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Development and Construction of Radio and Television News Industry in the New Media Environment: Postprint

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Abstract

The broadcast television news industry plays an irreplaceable mainstream role in cultural dissemination, information transmission, and public opinion guidance, representing an important component of the cultural industry. The advent of new media has evidently stimulated the development and construction of the traditional broadcast television news industry. However, the widespread application of new media has also evidently engendered certain issues. Grounded in the concept and characteristics of new media, this paper attempts to identify developmental approaches and methods for the broadcast television news industry through an analysis of its current state and existing problems.

Full Text

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Keywords: new media; radio and television news industry; internet communication

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1. Overview of the Development History of Radio and Television News Industry

The development of China's radio and television news industry began in modern times with radio stations initially founded by foreigners, such as the "China Radio Company" established by American Osborn in Shanghai in 1923. In 1927, Chinese people established their own station—the Shanghai Xinxin Radio Station—as a civilian venture. In 1940, the Communist Party of China began leading the development of broadcasting by establishing Xinhua Radio and People's Radio Stations. During the 17 years from 1949 to 1966, China's radio and television news industry truly began to establish its system across provincial, municipal, and central levels, focusing primarily on production and construction content. From 1979 to 1992, China's broadcasting industry underwent reforms, and radio and television hosts began developing their personal styles, sparking a broadcast news culture trend. Starting in 1983, China began developing its television industry, and various news television products emerged like bamboo shoots after a spring rain, leading to rapid development of China's radio and television news industry characterized by diversification, refinement, and differentiation. Since entering the 21st century, the accelerated development of internet communication and the emergence of various new media have evidently impacted traditional radio and television news industries, urgently requiring innovative expansion of their development dimensions.

3. Necessity of Sustainable Development and Construction of Radio and Television News Industry

As the mouthpiece of the state and government, the radio and television news industry shoulders many important functions including information transmission, policy concept communication, and value dissemination. It not only promotes social harmony and stability but also facilitates the formation of public consensus on social concepts and advances the development of social civilization.

4. Differences Between Diversified Media Types and Radio and Television News Industry

Compared with traditional radio and television news industries, diversified media types undoubtedly possess many self-evident advantages in today's increas-

ingly developed internet communication environment. The differences can be summarized as follows:

A major characteristic of new media is its large audience and wide dissemination range. Its powerful information transmission capability has shortened distances in today's world, making it a formidable force challenging traditional media. Taking Weibo as an example, it rose rapidly in 2011, with nearly half of internet users (48.7%) currently using it as an important channel for obtaining and disseminating information.

4.1 Timeliness

In traditional media news dissemination, news events must first be photographed and written by journalists, then transmitted through television stations, radio channels, or print media. During this process, journalists may experience certain delays due to various factors, making the timeliness less than satisfactory. In contrast, the timeliness advantage of new media becomes evident. Taking Weibo or WeChat as examples, eyewitnesses' mobile phones serve as the most convenient information dissemination tools, and the powerful and convenient internet infrastructure accelerates information transmission, immediately informing the public of the latest events without undergoing the cumbersome processes of traditional media. This clearly demonstrates new media's superior timeliness.

4.2 Universality

Official or more public media comprehensively consider events and viewpoints when publishing information. New media differs in that its convenient information acquisition process can provide us with sufficient on-site evidence, and ordinary people can all participate in voicing their opinions on information events. This obviously endows new media with universality in terms of information content and perspectives, often enabling them to disseminate more diverse, authentic, and original news and cultural information materials.

4.3 Interactivity

In traditional media news dissemination channels, consumers are passive audiences who can only watch or listen, unable to publicly participate in expressing viewpoints, resulting in a lack of interactivity. With the advent of new media, audiences can directly supplement, comment on, and discuss news and information. Through this process, they can truly understand the details of events and form more comprehensive and correct perspectives. This demonstrates that new media's interactivity is remarkable, enhancing the self-experience of information audiences in the cultural information dissemination process.

