

A Preliminary Discussion on the Interactive Needs of Radio Programs in the New Media Environment (Postprint)

Authors: Zhang Fan

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

Abstract

With the continuous in-depth development across economic, scientific, and other domains, China's comprehensive strength has been steadily enhanced. The advent of the Internet era has brought considerable convenience to people's lives. In this information age, we acquire multifaceted information daily through various channels, most commonly via broadcast programs, newspapers, mobile Weibo, WeChat, QQ, and other platforms to access content of interest. As a widely prevalent medium, broadcast programs have consistently enjoyed widespread popularity while continuously developing and innovating. In the new media environment, enhancing the interactive demand for broadcast programs represents a significant challenge confronting media professionals. This paper briefly analyzes and explores the interactive demands of broadcast programs within the new media context.

Full Text

A Brief Discussion on the Interactive Needs of Radio Programs in the New Media Environment

Journal: ChinaXiv Cooperative Journal *Digital Media & Communication Research*

Abstract

With continuous economic and scientific development, China's comprehensive strength has steadily increased, and the arrival of the internet era has brought numerous conveniences to people's lives. We live in an information age where we obtain multifaceted information daily through various channels, most commonly through radio programs, newspapers, mobile Weibo, WeChat, QQ, and other

platforms to access content of interest. As a widely existing medium, radio programs have remained popular among audiences while continuously evolving and innovating. In the new media environment, how to enhance the interactive needs of radio programs presents a significant challenge for media professionals. This paper briefly analyzes and explores the interactive needs of radio programs within the new media landscape.

Keywords: radio programs; new media environment; interactive needs; development

Classification: G222

Document Code: A

Article ID: 1671-0134(2017)06-093-02

DOI: 10.19483/j.cnki.11-4653/n.2017.06.028

Author: Zhang Fan

1. Current Status of Interactive Needs for Radio Programs in the New Media Environment

1.1 Reflections on the Current Status

With the continuous development of the internet era, people have grown accustomed to a fast-paced lifestyle and fragmented reading patterns. As society progresses, future trends will inevitably favor rapid information consumption, and radio program development must adapt to this shift. The advantage of radio programs lies in their ability to save time and allow people to access news and information in a comfortable manner. For instance, listeners can tune into their favorite broadcasts while driving and simultaneously share their opinions on Weibo or WeChat platforms, interacting with announcers and hosts rather than merely receiving one-way communication. In the new media environment, radio program interaction has evolved from unidirectional to bidirectional communication, representing a progressive development. However, several problems remain in current radio program interaction.

First, many radio programs lack substance and depth, failing to incorporate innovative elements that attract listeners. The interaction platforms between announcers and audiences are insufficient, and meaningful exchanges are lacking. Second, radio programs have not sufficiently innovated their systems to adapt to the new media environment, instead maintaining traditional interaction methods. These deficiencies must be clearly understood for better development. Therefore, radio programs in the new media environment must adapt to contemporary trends, leverage their strengths while addressing weaknesses, discard the dross of traditional broadcasting while preserving its essence, and enhance interactive needs with listeners to make two-way communication the norm.

Additionally, while online radio has gained popularity among young people, inadequate network security management and insufficient high-quality content—along with substantial low-quality or even vulgar material—have prevented the cultivation of strong user loyalty. To some extent, this undermines the practical significance of interactive needs for online radio programs. In the new media environment, further efforts are required to help radio programs adapt to this landscape while improving and standardizing their interactive needs.

1.2 Analysis of Interactive Needs

To improve and standardize the interactive needs of radio programs in the new media environment, we must first understand what is lacking. The essence of radio programs lies in conveying various news and information to listeners, serving as a pathway for audiences to understand the outside world. In the new media environment, interaction is a core requirement of communication—only by meeting interactive needs can audience demands be satisfied. With the continuous development of the internet era, people live in an information age where they can search for content of interest online. Radio programs have gradually evolved, and many announcers or hosts now maintain personal Weibo accounts or dedicated platforms for their programs where listeners can offer suggestions or propose topics of interest. After processing this feedback, programs can incorporate these topics into subsequent broadcasts, gradually increasing listener engagement.

Second, in the new media environment, the volume of information has expanded dramatically, leading radio programs to focus on popular and trendy topics with content that has become superficial and lacks depth. Some programs rely on forced humor to boost listenership, resulting in low ratings. Radio programs must offer substantive content to attract audiences and solve problems for listeners in meaningful ways to achieve better development. Finally, many programs frequently insert advertisements to secure sponsorships or other benefits, which hinders effective communication and significantly reduces interaction efficiency. Radio programs must control advertising volume to improve listenership and overall broadcast quality. By addressing these characteristics and shortcomings, radio programs can achieve further growth and development.

