

## Research on the international communication of radio and television director majors under the background of globalization

Xiangyu Cai

Liaoning Communication University, Shenyang, 110136, Liaoning, China

caixiangyu1029@163.com

**Keywords:** Under the background of globalization; Radio and television; Editing and directing; International communication

**Abstract:** With the information revolution and the further promotion of the global market, capital, technology and personnel are freely flowing and optimally allocated around the world, so that all regions in the world are integrated into an interconnected international system. Under the current environment, China's information technology is developing rapidly, and the new media environment has had a huge impact on the traditional radio and television director industry, and at the same time it has also posed a huge challenge to the traditional radio and television director. Facing the people's growing cultural needs, and for the healthy development of their own industries, radio and television editing and directing departments must break through the old-fashioned ideas and old-fashioned editing and directing methods. The radio and television industry has developed steadily in this stable environment, constantly providing the people with a large number of high-quality cultural programs, which has made great contributions to improving the people's cultural level. Economic globalization has expanded globally through international division of labor and commercial trade, leading to an increasingly close degree of organization in the international system. This has changed the way information is disseminated between countries and has profoundly influenced the strategies and tactics of international communication. The main support enterprises for economic news dissemination are multinational corporations. By investing in various world-renowned news organizations, enterprises obtain the right to disseminate their products and information, ultimately enhancing the global influence of their brand and products.

### 1. Introduction

The development of reform and opening up and the prosperity of the market economy have brought about the double prosperity of people's spirit and culture, and also provided a stable development environment for the improvement of people's living standards [1]. With the information revolution and the further promotion of the global market, capital, technology and personnel are freely flowing and optimally allocated around the world, so that all regions in the world are integrated into an interconnected international system. Therefore, the dissemination of economic news is cross-regional, cross-national and cross-media news dissemination, and the global international dissemination of economic news needs to build a global communication and development strategy [2]. Under the current environment, China's information technology is developing rapidly, and the new media environment has had a huge impact on the traditional radio and television director industry, and at the same time it has also posed a huge challenge to the traditional radio and television director. In this context, radio and television directors need to constantly pursue innovation, explore new program forms and expressions, and provide more attractive and interactive content to win the favor of the audience [3]. Facing the people's growing cultural needs and for the healthy development of their own industries, radio and television editing and directing departments must break through conservative concepts and outdated editing and directing methods [4]. The best way to seek greater development space and increase the industry competitiveness of the entire industry is to strengthen the cultivation of innovation awareness. The cultivation of innovation awareness requires not only clear goals, but also the adoption of correct

methods.

With the rapid development of digital technology and the continuous evolution of media forms, the traditional radio and television model is facing new challenges and opportunities. The radio and television industry has developed steadily in this stable environment, continuously providing the people with a large number of high-quality cultural programs, and making great contributions to improving the people's cultural level [5]. Economic globalization has become an irreversible trend in today's world, and its degree of development continues to deepen. Economic globalization has expanded globally through international division of labor and commercial trade, making the international system increasingly tightly organized. This has changed the way information is transmitted between countries and has profoundly impacted the strategies and tactics of international communication [6]. Therefore, radio and television directors should first fully consider the changes of the audience, and at the same time see the opportunities and challenges given to the industry itself by the current era [7]. See the main problems and bottlenecks in the development process, and make strategic development changes according to the changes of the audience and their own advantages and disadvantages. The main supporting enterprises of economic news dissemination are multinational large enterprises. Enterprises gain the right to disseminate their products and information by investing in various world-renowned news organizations, and ultimately improve the world influence of corporate brands and products [8].

## 2. Changes in Radio and Television Directing in the New Era

### 2.1. The successful application of network technology

The primary task of radio and television directors is to serve as the carrier of mass media. In the new era, if radio and television directors want to better realize their functions, they must have a clear understanding of their environment [9]. But there is no doubt that communication media is the most important form and carrier of cultural exchange and interaction, and it is the continuous development of communication technology. Leading the time acceleration and space expansion of communication media, the world has become smaller and people closer [10]. Traditional radio and television programs need to face new challenges such as multi-screen interaction, personalized recommendation and content fragmentation. If the cultural communication industry still follows the old way and spreads culture step by step, it will certainly not be loved by the broad masses of the people. It can be seen that the creation of innovative thinking is particularly important in today's era, especially in the radio and television industry facing many challenges. Compile and direct the conceptual evolution diagram. As shown in Figure 1.

