

Integration and Development of County-Level Television Stations in the Context of New Media: Postprint

Authors: Yuan Chunjuan

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Abstract

Exploring effective methods and pathways for the development of county-level television stations under new media to enhance their comprehensive strength. This paper respectively discusses the concept of new media, the developmental dilemmas of county-level television stations in the new media environment, and the countermeasures for county-level television stations facing new media impacts.

Full Text

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Abstract: This paper explores effective methods and pathways for the development of county-level television stations under new media, aiming to enhance their comprehensive strength. The discussion proceeds from the concept of new media, the development dilemmas faced by county-level TV stations in the new media environment, to the countermeasures against new media impacts.

Keywords: new media; county-level television stations; development; dilemma; breakthrough

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Author: Yuan Chunjuan

In recent years, the development of new media based on network technology has broken the monopoly of television stations over information. As the weakest link in the television media ecosystem, county-level TV stations face tremendous pressure. In particular, the advantages of new media in terms of communication methods and speed make it even more difficult for county-level television to maintain its foothold. This has led to a decline in viewership and economic benefits for county-level TV stations. In light of this situation, it is imperative to change development strategies and adjust development models. Specifically, county-level TV stations should leverage their own strengths, absorb the advantages of new media, increase various forms of investment, and implement scientific management to promote sustainable development. The integration of television stations with new media represents a breakthrough for county-level TV stations to improve their current situation.

2.3 Lack of Information Technology Talent

Talent constitutes a crucial resource supporting the reform and development of television stations. Competent editorial personnel provide ample momentum for the long-term healthy development of TV stations. However, new media demands that editorial staff possess certain information technology capabilities, including proficiency in news production software and an understanding of directing and broadcasting functions, even extending to technical operations. Traditional media workers often lack these competencies—they may have editorial skills but lack technical abilities. Some employees are older, with outdated knowledge, and are unwilling to pursue further education, preferring to remain in comfortable environments. The requirements of new media demand a combination of information technology proficiency, editorial capability, and passion for the television industry, which are essential qualifications for thriving in modern television station development.

3. Development Exploration of County-Level TV Stations Under New Media

3.1 Timely Transformation of Television Station Roles With the development of new media, television media must transform its role and highlight its own advantages. In particular, focusing on localization and people's livelihood can serve as key content for developing competitive strengths and enhancing the station's competitiveness. First, the news focus should be placed on the field of people's livelihood development. In the process of news content production, county-level TV stations should prioritize livelihood issues, leveraging their proximity to the public to direct news coverage toward grassroots communities. They should continuously explore new content, promptly attend to areas related to residents' lives and production, and utilize thematic news, news columns, and follow-up reports in their programming. This approach harnesses the power of television media to address the most pressing concerns of the people, thereby attracting viewers and earning their affection.

Second, program localization should be implemented. Local television generally possesses indigenous characteristics, which constitute its main feature. When producing television programs, we should continue to leverage this advantage, allowing local audiences to become accustomed to this distinctive trait. For instance, some programs on a certain county TV station utilize dialects in their presentation, which helps narrow the distance with local viewers. The station can also use its platform to select and publicize outstanding workers from various industries within the county, thereby enhancing its influence.

Finally, effective public opinion guidance must be provided. While new media primarily attracts audiences through rich and timely content, television media should employ truthful reporting and objective facts in program production, enhancing the critical thinking aspects of content. By focusing on areas of public concern such as agriculture, education, employment, and real estate, stations can invite relevant experts to conduct in-depth analysis, providing correct guidance to viewers. Additionally, TV stations can utilize their Weibo and WeChat official accounts to actively communicate with audiences, carefully listening to their suggestions. This approach enhances public trust in the television station while conducting proper public opinion guidance.

3.2 Improving Television Station Service Quality Improving service quality represents one of the primary means for county-level TV stations to develop. With high-quality services, stations can gain audience recognition, generate benefits, and promote healthy development. First, volunteer services should be normalized. Volunteer service is a hallmark of a civilized society. For county-level TV stations to enjoy a good reputation among the people, they must integrate into communities and normalize volunteer service activities, particularly by providing necessary assistance to vulnerable groups within the county. For example, a certain county TV station offered services and care to travelers returning home during the Spring Festival travel rush, providing them with water, food, luggage assistance, and even purchasing short-distance tickets. Such enthusiastic service from TV station staff establishes a positive social image and earns public trust.

