

Innovation Work Based on Radio and Television Media in the Internet Age

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Abstract: the Advent of the Internet Era Has Promoted the Reform and Optimization of Radio and Television Media, That Brought about the Challenges and Opportunities, as Well as the Seriousness of the Traditional Media, Especially in the Area of Rapid Rise of Emerging Media, in This Context, Radio and Television Media Can Only Continue to Develop in a Healthy and Orderly Manner If They Seek New Breakthroughs in Innovation. Otherwise, the Advantages of Radio and Television Media Will Be Swallowed Up by New Media. Based on the Actual Situation Faced by Radio and Television Media, According to the Specific Characteristics of Radio and Television Media, the Article Analyzes the Innovation of Its Work from the Perspectives of Communication Channels, Content Production, Political Thought and Media Integration, with a View to the Development of Radio and Television Media in the Internet Era, Which Will Help to Promote the Innovation and Development of China's Radio and Television Media.

1. Introduction

With the changes in information dissemination tools and carriers, the monopoly position of broadcasting media, which has been the main carrier of broadcasting and television business, has also quietly changed. The power of change generated by the Internet is enormous, as the Emerging media has become an inaccessible part of people's lives, it has also become an important carrier of information transmission, and the Internet has become a hot word in all walks of life, which is a new force for resource allocation, integration and reconstruction that will advance with the times, and realize the integration and transformation with the new media, and to actively embrace the Internet, and realize the innovation and development of the traditional radio and television media.

2. The Status Quo of Radio and Television Media

2.1 Intense Market Competition

With the rise of the Internet, in addition to the competition between the media, a large number of new media have emerged, such as Tencent, today's headlines, Netease, etc. The new media is equipped with the Internet, which has separated itself with its advantages of speed, convenience and interaction as part of the media audience. The mass base of traditional media has been severely squeezed, especially since some young people are more inclined to use the Internet to access and browse information, resulting in a narrower living space for radio and television media. The fierce competition in the market has brought a lot of impact to the broadcasting and television media, and in order to acquire more users, we must carry out reforms and innovations to adapt to the development of times.

2.2 Restrictions on Institutional Mechanisms

There is a big difference between traditional media and new media. The development of traditional media is even more bumpy. The age of its user base is generally longer, and the loss of talents is also great. At present, the age group of talents is too large, and there are some lack of innovation in some new ideas and forms, too old-fashioned and lack of combat effectiveness. On the other hand, most of the new media are young teams, innovative ideas, dare to think, dare to do, and more humane management methods, attracting a large number of young talents. In addition, the influence of the receptor system with many investors also directly transferred to the Internet and

other new media, a large number of hot-selling online dramas and variety shows emerged, deeply loved and respected by the audience, and to further seized the target market.

3. The Innovation of Radio and Television Media Work in the Internet Age

3.1 The Transformation of Ideological and Political Consciousness

In the Internet era, radio and television media have only constantly adjusted themselves and developed themselves, which will only lead to the loss of their political credibility. It can be seen that the ideological and political awareness of radio and television media in the Internet era is equally important, and it is necessary to actively combine with the communication characteristics of new media to better serve the party and the government. First of all, we must actively change the thinking concept, and we must constantly change from propaganda thinking to service thinking. In the past, radio and television media mastered the absolute initiative of market propaganda, and the audience can only passively accept information, but in the new media era, the audience's choice is even more Wide, as the way of entertainment is also more diversified, listening to the radio, watching TV is no longer "just need" 3 . Therefore, the ideological and political work of radio and television media should continue to carry out the concept of innovation with the change of the media environment, from the propaganda thinking of "media-based" to the service idea of "audience-based", in addition to the crisis and reform consciousness, there must be constant Cultivate new employees and introduce a sense of fresh blood to provide more ideas and ideas for the development of radio and television media.