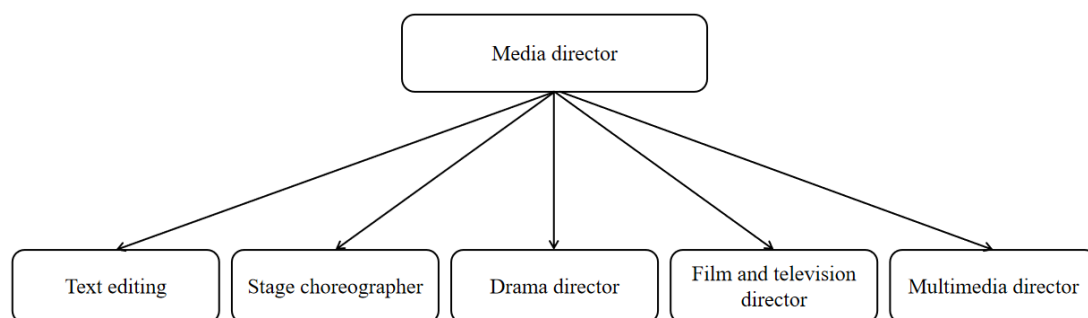


Figure 1 Evolutionary Diagram of Directing Concept

The rapid development of the information technology revolution, coupled with the rapid advancement of transportation and communication technologies, has enabled the transmission of information to overcome multiple limitations such as time, cost, and distance, and has strengthened the connections between countries. Therefore, the international dissemination of economic news is not only necessary to improve the economic profits of Chinese news media, but also to enhance the global competitiveness of Chinese economic news media. There are many obstacles in the work of

traditional radio and television directors, which leads to a decrease in work efficiency and work quality. The successful application of Internet technology has greatly simplified the work of radio and television directors, improved the working methods of radio and television directors, and also fully stimulated the enthusiasm of the audience.

## **2.2. Psychological changes of the audience**

The psychological change of the audience is the second major factor that radio and television directors need to seriously consider. News language should be the language of drawing, not the language of the masses. That is to say, although TV news also uses the sound and color of language to enhance the effect, it mainly relies not on gorgeous language and beautiful vocabulary, but on the news facts themselves and on images and ideas to impress the audience. Cultivating innovative thinking of radio and television directors means conveying talents with creativity and innovation ability for the industry. Although the cultural communication industry cannot take into account the feelings of most people, it still needs to consider the views of most people. Therefore, higher requirements are put forward for the director department of radio and television. In a narrow sense, international communication refers to the communication between countries with mass communication as the pillar with the gradual deepening of economic globalization. With the rapid development of microelectronics and optoelectronics in information technology, it also promotes the continuous innovation of computer and modern communication technology in China. Therefore, using the network platform to spread economic news has become the main means for the world economic news media to spread news. In this context, radio and television editors and directors must speed up the pace of updating the communication content, fully understand the psychological needs of the audience, and expand the communication channels with the development of the Internet and new media. We need to fully open up the channels for the audience to receive information, promote broad audience acceptance of the disseminated content, and, at the same time, radio and television directors should provide the audience with communication content that aligns with their psychological changes and interests.

## **3. Globalization promotes the integration of the international media market**

### **3.1. High coverage of communication vision**

The invention of satellite TV, the rise of the Internet and the digital technology revolution have turned the globalization of human information dissemination from a dream into a reality. It enables information release and information reception to achieve global coverage in a two-way sense, thereby making human communication activities truly international communication in the true sense. The ultimate goal of radio and television programs is to provide high-quality content for the audience, so the writers and directors need to have the awareness and thinking to serve the audience. First of all, we should respect the diversity of culture. Secondly, we should pay full attention to all kinds of social conditions, select correct cultural materials, and carry out cultural innovation on the basis of satisfying the diversity of cultural needs. In the era of economic globalization, the Internet has become a new way to transmit information. Contents of Specialized Courses are at a University, as shown in Figure 2.