2. Reform and Development of Interactive Needs for Radio Programs in the New Media Environment

2.1 Development Characteristics

The development path for radio programs in the new media environment is inevitably diversified. Several key characteristics define this evolution. First, radio programs are trending toward two-way communication. Traditional radio programs often featured one-way communication that failed to genuinely un-

derstand and address listener perspectives, causing audience ratings to decline continuously. While some programs included segments where announcers took listener calls—ostensibly a two-way process—many such interactions in Chinese radio lacked substantive exchange. Announcers simply followed predetermined program flows to complete tasks rather than engaging in genuine communication or solving problems for listeners, failing to fulfill the true purpose of broadcasting.

In the context of the new media era, people live in an information society where they can search for content of interest online. Radio programs have gradually developed, and many announcers or hosts now maintain personal Weibo accounts or dedicated platforms for their programs. Listeners can offer suggestions or propose topics of interest on these Weibo or WeChat platforms, and after processing this feedback, programs can incorporate these topics into subsequent broadcasts, fostering growing listener interest. Second, in the new media environment, the sheer volume of information has caused radio program topics to become increasingly popularized and trend-driven, with content becoming simplistic and lacking depth. Some programs rely on forced jokes to boost listenership, a development characteristic that has resulted in low ratings for many broadcasts. Radio programs must offer substantive content to attract listeners and solve problems for audiences in meaningful ways to achieve better development. Finally, many programs frequently insert advertisements to secure sponsorships or other benefits, which is detrimental to listener engagement and significantly reduces communication efficiency. Radio programs must control advertising volume to improve listenership and overall broadcast quality. In summary, these development characteristics of interactive needs in the new media environment must be addressed for radio programs to grow and develop further.

2.2 Development Strategies

To break free from traditional constraints and enhance innovation capabilities in the new media environment, radio programs require specific development strategies. Having analyzed the current status, development characteristics, and shortcomings, we can now formulate corresponding strategies to enhance the influence of radio programs across various media platforms.

First, for radio programs to truly stand out in the new media environment, they must reform both content and systems. In terms of content, programs can select fresh social topics for discussion with listeners, choosing subjects of current interest such as uncivilized behavior in bike-sharing programs, local folk customs and solar terms, traffic problems, and other issues where listeners can express their opinions. Radio programs can combine current news hotspots with multiple news reports to correctly analyze events and solicit listener perspectives. This approach naturally creates interaction, allowing listeners to understand domestic and international current affairs during their leisure time while providing a platform for discussion. This format is far more appealing to audiences

than broadcasting unsubstantiated entertainment gossip. For example, Xiamen Tourism Radio's evening rush hour program *Run, Private Car* has experimented with topic-based interaction for over a year, achieving over 10,000 interactions per hour at its peak and demonstrating clear communication effectiveness.

Second, systemic reforms must break through traditional constraints. For instance, radio programs can draw on innovative aspects of foreign broadcasting programs, combine them with China's domestic development status, and create radio programs with Chinese characteristics. Programs can allow listeners to select broadcast content via WeChat or QQ platforms, offering richer and more diverse formats while incorporating interesting interactions with audiences in appropriate ways.

3. Significance of Enhancing Interactive Needs for Radio Programs in the New Media Environment

In the continuous development of the internet era, people find themselves in a vast information vortex, increasingly 倾向于 using auditory channels to obtain information. This approach not only makes efficient use of time but also allows for relaxation. Radio programs continue to develop within the new media environment, with formats constantly innovating—a welcome development for people's fast-paced lives that enables them to shift their thinking during work or study while staying informed about social development. Beyond this, radio programs provide a platform for audiences to participate in discussions of many social issues, expressing their viewpoints. Such interaction simultaneously promotes social development, making it essential to enhance the interactive needs of radio programs in the new media environment.

Furthermore, improving interactive needs for radio programs in the new media environment strengthens individuals' connections with society and relevant fields, enhances social citizens' sense of belonging, and promotes the development of the broadcasting industry.

4. Conclusion

The arrival of the information age has brought many conveniences to people's lives. Radio programs continue to develop within the new media environment, and the continuous improvement of interactive needs allows listeners to genuinely participate in discussions of program content, thereby promoting the continuous development of the broadcasting industry. This paper provides a comprehensive discussion of the current status, development characteristics, strategies, and significance of interactive needs for radio programs in the new media environment, hoping to offer reference value for the broadcasting industry and contribute to the continued growth of China's radio broadcasting sector.

References

- [1] Liu Jinxu. *New Media Strategies and Brand Marketing in the Development of Chinese Radio Arts* [D]. Hunan University of Science and Technology, 2016.
- [2] Liu Qi. *Research on Innovative Strategies for Radio Advertising in China in the Mobile Internet Era* [D]. Bohai University, 2015.
- [3] Shang Yueyang. *Research on Problems and Countermeasures in the Management of Professional Radio Stations (Frequencies)* [D]. Jilin University, 2014.
- [4] Zuo Aifu. *Research on the Reform and Development of Chinese Radio Stations in the New Media Environment* [D]. Central China Normal University, 2013.

(Author Affiliation: Xiamen Radio and Television Group Broadcasting Center)

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

Source: ChinaXiv — Machine translation. Verify with original.