

Postprint: Exploring the Development of the Radio and Television Industry Under Media Convergence

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Abstract

With the continuous advancement of information technology, various novel forms of media communication have emerged and developed rapidly. In this context, leveraging the strengths of the broadcasting and television industry, the integrated development of traditional and new media to overcome the limitations of conventional communication modes has become the direction for industry development. However, the convergence of media communication approaches in China's broadcasting and television sector remains in an exploratory phase. Accelerating this process constitutes one of the critical tasks confronting the industry's current development. This paper analyzes the necessity of media convergence in the broadcasting and television industry based on its present development status and explores corresponding development strategies.

Full Text

Exploring the Development of the Broadcasting Industry Under Media Convergence

Abstract: With continuous advances in information technology, various new forms of media communication have emerged and developed rapidly. In this context, integrating the strengths of the broadcasting industry to achieve convergence between traditional and new media—thereby overcoming the limitations of traditional broadcasting methods—has become the direction for industry development. However, media convergence in China's broadcasting sector remains in an exploratory phase. Accelerating this process represents a critical task currently facing the industry. This paper analyzes the necessity of media convergence in broadcasting based on the industry's present development status and explores corresponding development strategies.

Keywords: media convergence; broadcasting industry; development strategies

1. Overview of the Media Convergence Context

The concept of “media convergence” first emerged in the United States, originally referring to a trend toward functional integration among different media communication methods. The concept encompasses both narrow and broad definitions. At the narrow level, media convergence denotes the merging of different media communication methods to form a novel approach that differs in form, function, and structure from any of its predecessors. At the broad level, media convergence may refer either to the process of forming a new media format or to the integration of functions, forms, or structures among different media. This paper adopts the broader definition, referring to the organic integration trend wherein traditional media such as newspapers, television, and radio converge and interconnect with new media platforms like mobile phones and computers across various dimensions—not merely a simplistic “many into one” combination [?].

2. The Necessity of Media Convergence for Broadcasting

2.1 Improving Communication Efficiency

In the information age characterized by continuous scientific and technological development, people’s lives have become increasingly fast-paced, while their thirst for knowledge and information has grown more urgent amid diversified media formats. Traditional broadcasting communication methods can no longer satisfy these diversified information needs and will inevitably be eliminated by users over time. In the era of intelligent media, the emergence of new technologies such as big data and cloud computing—and their integration with traditional media—has effectively facilitated the transformation and upgrading of communication methods, substantially enhancing media communication efficiency. Therefore, integrating various intelligent media approaches with traditional broadcasting methods constitutes an essential requirement for achieving efficient industry operations.

2.2 Meeting Diverse User Demands

The mobile and intelligent era has not only heightened people’s demands for information acquisition speed but also created more diverse requirements for communication formats. In earlier times when only newspapers and radio existed, public demand for information formats remained at the text and audio levels. With television’s emergence, audiences gradually adapted to information formats incorporating images and video. The subsequent appearance of smart devices like computers and mobile phones has made information access more diversified, with users expecting greater variety in how they obtain information. Consequently, to satisfy these diverse user needs, convergence between old and new media has become an imperative for the broadcasting industry.

2.3 Achieving Sustainable Industry Development

Moreover, as computers and mobile phones increasingly become primary channels for news consumption, traditional media such as radio and television have experienced further negative impacts. Compared to television, smart devices offer distinct advantages in intelligence and mobility, leading users to prefer browsing information on these devices during leisure time. Additionally, smart devices enable deeper two-way interaction between information disseminators and recipients, making them highly popular among users and causing severe disruption to traditional broadcasting. Under these circumstances, the broadcasting industry must vigorously promote media convergence and actively leverage its unique advantages to secure new development opportunities in this new era [?].

3. Development Strategies for Broadcasting Under Media Convergence

3.1 Adhering to Content as the Fundamental Principle

While new media development presents certain opportunities, it also brings notable challenges, particularly in copyright protection. Therefore, to achieve stable and rapid development in the context of media convergence, the broadcasting industry must ground its integration of traditional and new media methods in robust copyright protection. It must clearly recognize that regardless of format—new or traditional—these are merely information carriers and not the fundamental source of competitive advantage. The industry should remain firmly committed to content as its core development principle, devoting greater energy toward optimizing information content and protecting copyrights. Especially when integrating various communication formats, the broadening of dissemination channels poses greater threats to copyright protection. Without strengthened awareness, malicious commercial entities may steal copyrighted material, causing the industry to lose its unique advantages and struggle to achieve sustainable development under media convergence. Thus, safeguarding superiority in content quality constitutes a necessary strategy for broadcasting development in this new era [?].

3.2 Promoting Innovative Development Through Convergence

New media communication methods, with their advantages of rapid dissemination and strong user interactivity and participation, have significantly impacted traditional approaches and partially altered the media landscape. Fundamentally, however, the relationship between new and traditional media is not one of replacement but rather symbiotic coexistence—each possessing distinct strengths and weaknesses while developing simultaneously within the media convergence context. Therefore, rather than completely abandoning traditional media formats, the broadcasting industry should actively discover and retain traditional media's advantages while innovatively integrating them with new in-

telligent media strengths to achieve complementarity and mutual enhancement, thereby optimizing communication forms. In practical terms, broadcasting professionals can integrate the timeliness characteristic of intelligent media with the exclusivity feature of traditional media during program production, thereby ensuring both information immediacy and program originality to secure unique advantages for the industry under media convergence.

3.3 Diversifying Information Dissemination Formats

As previously noted, the emergence of new media communication methods and platforms has heightened user demands for both communication efficiency and format diversity. Consequently, during the integration of different communication approaches, the broadcasting industry should consciously diversify its information dissemination formats to make content more attractive and expand its audience base. Specifically, this diversification can be achieved through three aspects: First, diversify the overall program framework—television programming should not be monolithic but should innovate with multiple formats and themes to cater to diverse audience needs and secure a more stable user base, thereby enhancing development advantages. Second, innovate specific dissemination methods—for instance, transforming traditional oral broadcasting into scene reconstruction to recreate news scenes, thereby increasing audience immersion and interest. Third, innovate program presentation formats by shifting from one-way to two-way communication, establishing interactive platforms that engage users and enhance interactivity to gain greater recognition [?].

3.4 Accelerating Channel and Platform Expansion

To seize development opportunities in this era, the broadcasting industry must align with media convergence trends, accelerate the expansion of information dissemination channels and platforms, and achieve greater channel intelligence and communication speed. Operationally, this expansion comprises three components: First, integrate various communication platforms and channels to enable multi-channel dissemination, reaching broader audiences and enhancing social recognition. Second, expand network platforms and channels—beyond existing channels in old and new media, internet technologies have introduced various new platforms including web pages and live streaming services. The broadcasting industry should explore and expand these new methods to broaden its development space. Third, utilize outdoor platforms—rationally employing outdoor media such as electronic displays in central business districts can effectively support promotional efforts and help broadcasting attract larger audiences [?].

In summary, the media convergence era has presented the broadcasting industry with a series of challenges and new development requirements. In this context, relying solely on traditional communication methods will inevitably fail to satisfy user needs and jeopardize the industry's position. Therefore, the broadcasting industry should actively embrace media convergence trends, confront

its challenges, and create more development opportunities to achieve better and faster development in the era of intelligent media.

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