

New Media Communication and Audience Participatory Cultural Development Based on the Training Goal of Radio and Television Directors

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Keywords: Radio and television director; Talent training; New media communication; Audience participatory culture

Abstract: New media is different from traditional media such as newspapers, radio and television. It is a brand-new media form supported by new technology system in the new media environment. New media has broken the top-down communication mode and paid more attention to the audience's participation. Traditional media are also very willing to interact with the audience with the help of new media's communication ability. Facing the increasingly complex market, radio and television media should develop together with new media, and find a suitable way of innovation and reform in the new media era, so as to achieve sustainable development. This paper expounds the requirements of practical skills of radio and television directors under the development of new media communication and audience participatory culture, and puts forward the training strategies of practical skills of radio and television directors from various aspects.

1. Introduction

With the continuous improvement of computer information technology and its wide application in people's lives, the Internet has greatly changed people's daily life and working methods, and people's reading habits and information dissemination methods have also undergone earth-shaking changes [1]. In our life, a brand-new participatory cultural system on media communication, which is based on the network and constructed by new media, has gradually emerged, that is, the audience participation system. Nowadays, Internet new media pay more attention to audience participation, and user participation has become a benchmark, which is also the entry point for new media to intervene in people's work and life, thus building a brand-new participatory cultural system [2-3].

An important feature of the new media era is the popularity of Internet technology. If radio and television directors belonging to traditional industries want to be eliminated in the new media era, they should actively innovate and explore new development paths [4]. Although the new media has the advantage of communication, its development time is still short, and there are still many imperfections in the system. Therefore, new media and traditional media should be integrated and developed, and radio and television directors should seek innovative ways of development in the new media era.

2. Requirements of new media for practical skills of radio and television directors

2.1. Media convergence requires editors to have the ability to produce cross-media content

After the rise of new media, great changes have taken place in the content production, communication channels and communication methods of media products. New media forms such as WeChat, Weibo and smart phones are constantly emerging and are loved by a large number of users. With the continuous development of new media, many portal websites have their own news columns, WeChat platforms, Weibo accounts and exclusive apps. The opening of these channels also makes users have a higher degree of freedom to obtain news, and enables users to obtain information more conveniently [5]. These changes require that radio and television directors should not only master the professional skills of planning, recording and editing traditional radio and television, but also have the creativity and operation ability of new media such as websites, WeChat

and Weibo.

2.2. Media expansion requires radio and television directors to master new media skills

Under the challenge and influence of new media, in recent years, from China National Radio and CCTV to local radio and TV stations at all levels, they have set up their own websites in order to obtain abundant information resources from the Internet and new media. Every user of new media platform can become an information disseminator. The richer information provides a broader clue source for traditional media, and at the same time, it makes the information disseminated by TV, radio and other media closer to the people's feelings and people's livelihood. It is difficult to accommodate a large number of radio and television directors. However, new media units or departments derived from these traditional media, as well as a large number of private online media and mobile new media, have a large number of talent shortages in radio and television directors, but the talents needed by these institutions must have strong professional skills in both new media and radio and television directors.

3. Communication characteristics and audience participation culture in the new media era

3.1. Communication characteristics in the new media era

3.1.1. Interactivity

In the new media era, there are many ways of information dissemination. Network technology makes information dissemination change from one-way dissemination to two-way dissemination. In the process of dissemination, communicators and receivers can interact, feedback information and improve the efficiency of information dissemination, which is quite different from the traditional way of information dissemination [6]. The interactivity of new media communication is strong. People can directly know the latest information and express their views through electronic terminals, such as mobile phones, and communicate with others, even face-to-face communication through video phones, which is the convenience brought by the interactivity of new media.

3.1.2. Diversity

With the continuous development of Internet information technology, the dissemination of news information is not limited to the traditional media platform, but presents a situation of "a hundred flowers competing for beauty", such as web casting, Weibo, WeChat, etc., which plays an increasingly important role in the dissemination of news information, and each new media social communication platform is extremely personalized, such as WeChat, which mainly transmits information to the audience's circle of friends; Webcast, mainly real-time transmission, is highly interactive, etc. However, the rise and wide application of new media also brings certain risks to the network communication environment, so the supervision of network information should be strengthened accordingly.

3.2. Audience participation culture

The concept of participatory culture originated from MIT in the 20th century, which first proposed the possibility of ordinary people participating in media communication and comment in the future, and believed that with the development of science, the masses would become information publishers and media producers. With the advent of the Internet era and the background of new media, the audience participation culture has developed rapidly, which has finally formed the present situation that the audience fully participates in media communication.

With the advent of the new media era, it is possible for the audience to participate in information dissemination. Participatory culture has become the "national culture" and the "center" of current media culture [7]. At present, almost all new media attach great importance to audience participation and encourage audience to participate in interaction, while traditional media have also opened official microblogs and WeChat to join the army of building participatory culture, which

has prompted various ways of audience participation to flood the network and reality.

4. New media communication and the development of audience participatory culture

4.1. Content shifts from media production to audience manufacturing

Under the background of new media, the audience's role and status have undergone subversive changes. The audience is no longer just a consumer, but also a producer of news information. The audience participatory culture has gradually formed, and its communication mode has changed from the traditional "one-to-many" to the audience-centered "many-to-many". However, the new media communication technology and audience participatory culture are the technological products of advanced science and technology to a certain extent. Since entering the 21st century, this is an era when the Internet has become popular, and the use of the Internet has already matured in developed and developing countries. With the popularity of various digital products and smart phones, people's creative enthusiasm has been stimulated. Many people upload their lives to websites and other platforms for more people to watch. Here, the identity separation between the sender and the receiver has been melted. As long as you interact actively and are willing to create, you can have the dominant power of related cultures.

