

Analysis of the Convergence and Mutual Appreciation of Traditional Radio and Television Media and New Media

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Abstract. With the rapid development of digital technology, traditional radio programmes are facing unprecedented challenges and opportunities. Some researchers have found that a certain degree of convergence between media and new media would be beneficial to the development of the media industry, but there is a lack of uniform interpretation. Therefore, this study aims to explore the convergence and mutual learning between traditional radio programmes and new media, and to analyse the interaction and integration of the two in terms of content, technology, audience and business models. The research methodology of this paper is as follows: Firstly, the data for the web report was collected, and secondly, the data was analysed in terms of case studies, factor analysis, and theoretical analysis. The study found that traditional radio programmes using new media technologies could enhance the attractiveness and impact of the programmes, and that new media can simultaneously grow in drawing on the strengths of traditional media. The research in this paper not only provides theoretical support for the transformation of broadcast media, but also provides empirical analyses of the practice of media convergence in the new media environment.

Keywords: Traditional Media, New Media, case studies, factor analysis, theoretical analysis.

1. Introduction

Since the reform and opening up of China, the construction of economy, politics, culture and society has made great achievements. These developments have changed and reshaped the media ecology of media development, and pushed China's media industry to keep improving [1]. The development of the media industry is closely related to the development of the country [2]. In 2017, the 19th Party Congress clearly put forward, the salient contradiction of China's society in the new era is: the contradiction between letting the people's growing needs for a better life and unbalanced and insufficient development. In response to the country's call to promote the prosperity of cultural undertakings and cultural industries, the media field should not only be "stronger" and "bigger", but also develop new paths. For example, integration with new media and development of new technologies. Nowadays, the rapid development of the Internet era has made the media industry grow extremely fast and have an impact on the traditional media, bringing them new opportunities and challenges. More and more people began to pay attention to the future direction of the media industry and the development process [3].

Prior to the advent of digital media, the form of media that people used to disseminate information and entertainment content was called traditional media. Traditional media is saliently represented by newspapers, magazines, books, radio, television and so on. While the influence and use of traditional media is changing with the spread of the Internet and mobile devices, new media have emerged. The emergence of new media is a product of the development of new technologies, in particular advances in digitalisation, multimedia and networking technologies. The development of these technologies has led to a fundamental change in the shape of information dissemination, thus giving rise to the birth of new media.

Entering the 21st century, with the arrival of the digital era, China's radio and television industry has formed a complete industrial chain, including programme production system, transmission system, broadcasting system, operation system and several other major links, from the point of view of the entire industrial structure, the current radio and television industry in the process of

development of the challenges and opportunities co-exist. Moreover, in recent years, the development of new media industry is gaining momentum, the traditional media market is weakening, our government timely identify problems, solve problems, introduce various policies to guide the transformation and development of traditional media, and emphasised the integration of traditional media and new media development. Facing the status quo of the industry, only by continuously promoting the integration of traditional media and new media can the industry build a modern communication system, which in turn promotes the technological upgrading and innovation of the radio and television industry.

2. Analysis of the current situation and development of traditional radio and television media

2.1. Overview of the current status of traditional radio and television programmes

Traditional radio and television media are forms of media that transmit sound and images via radio waves or limited networks, and they were one of the salient mass communication media of the 20th century. The concept of television did not exist as early as the beginning of the twentieth century, when people used wireless telegraphy to transmit and receive information, which later developed into sound broadcasting. Radio and television were thus skilfully merged into one when television became popular in the middle of the 20th century and became the salient form of entertainment and information acquisition in the home.

On 1 May 1958, Beijing Television (the predecessor of China Central Television) went on the air, marking the birth of the new Chinese television business. Since then, China has begun to invest a great deal of effort in radio and television programmes. In 1983, the Eleventh National Radio and Television Work Conference, on the basis of establishing the theme of news, further advocated "promoting the advantages of exclusivity and bringing together the essence of the world", identifying and correcting problems on the basis of the predecessors, and further enriching the diversity of programmes in order to safeguard the quality of the programmes and the broadcasting rate.

However, with the development of the new media era, traditional radio and television programmes have been subject to considerable impact. Take the News Broadcast as an example, which is the salient programme of the Central Radio and Television Station and the most authoritative, formal and comprehensive news programme in the country. Since its launch in 1978, it has salientained a fixed time slot at 7 p.m. every night and a relatively fixed duration, basically around 30 minutes. Over the past few decades, the "News Broadcast" has been the salient channel for the people of China to obtain information and learn about actual events. However, after 2000, according to a survey by China Audiovisual Data, the programme's ratings have begun to show a downward trend. In addition to the monotony of the content, the lack of innovation and interaction, the reason for this is that the programme has been affected by the new media. Nowadays, people can quickly and conveniently through the network platform to learn the latest information of the day, whether it is text, pictures or short videos, have greatly shortened the time to receive the message, resulting in the influence of traditional radio and television programmes greatly reduced.