Second, leverage cultural service differentiation. As China places greater emphasis on traditional culture education, television stations should transform the dissemination of traditional culture into concrete actions. When designing and producing programs, county-level TV stations should integrate local culture, particularly local customs and practices, to enhance program quality and strengthen their appeal. This allows local characteristics to be inherited and promoted, thereby fostering the healthy development of public social services.

Finally, commercial services should be branded. With continuous socio-economic development and increasingly fierce market competition, brand effects have become more pronounced. County-level TV stations can leverage their advantages for brand packaging and promotion, while also establishing their own brand awareness to drive economic benefits. Stations should seize

this opportunity by organizing commercial exhibitions related to people's lives and interacting with the public, making them feel that brands reported and promoted by the TV station are trustworthy. Simultaneously, by collecting certain sponsorship fees, stations can enhance their economic benefits, thereby better carrying out their work and improving service levels.

3.3 Achieving Comprehensive Television Station Development The competition between county-level TV stations and new media is essentially a competition of comprehensive strength rather than any single aspect. Therefore, increased investment and scientific management are essential to maintain an invincible position. First, investment should be made in digitalizing program production and broadcasting. As is well known, the picture quality of county-level TV station programs is often poor, primarily due to low resolution, which diminishes the viewing experience and constitutes one of the main factors affecting ratings. With the promotion of digital technology, TV stations must also improve and enhance quality, particularly by increasing investment in technology and equipment to elevate program production and broadcasting standards. This results in more vibrant colors, clearer and more stable programs, thereby enhancing market competitiveness.

Second, network optimization should be implemented to improve broadcasting quality. In daily cable television operations, signal instability frequently occurs due to weather conditions or construction work, causing signal disruption and inconvenience to the public. In response, improving and upgrading TV station signals has become imperative. For example, county-level TV stations can optimize their networks through two-way network transformation and ring network construction to perfect the signal transmission system, making TV signals more stable and secure.

Finally, training should be provided for relevant technical equipment personnel and editorial staff. By mastering hardware usage and maintenance, as well as proficiency in editing software and data transmission applications, staff can better utilize both hardware and software, providing ample momentum for TV station development. Investment in TV stations requires coordinated efforts across human, material, and financial resources to enhance overall comprehensive strength.

3.4 Innovating Television Station Development Models The development of new media presents both challenges and opportunities for television station operations. We should integrate new media into existing foundations to better serve TV stations. New media features digital functionality, massive information, fast transmission speeds, and convenient operation. Therefore, we should build multimedia platforms based on existing TV station foundations to diversify programs and showcase them to audiences through multiple channels. This is primarily achieved by establishing TV station WeChat official accounts, where programs and various information are presented, allowing the public to

receive content via WeChat and engage in exchanges and discussions. This not only provides convenience to the public but also narrows the emotional distance with them. For example, Zhaoyuan Television Station launched its website in January 2013, introduced the “Beautiful Zhaoyuan” WeChat official account in June 2015, and opened its mobile TV platform in January 2016, achieving integrated development of traditional and new media. This represents television keeping pace with the times. These are all examples of organic integration between county-level TV stations and new media, enriching program formats and expanding promotional channels, allowing new media to serve the stations themselves. This approach innovates TV station development models and promotes the sustainable development of county-level television.

In conclusion, as representatives of grassroots media, county-level TV stations play a vital role. They are responsible for policy propaganda and the production and broadcasting of popular programs, serving as indispensable spiritual nourishment in people’s lives. However, under the impact of new media, information dissemination methods have changed, placing county-level TV stations in a difficult position. To survive these challenges, stations must leverage their own advantages, innovate development models, absorb the essence of new media, and adopt multi-pronged approaches to promote comprehensive development.

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(Author’s Affiliation: Zhaoyuan City Radio and Television Station, Shandong Province)

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