innovation and Development of Broadcast News in the Omnimedia Era: Postprint

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Abstract

With the continuous advancement of science and technology, information technology and Internet technology are being rapidly integrated into people's daily lives. The advent of the Internet era has profoundly transformed all aspects of people's lives and has fundamentally revolutionized the form of the media industry. A multitude of emerging media, developed based on Internet and information technology, have become ubiquitous in people's lives. Individuals can utilize Internet-enabled devices such as computers, mobile phones, and tablets to browse web pages and access diverse media resources at any time. News dissemination is no longer solely dependent on traditional channels such as television and radio broadcasting; new media, with its highly efficient communication capabilities, has already permeated people's lives. With the development of the new media industry and the widespread proliferation of the Internet, we have entered an all-media era. In this all-media era, television media, broadcast media, print media, and online new media coexist symbiotically, characterized by both competition and mutual interdependence. As an important constituent of the all-media era, broadcast news media must adapt and innovate in a timely manner, striving to capture greater attention and loyalty from listeners.

Full Text

A Brief Discussion on the Innovation and Development of Broadcast News in the All-Media Era

Abstract

With technological advancement, information technology and internet technology are rapidly integrating into people's lives. The arrival of the internet era has transformed every aspect of life and fundamentally changed the media industry. A large number of new media platforms based on internet and information technology now dominate people's daily lives. Individuals can use computers,

smartphones, tablets, and other internet-enabled devices to browse web pages and access various media resources anytime, anywhere. News dissemination no longer relies solely on television and radio channels; new media, with its highly efficient communication capabilities, has already captured people's attention. As the new media industry develops and internet access becomes universally available, we have entered an all-media era. In this era, television, radio, print media, and online new media coexist, competing with yet depending on one another. As an important component of the all-media landscape, broadcast news media must innovate and develop promptly to attract and retain listener attention and preference.

Keywords: all-media era; broadcast news; innovation and development

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1. Analysis of the All-Media Era

The all-media era refers to a society where multiple media forms coexist, each with its own strengths and weaknesses, collectively disseminating news and media resources to the public. This era has emerged alongside the development of new media, whose rapid rise has transformed the traditional media landscape. New media features extremely high communication efficiency and diverse formats, allowing every audience member to participate by expressing their views or even publishing their own news. Represented by new media, this era leads the development of the media industry. Although traditional media face significant challenges, they maintain strong advantages: more stable distribution channels and greater authority. For major news events, audiences still prefer traditional media as their primary source of information.

2. Challenges Facing Broadcast News in the All-Media Era

In the all-media era, broadcast news exhibits clear disadvantages compared to other media forms. First, broadcast news dissemination primarily relies on radio signals and radio receivers, meaning audiences cannot access content without this hardware support. In modern society, however, many people do not listen to radio regularly, and these limitations in communication format hinder broadcast news propagation and development. Second, broadcast news content is audio-only. While this convenience benefits some listeners, most audiences in the all-media era prefer rapid text reading or visual news content. This monolithic content format has caused broadcast news to lose significant market share. Finally, many broadcast news outlets are overly rigid in their content selection and broadcasting, rarely adjusting their programming according to audience needs and interests, and lacking distinctive characteristics. Broadcast media is a traditional medium with a long history and strong coverage capabilities. As one of the most widely accessed media, it still maintains a massive listener base to this day. Nevertheless, in the all-media era, broadcast media faces unprecedented impact. Many outlets have been eliminated by the times due to delayed

transformation and innovation, while surviving broadcast media also confront enormous challenges.

3. Misconceptions in Broadcast News Production

3.1 Overly Broad News Content

Many broadcast news professionals prefer to pursue major news stories and events, particularly those related to national welfare and people's livelihoods. However, such news content is often overly broad, covering extensive topics that may target entire provinces, the nation, or even the world, with little direct relevance to listeners. This leads many audience members to perceive broadcast news as discussing only national affairs unrelated to their personal lives. Although these stories are important, most listeners care more about news happening in their immediate vicinity. News that feels distant from their daily experiences struggles to gain audience favor, thereby affecting broadcast news's attention levels.

3.2 Weak Connection Between Content and Programs

Currently, many broadcast media outlets have established news programs closer to audience life to attract listeners. However, in actual broadcasting and content selection, many editors cannot strictly adhere to their program's theme, instead continuing to select major hot-topic news in hopes of satisfying audience needs. They fail to realize that audiences choose specific news programs precisely because those programs meet their needs and suit their interests. For content that mismatches the program's focus, audiences will simply turn away, regardless of whether it represents a social hotspot or major news story.