2.2. New developments in traditional radio and television media

In the wave of development of the times, the media industry is constantly undergoing various changes. The traditional radio and television media have undergone many years of development, and have accumulated a wealth of experience and unique charm, with a fixed audience. This is the advantage of traditional media, however, these can not support it all the way [4]. When individuals look back over the course of history, the greatest advantage of those fascinating things has often been their irreplaceability. Looking at television programmes, individuals seldom feel this irreplaceability in traditional broadcast media. Their strengths are slowly weakening and their problems are gradually emerging. Today, in the media market which is saturated, the traditional radio and television media

also had to try to join a new programme form to catch up with the "trend", showing the form of a single to diversified, from the plane to the three-dimensional, from the stagnant to the dynamic characteristics of the development. Programmes such as CCTV's "National Treasure" and Shanghai Radio and Television's "Here Comes the Non-legacy" have made use of modern media technology to enhance the audience's recognition of their own cultural values, and to give the audience a new experience and a new view of the television media. Radio and television programmes are no longer stuck in the original form, it is undeniable that the successful transformation of many programmes are inseparable from the new media technology. However, some did not ride on the "era of the express" of the traditional radio and television programmes gradually died out. From the current form, radio and television actively embrace new media with an open and inclusive attitude, and the emergence of some brand-new forms in the development of integration is a powerful initiative for sustainable development.

In the future, converged media will have a vast foreground, and it will be able to better utilise its advantages in this digital age.

3. Introduction and outlook of new media industry

3.1. Introduction and current status of the new media industry

New media refers to the new forms of media that have emerged with the development of digital technology, network technology, mobile communication technology and so on. Compared with traditional media (e.g. newspapers, television, radio, etc.), new media have many new characteristics. Firstly, with high intensity of communication and interactivity, people can quickly spread information through new media technology. For example, publishing an emergency notice or reporting a news story in real time at the first scene can be easily achieved through new media technology; Secondly, the content is rich and varied, reflecting new media multimedia nature. The way people receive messages is no longer limited to text, pictures, and videos, but also motion pictures, live streaming in real time, etc; Finally, it is highly personalised. New media can provide personalised content recommendations based on users' interests and behaviour.

According to the Network Report, in 2023, applications related to the new media industry showed a remarkable trend of integrating new technologies and saliently attained a steady growth in user size. According to statistics, the user scale of instant messaging and online video (including short video) has exceeded 1 billion, with a usage rate of 97.0 per cent and 97.7 per cent of Internet users respectively. With breakthroughs in artificial intelligence technology, the new media industry is at another peak. At the same time, it also integrates more top technologies into its industry, which objectively promotes the innovative development and sustainable prosperity of the application ecosystem [5]. Focusing on the deepening of media convergence and the development of intelligence, New Media China 2024 showcased many "Innovative Technology", including the application of AI-generated content in the media sector. Currently, AI technology innovation reshapes the media form and media industry, and becomes the core driving force for the development of media ecosystem. New media are also expanding their reach, diversifying their communication methods, and their influence is not limited to communication, but is able to influence user behaviour through integrated communication means. Today, China's new media industry is in a stage of rapid development, with an ever-expanding market scale, and technological innovation and digital transformation are the salient driving forces behind the industry's development. At the same time, the new media industry is actively adapting to and leading the digital transformation of society and economy [6].

3.2. Future foregrounds for the progression of the new media industry

As the Internet continues to grow, the momentum of the new media industry resurges high. By looking at the user base, by June 2024, China's internet users will be close to 1.1 billion, an enhance of 7.42 million from December 2023, with the internet penetration rate reaching 78%. The young and the middle-aged and the elderly are accustomed to obtaining information and entertainment through

online media. Such tremendous technology offers new media a huge market potential and more opportunities for content creators to reach and engage audiences.

With regard to the construction of new media, although new media has already made non-negligible achievements in various fields, it is still necessary to take advantage of the strengths and weaknesses of the new media and continue to improve them. China's New Media progression Report points out that while China's new media continues to develop, some problems should not be ignored, which mentioned: The media industry continues to refine its content while transforming and upgrading its development, building a systematic and scientific media integration paradigm. For example, the trade-off between social benefits and economic gains, the balance between technological empowerment and content guardianship, and the dilemma between the traditional media system and the restructuring of new media. All these, from different realistic backgrounds and different subjects, are needed to solve the ethical problems in the era of intelligent communication, and to enhance the normative and guiding force of media integration content.