Today's audience is very different from the traditional media audience, which can only passively receive information, and everything related to information release has nothing to do with the audience. And after receiving the information, the audience can have a small-scale discussion or word of mouth in private, but it can't play any role in the information itself. Because the published information is an authoritative and established fact, it cannot be changed, and the audience has no right to change it.

4.2. Homogenization of participants

At present, in addition to using various information exchange platforms to receive information, the audience can also publish information on their own, and they are also the publishers of information. From the early blogs to the hot microblogs, WeChat and forums, the media of information dissemination are updated day by day, which also creates more platforms for people to publish and exchange information. From the early blog, to the present micro-blog and WeChat, it provides a platform for people's interaction and information release. In addition, with the development of audience participatory culture, people's communication circle has been continuously expanded. The homogenization of participants makes the participants of communication intersubjective, and the communicators and recipients merge with each other, forming a new cultural prospect. With the participation of customers, new media has improved the effect of information dissemination and expanded the breadth of news information dissemination.

4.3. Improve the initiative of audience participation

Under the background of new media communication, everyone can receive a large number of messages of different types and fields through the network. Audience can choose interesting information to receive based on their own interests and hobbies, and have the right to choose information. Selective acceptance of information gives you the right to choose, unlike the media. For example, in a certain field, if a user has a certain representativeness or creativity, then the user's speech will affect other audiences, and other audiences will spread their speech twice, thus forming a rapid network communication. When the audience has a creative qualitative change in a field, they can gain a certain voice in the field, publish relevant views and opinions and be accepted by other audiences, thus forming a good cycle.

From this point of view, in the traditional media, audience participation culture and new media communication are almost impossible. However, with the changes and development of the times, the audience can gradually participate in the release of information, and finally form a two-way communication. It is this progress that further promotes the development of the world and society.

5. Innovative strategies of radio and television directors in the new media era

5.1. Change backward thinking and encourage innovation

In the new media environment, the factors affecting the development of radio and television are gradually increasing, and the relationships among various influencing factors are also more complex. The radio and television director should have a focus, the key of which is to find an accurate position, which should not be too high or too low, and should be consistent with the actual situation of the unit. According to the development situation of new media, we should actively change the way of thinking and look at problems from an innovative perspective. News communication needs to be guided by correct public opinion, take shaping the national spirit as the task, keep consistent with the party and the government in thought, and shape the lofty national spirit with appropriate news methods, so as to achieve the coordinated development of economy, culture and society. The real purpose of news dissemination is to disseminate the socialist value orientation, goals, social fashion and ethos in the form of news works, attract the attention of the public, enhance the ideological and moral quality of the whole nation, and enable people to learn advanced culture, so as to promote the dissemination and development of advanced culture [8].

5.2. Integration of old and new, breaking the routine

In the new media era, media people need to realize that if they want to seek development in the fierce market competition, they can no longer only rely on the creativity and wisdom of TV station staff. They do not want to run programs, but to run programs that the audience loves. Therefore, the TV media must innovate the traditional production methods of TV news programs, seize the advantages and characteristics of new media, and bring wider space for the development of TV news programs. To enable radio and television media to break the routine in the new media era, but also to grasp a certain degree. In addition, in the new media era, the daily supervision and broadcasting work of radio and television media are different from those before, and it is also very important to do a good job in these two aspects.

5.3. Attach importance to teacher training and solve the bottleneck problem of skill training

Due to over-emphasis on the educational level of teachers, outstanding teachers with outstanding practical skills are very limited in colleges and universities. There is a lag in teaching content and methods, which leads to a serious bottleneck in the cultivation of practical skills of radio and television directors. In view of this situation, the author thinks that new teachers who are mainly engaged in the teaching of technical courses in media major can appropriately lower their academic qualifications and pay attention to their practical skills instead. Teachers can learn more about the latest situation of media development, especially enhance the knowledge construction of new media technology and operation. Offering courses that are closely integrated with new media, such as online news gathering and editing, new media product creativity and operation, etc., both theoretical teaching and practical skills training have benefited students a lot.

5.4. Integrate various resources to provide guarantee for new media training

Laboratories play an important role in cultivating talents' professional skills. Universities must increase investment and introduce professional digital radio and television program production systems and new media laboratories to meet the needs of students' digital video production, website construction and operation and other courses closely related to new media technology. In addition, apart from retaining the original practice bases such as radio stations and television stations, colleges and departments should also actively establish close ties with portals, video websites and new media communication companies, so that students can deepen their understanding of media integration in practice and improve their skills in collecting and producing new media content products in practice.

6. Conclusions

In the new media era, TV news programs are indeed facing difficulties. How to train high-quality talents with both radio and television editing and directing skills and strong new media practice ability is a topic that colleges and universities must pay attention to and focus on at present. The influence of new media communication on the development of audience participatory culture is enormous. Technological innovation and brand-new ideas give the audience more opportunities, so that the audience can have a platform and way to show their current situation as long as they dare to think and participate. Radio and television directors should accurately judge the development situation, combine the characteristics of the new media era, innovate ideas, actively break through, improve the content and form of programs, understand the needs of the audience, launch new programs that the audience likes, and make timely improvements, so as to promote the long-term development of the radio and television industry while ensuring the healthy development of radio and television units.

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