5. Analysis of Current Status and Existing Challenges in Radio and Television News Industry

5.1 Current Status of China's Radio and Television News Industry

China's radio and television industry is embarking on a new normal of development characterized by reform, innovation, quality improvement, and efficiency enhancement, demonstrating several major trends: focusing on innovative development concepts to optimize industry quality, with rich and diverse high-quality radio and television content products emerging endlessly; using key projects as vehicles to further improve the standardization and equalization of public radio and television services; emphasizing functional transformation to strengthen law-based administration and management; using comprehensive deepening of reforms as a driving force to advance toward new media groups; and relying on synchronized internet communication to innovate and upgrade the integrated development model of radio and television. Overall, its development prospects are visible.

5.2 Challenges Faced by China's Radio and Television News Industry

The greatest challenge facing China's radio and television news industry is the rise of internet communication and the forceful entry of new media dissemination methods, which have brought about universal transparency of information throughout human society and accelerated information transmission speed. In this process, the biggest problem is excessive information exposure, which can easily distort authentic information or lead to over-processing of information. Without guidance from professional information perspectives, this can obviously distort societal understanding, viewpoints, and values. For instance, the recent sensational case of "Leukemia Girl Luo Yixiao"—public compassion and assistance ultimately became a tool for profit collection. This demonstrates that under new media information dissemination, the misleading impact of processed, hyped, and dramatized information on the public is enormous and harmful. Therefore, the greatest challenge currently facing China's radio and television news industry is to fully exercise its function of guiding and shaping values and culture, leading the public to form correct cognitions and thereby preventing them from being misled by incorrect information.

6. Proposed Solutions for Current Development Issues in Radio and Television News Industry

6.1 Reform of Existing Systems

Traditional media should promptly reform their inherent communication systems and change previous development paths. They should broaden development pathways through integrated approaches, developing diversified media

channels centered on traditional media to build objective new media capabilities. Additionally, traditional radio and television news enterprises need to reform and innovate their internal competition mechanisms, expand new ideas for industry construction, create a new pattern where everyone contributes ideas and promotes development, and improve overall work efficiency and quality.

6.2 Path for Quality Enhancement and Transformation

In the new information environment, the function of radio and television news industry differs from simply moving information without adding value. It is not merely a migration issue but rather the optimized application of rich resources. Currently, China's industry competition primarily focuses on users as the core. If traditional radio and television news industries cannot extricate themselves from their conventional businesses and decisively transform, they cannot escape the fate of being marginalized. They must adapt to media convergence trends, continuously innovate their thinking, and comprehensively expand their media businesses. Taking Chengdu Media Group as an example, since its establishment, the group has on one hand properly utilized its new media investment platform—Borui Communication Co., Ltd.'s advantages as a listed company in financing and network platforms—to rapidly develop its new media industry, while on the other hand actively exploring innovative development space for traditional media, vigorously supporting new projects, and striving to promote the integration pace of its various media units toward new media, thereby bringing strong vitality to the group's development.

6.3 Enhancing Professional Competence of Practitioners

Only by uniting with audiences, reaching deep into audiences, and retaining audiences can traditional media maintain eternal vitality in the new media environment. The radio and television news industry must connect with the people to lead a new wave of industrial development. The industry must prioritize high quality and productivity, requiring clear implementation of employment and elimination mechanisms. In the management chain, practitioners obviously need guidance on professional capabilities and comprehensive quality training to enhance their competitiveness and promote industry development. Radio and television news communication professionals generally possess strong news sensitivity, professional communication perspectives, and excellent discourse abilities. In the new media environment where everyone participates in dissemination, practitioners should adapt to trends, continuously develop their advantages, and enhance their professional skills. Only by emphasizing efficiency competition on the path of exploring, growing, and maturely absorbing user groups can radio and television news industry practitioners help timely adjust innovative businesses, enrich industry survival resources, and consistently guarantee the industry's overall competitiveness and integration characteristics.

7. Conclusion

In summary, the current new media environment presents both challenges and opportunities for the development and construction of radio and television news industries. On one hand, the use of new media has compressed their living space; on the other hand, new media has brought new development ideas and models to traditional radio and television news industries. The most critical point is how we extract the essence and discard the dregs, enabling it to better and more appropriately continue serving the public.

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

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