In a new media context, everyone can participate in the media business, and the subjects of the media industry become more diversified. Every subject in the context of the Internet is equal, the base of creators has enhanced, the way of creation is simplified, the new media has penetrated into all aspects of the entertainment industry at a very fast pace. In view of the current progression situation, the future development of the new media industry is promising. Moreover technological innovation, digital transformation, intelligent development and social governance integration will be the salient trends [7].

4. The important role of integrating traditional radio, television media, and new media in the modern media landscape

4.1. The need for converged media

New media technology is a new type of technology that accompanies the continuous optimisation and improvement of network platform and information technology, and it can be used to achieve the innovation and optimisation of communication content and impact in all aspects of radio and television programme production and dissemination [8].

Converged media is a better choice compared to traditional media and new media. By breaking through the technological limitations, it makes the two cleverly combine and collide with new sparks. Firstly, in the current complex public opinion arena, the unified media, by integrating the advantages of traditional and emerging media, enhance audience communication and interaction and broaden the channels of public opinion expression, so as to consolidate and strengthen the salientstream ideological opinion of the Party. Secondly, the development of converged media has promoted the innovation and transformation of media convergence technology, which is technology-driven and breaks the boundaries between traditional media and new media, enabling better integration and mutual understanding between the two. Moreover, by integrating the contents, communication channels and media terminals of different media forms, converged media achieve resource sharing, integrated progression and complementary advantages, which are used to maximise social and economic benefits.

In the innovative development of radio and television programmes in the era of integrated media, relevant professional workers are required to have good media literacy. At the same time, the production and dissemination of radio and television programmes in the context of integrated media should also pay attention to the application of innovative technologies and methods to improve the effect of radio and television programme production, optimize the quality of radio and television programme production, adapt to the background of the era of integrated media, and explore new paths for the actual work of radio and television programme production and dissemination. The Internet should be actively integrated into the new media media methods, play a huge advantage, and constantly dismantle the inner operating concepts, innovate high-quality content, new situations and

methods to achieve diversified media platforms news and information planning and dissemination, and actively keep pace with the times and innovate a new situation of media integration [9].

4.2. Effective strategies for the integration of traditional radio and television media with new media

The emergence of new media has enabled audiences to access a large amount of information from multiple aspects of the big data internet, and people's information needs have advanced significantly. As the technology continues to improve and update, more and more excellent products are presented to the audience. At the same time, people then have higher expectations of the media. Therefore, there is a need to meet the growing demands of people through converged media, and the media is gradually shifting from traditional single demand to personalisation as well as customisation [10].

Converged media needs the support of several effective strategies if it is to salienttain its own sustainability in the zeitgeist. First, innovative media content. Traditional radio and television also need to change their own development concepts, the use of network platforms and audience to establish an interactive platform, so the audience can be based on the needs of the audience to produce programmes that the audience like, to further enhance the traditional radio and television opinion-guiding force. For example, Henan TV's Tang Palace Night Banquet uses 5G and virtual reality technology to integrate the long history of traditional culture with new technology, bringing viewers an exquisite visual feast. Secondly, credibility should be enhanced and an effective safeguard system should be established. Traditional radio and television broadcasting should make scientific and rational use of new technologies. Thirdly, to enhance the professionalism of television media practitioners. If TV programmes want to obtain transformation and development in the era of integrated media and achieve transformation with the help of new media technology, it is necessary to cultivate the level of new media technology among practitioners. When more people have mastered the appropriate new media technology, the TV media can really implement the new media technology into the daily news production work.

The development of converged media is not only an inevitable trend of technological development, but also an inevitable way for the media industry to adapt to the challenges of the new era and enhance its competitiveness and influence. In the future, converged media will have a vast foreground, and it will be able to better utilise its advantages in this digital age.

5. Conclusion

This paper draws the following conclusions from an in-depth analysis of the integration and mutual appreciation of traditional radio programmes and new media: The integration of traditional radio programmes with new media is a general trend, and this integration can not only broaden the dissemination channels of radio programmes, but also enhance the interactivity and sense of participation in the programmes. The application of new media technology provides new vitality for traditional radio programmes. Through social media, mobile applications and other platforms, radio programmes can achieve rapid dissemination of content and instant feedback from audiences, thus increasing the appeal and influence of the programmes. In addition, changes in audience behaviour have prompted the need for radio programmes to adapt to the new media environment and to meet the diversified needs of the audience through accurate data analysis and personalised content pushing. In terms of business model, the integration of traditional radio programmes with new media has opened up new revenue channels and provided new ideas for the commercial development of the broadcast media. However, there are challenges in the integration process, such as content homogenisation and copyright infringement. To sum up, the integration and mutual appreciation of traditional radio programmes and new media is a complex and multi-dimensional process, and its research significance lies not only in theoretical innovation and business model innovation, but also has far-reaching significance on audience demand satisfaction, cultural dissemination and social impact.

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