3.2 Innovation in Content Production Methods

Traditional radio and television media are more advanced than new media in audiovisual programs, but they are not comparable to new media in short phrases, postings or reprinting small videos. Therefore, radio and television media should actively establish a fusion mechanism with the Internet in terms of content production methods, and always insist on content as the king, to achieve content with distinctive features, new forms, and to achieve the ultimate in its own high-quality content, keeping up with the trend of the times. The advantages of radio and television media in news information and news commentary are unique. The major news reports still need to be dominated by radio and television media. In the variety show, we must continue to carry out independent innovation and create more original Chinese. And the unique variety show, with CCTV's original variety show "Chinese Poetry Conference" has achieved good results and effects, set off a wave of ancient poetry, let more people understand the charm of Chinese traditional culture. Innovation in the transmission of information distribution channels

The client and APP of the new media are the main carriers for transmitting information, and the information transmission is mutual. The user can also use the client and the APP to express their opinions and interact online in time. The information transmission of radio and television media is still one-way, and the timeliness of information transmission is not enough. Based on this situation, radio and television media should realize the innovation of transmission information channels, expand into diversified channels, and establish their own WeChat public account as soon as possible. Weibo account or unique website, timely release information on the Internet, use its authority to regain the initiative of the information market. In the new era, radio and television media need to continuously improve their information distribution channels, broaden the form of information output, and enable information to be transmitted to users more quickly and in a timely manner, expanding their market influence.

3.3 Overall Market Strategy Adjustment

The formulation of the market strategy will directly affect the development goal of the broadcasting and television media work, and the direction of all subsequent work development. The strategic development can be said to be the top-level design of the broadcasting and television media work innovation. Although the information transmission of new media is very rapid, it still

does not have the dominant position of TV media in terms of the authenticity and comprehensiveness of the information. In this context, the cooperation and integration between the Internet and radio and television media has gradually deepened, creating a new model of strategic cooperation between “Internet + radio and television media”. For example, CCTV Variety Channel and iQiyi teamed up to create a large-scale interactive magical reality show “Magic Magic”, as well as Tencent Video and Dongfang TV's “Slow Variety” - “We 15” have achieved good results. The achievements of the Internet era require such a “competition” model with complementary advantages. Whether it is a TV series or a variety show, it has gradually moved toward “IP”. With the “IP” of the content system, radio and television media can open up barriers between the whole industry and the cultural industry, making content change products, audiences become users, and thus better occupying. And integrate into the new media market⁴.

4. Innovation of Terminals and Service Methods

With the continuous advancement and development of Internet technology, China's media landscape is also undergoing an important transformation. Traditional radio and television to modern mobile TV, mobile multimedia, and then to the hot video portal, mobile APP, etc., are pushing The development and transformation of new media technologies in China. The rapid updating of information technology is not only a change in content, but also a marketing model, a communication channel, etc. In this situation, radio and television media can only integrate with new media in terms of terminals and service methods. Improve your own competitiveness. The quality of the service is closely related to the terminal. The good terminal is simple, convenient and fast. Therefore, the radio and television media must have a dedicated technical team to formulate and design a more intelligent and diversified radio and television terminal. It will promote the traditional radio and television media to be more meticulous and more diversified in receiving terminals and services, thus adapting to the wide-scale needs of multi-platform and multi-terminal society. By innovating the terminal and service methods, it can also stimulate the internal employees' competitive mechanism and driving force, so that more people can actively participate in the cooperation mode, become the core driving force for the reform of the broadcasting and television media, and continue to provide more diversified users. The content of the service is better to occupy the information market.

5. Conclusion

With the advent of the Internet era, the power of change brought about by it is enormous, which has led to a major shift in the media landscape of the market and has completely changed the channels through which people receive and disseminate information. For the broadcasting and television media, it has always been the backbone of media communication, because it has an important influence on the party and the people. Under the influence of the Internet, it has brought new opportunities and challenges to the broadcasting and television media, which also needs to combine the advantages and characteristics of the Internet. The combination of strength is the new development path of the traditional radio and television media. The article starts from the current development status of radio and television media, analyzes its work innovation from the aspects of thought, channel, terminal and service, and promotes the innovation and development of radio and television media work.

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