This not only makes the spread of information more multidimensional and unrestricted, but also makes information resources extremely dispersed. This also means that global power has become more decentralized, and international organizations, multinational corporations and even individuals have become the masters of power. Many decisions need to consider many factors in order to make a final judgment, but it also greatly reduces the risk of judgment. At present, countries and regions around the world are operating independently, and there is no widespread connection between various commercial trades. In order to achieve effective information dissemination, radio and television directors should also accelerate the transformation of their work methods and achieve functional changes.

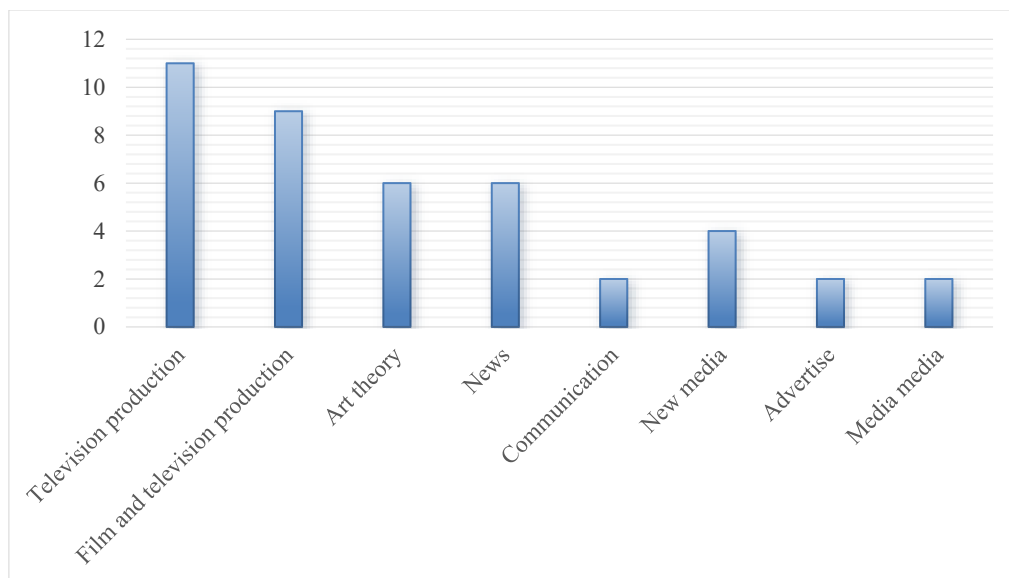


Figure 2 Professional course content of a certain university

### 3.2. The transnational nature of media strategy

Paying attention to overseas development and expanding communication space is the dream of media empire and an important symbol of communication globalization. Radio and television institutions can set up innovation laboratories or creative studios to provide a free and open environment for directors to incubate and experiment with creativity. Such a platform can provide innovative technical equipment, professional guidance and teamwork support, and help directors to realize their creativity. Not only can it achieve the sublimation of program content and form, but it can also give the general public a refreshing feeling. In the traditional sense, the subjects of dissemination are the government and political parties. Theoretical Teaching Diagram for the Radio and Television Directing Major, as shown in Figure 3.