3.3 Quantity Over Quality

Broadcast news frequently falls into the misconception of pursuing comprehensive quantity, with many outlets attempting to broadcast the maximum number of stories in the shortest time possible. They believe that as a news program, they must inform audiences about all news. However, increased quantity inevitably leads to decreased quality. Broadcasting too many stories within limited time results in extremely brief coverage that prevents in-depth reporting. Audiences can access such brief news items through many channels, making it unnecessary to tune into broadcast news. Listeners hope to hear in-depth coverage of news types they prefer, including comprehensive content related to stories, rather than simple news playback. This represents a widespread problem in current broadcast news. Lacking distinctive features and ignoring audience personalization needs while blindly pursuing comprehensiveness only leads to declining quality.

3.4 Single Communication Format

Currently, many broadcast programs have begun exploring innovative development. For instance, some lifestyle talk shows have entered the online world, broadcasting through websites and mobile apps to wide audiences, achieving excellent results and unanimous praise. However, broadcast news has developed slowly in this regard, with traditional radio remaining the primary distribution method. Audiences can only access news through radio broadcasts, often unable to find live streams or replays through other channels. This severely restricts audience access to broadcast news and limits its development, causing many listeners who wish to tune in to abandon their efforts due to hardware limitations and time constraints. The singularization of broadcast news distribution channels represents a significant factor affecting its development.

4. Innovation and Development Strategies for Broadcast News

Broadcast news typically airs locally, with most listeners residing near the broadcast station. In response, broadcast news should fully leverage its proximity advantage by emphasizing content focused on people's daily lives, highlighting community stories, and increasing coverage of livelihood-related news. For instance, broadcasting traffic updates, changes in community life, and practical information services addresses content listeners find highly relevant and frequently encounter. Other media outlets typically ignore these so-called "minor" stories, representing a unique advantage broadcast media can exploit by adopting a people-oriented approach that fully satisfies audience needs in content selection and broadcasting.

4.1 Strengthening Talent Development

In the all-media era, talent constitutes the cornerstone of media industry development. Only by possessing professionals with an all-media perspective who understand its development patterns and audience needs can broadcast news adapt to evolving times. Under these circumstances, broadcast news media should vigorously strengthen talent development through both internal cultivation and external recruitment to build a robust workforce. In this process, the focus must be on talent capable of adapting to the all-media era—professionals who can help broadcast news understand contemporary public needs, grasp news media characteristics of the new media age, absorb advantages from other media, and respond to listener demands. Talent serves as the guarantee for broadcast news, requiring substantial and unreserved investment.

4.2 Optimizing Broadcast Scheduling

As modern life accelerates and work becomes increasingly demanding, many people have limited leisure time for internet browsing or television viewing. Their primary opportunities to access news occur during brief free moments—such as

on buses, during commutes, while shopping, or during meals. Broadcast news scheduling should align with these audience time constraints, making optimal arrangements based on listener needs. These available moments represent prime time for broadcast news. By scheduling content that interests audiences during these periods, broadcast news can capture attention effectively. Once listeners develop sufficient interest, they will naturally choose to tune in during these times.

4.3 Leveraging Local Advantages

Broadcast news should capitalize on its inherent advantage of geographic proximity to listeners. By focusing content selection on local community affairs, emphasizing stories about neighborhood events, and increasing coverage of people's livelihoods, broadcast news can differentiate itself from other media. For example, providing traffic updates, community life changes, and practical service information addresses topics listeners find highly relevant and encounter frequently. Since other media typically overlook these "small" local stories, broadcast media can adopt a people-oriented strategy that fully satisfies audience needs.

4.4 Expanding Distribution Channels Through Technology

As previously discussed, broadcast news distribution channels remain overly singular, with audiences able to access content only through radio receivers—an approach that struggles to meet listener needs in the all-media era. Modern technology can expand broadcast news distribution channels. On one hand, internet broadcasting enables audiences to listen to live streams or replays anytime, anywhere. On the other hand, leveraging 4G mobile technology for broadcast news distribution through effective partnerships with mobile communication companies allows listeners to access broadcast news and other information via smartphones, thereby broadening distribution channels.

5. Conclusion

In the all-media era, broadcast news media must fully recognize current realities, leverage their strengths, seize opportunities, thoroughly research innovation and development strategies, and comprehensively advance the innovation and development of broadcast news.

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

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