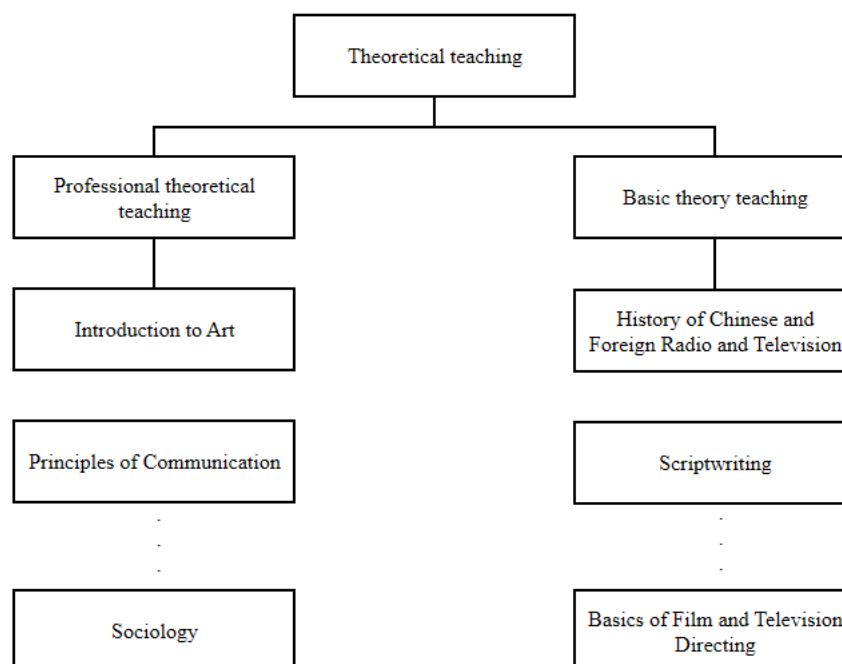


Figure 3 Theoretical Teaching Diagram of Broadcasting and Television Directing Major

Today, China's international communication strategic subjects should show a diversified tendency, and non-governmental organizations, civil society and ordinary people should join the ranks of international communication. It not only realizes the diversity of international communication subjects, but also strengthens exchanges and interactions among international

communication subjects. On the one hand, they use various trade methods to enter domestic products into the European and American markets; on the other hand, they attract foreign investment from various sources and strive to develop more advanced high-end technologies. In China, the attention of radio and television director industry is low, and the employment channels are narrow. Many students are unwilling to engage in related industries or have no chance to engage in related industries. In a sense, they are serving and influencing the vast majority of the global audience. At this time, communication globalization and cultural globalization may be integrated.

#### 4. Conclusions

Economic globalization has provided a new structure for the international community, which is a global community. As a part of mass media, radio and television directors need to achieve faster and better development. Firstly, it is necessary to fully consider the needs of the audience in order to achieve the psychological and functional role transformation of radio and television directors. Directors with innovative thinking can not only meet the audience's demand for diverse and high-quality programs, but also improve program quality, enhance audience experience, and promote the development of the broadcasting and television industry. In the era of economic globalization, China's international communication has ushered in development opportunities, but at the same time, China's international communication is also facing enormous challenges, which requires the construction of China's international communication strategy. In the process of cultivating the innovative thinking of radio and television directors, support from all aspects is crucial. Radio and television media, educational institutions, media industry associations, etc. should work together to provide diversified creative training, digital technology training and media literacy training to create a good innovation environment. The editing and directing departments must pay attention to the awareness of innovation to achieve the sustained, stable and healthy development of China's radio and television industry.

#### References

- [1] Wang Yujiao, Chloe Wang, Lv Jian. Analysis on the teaching reform of radio and television director. *Western Radio and Television*, vol. 44, no.18, pp. 82-84, 2023.
- [2] Yue Lu, Li Lingling. Value leads the practice of discipline integration and empowerment—On the educational innovation of radio and television editing and directing. *News Sentinel*, No.1, PP 30-31, 2023.
- [3] Han Yeqing. Analysis of the Transformation Path of Broadcasting and Television Media under the Background of Media Fusion. *Cultural Industry*, no.34, pp.52-54, 2022.
- [4] Lu Hua. Challenges and countermeasures of Chinese culture in the international communication of media under the background of globalization. *China Radio and Television Journal*, No.5, PP 94-95, 2022.
- [5] Wang Xiaodong. Against the background of globalization, the challenges, opportunities and countermeasures of China Wushu culture international communication. *Sports Journal*, vol. 29, no.4, pp. 5, 2022
- [6] Li Jun. Study on the international communication path of telling China's story for the "Z generation". *News Front*, no.20, pp. 53-55, 2023.
- [7] Yang Li. Evolution and exploration of Chinese media's discourse of external communication under the background of new globalization. *Young journalists*, no.23, pp. 19-21, 2022.
- [8] Shen Zhong. Analysis on the international communication path of central enterprises in the new era-Taking China Petroleum's "six-dimensional" international communication model as an example. *External communication*, no.12, pp. 53-55, 2022.

[9] Hao Jun. Remodeling the goal of grading: mixed curriculum reform of radio and television director. Media, no.17, pp. 85-87, 2023.

[10] Gu Guojuan. Analysis of the development of radio and television director major in local universities in the context of new media. Sichuan Drama, no.6, pp. 126-128, 2023.