

Research on the Transformation of Radio and Television Directors in the Media Convergence Environment

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Abstract. In today's social context, the market landscape of various industries in China has become more complex, and the continuous development of information technology has greatly influenced the working methods of many sectors, promoted the transformation and upgraded of different industries. With the widespread application of the internet and information technology, traditional radio and television face significant challenges. To meet the needs of media convergence development, it is essential to optimize the content of radio and television based on the current development situation and accelerate the transformation of radio and television directors, thus addressing the shortcomings of the media market and adapting to the needs of the times. Therefore, directors, as a crucial link that impacts the quality and effectiveness of radio and television, must fully leverage the core advantages of radio and television media, explore scientific development paths, break through the current developmental challenges, accelerate their transformation, and promote the continuous prosperity of China's radio and television industry.

Keywords: Media Convergence, radio and television directors, transformation Path.

1. Introduction

The rapid development of information technology has provided new opportunities for the growth of various industries. Supported by computer and network technology, traditional print media and radio and television media are transitioning to converged and new media. Radio and television have a relatively long history of development and have had a significant impact on people's lives. Early forms of radio and television were relatively simple, focusing on interviews and recordings of social hotspots, then broadcasting them as television programs to convey the latest information to viewers promptly. Media convergence, a new media development technology emerging with the times, has a profound impact on radio and television. To improve the quality of radio and television in today's developmental era, it is necessary to adjust and change the development methods of radio and television according to the requirements of the times, enhancing their influence to align better with market needs. Therefore, in the context of media convergence, traditional radio and television directors must accelerate the pace of transformation to meet people's needs for information in the new era, gradually improving the quality and influence of radio and television.

2. The Necessity of the Transformation of Radio and Television Directors in the Media Convergence Environment

2.1. Addressing the Shortcomings of Radio and Television Development

The development of media convergence undoubtedly brings both challenges and opportunities to traditional media, especially in the field of radio and television. Media convergence breaks through the time and space limitations of traditional media, solving the constraints of fixed times and locations in traditional media development and improving the fluency of programs [1-2]. Additionally, the application of media convergence technology can expand the scope of information resources, helping radio and television discover more innovative points, provide more novel programs for the audience, and enhance the competitiveness of radio and television. Moreover, accelerating the pace of transformation can help directors better analyze current market development trends and practical needs, timely identify shortcomings in their work, develop scientific protective strategies, and produce higher-quality television programs. Program innovation in the media convergence

environment places more emphasis on emotional resonance with the audience through diverse forms of expression and compelling content, significantly increasing the program's appeal and influence.

2.2. Expanding the Actual Benefits of Radio and Television

The core value of radio and television development lies not only in creating economic benefits but also in achieving broad and far-reaching social benefits. At present, people's pursuit of spiritual satisfaction has significantly strengthened, and to better serve the public, it is necessary to actively introduce more diverse television programs, offering more choices to the audience. The continuous changes in people's lives have led to increased attention to emotional, sports, and music programs, as well as the emergence of various variety shows that have improved the quality of television programs [3-4]. However, the emergence of new programs also occupies substantial human and financial resources, creating limitations for future development. In this context, the application of media convergence technology offers opportunities for radio and television directors' transformation. Directors can more accurately grasp market dynamics and audience preferences through media convergence platforms, optimize resource allocation, and achieve a win-win situation in economic and social benefits.

Table 1. Specific Roles in Expanding the Actual Benefits of Radio and Television

Type of benefits	Specific content	Role
Economic benefits	Increase advertising revenue	Through the data analysis of the convergence media platform, it can accurately locate the advertising audience, improve the advertising effect, and increase the advertising revenue
	Diversified profit model	Media convergence technology has broadened the profit channels of radio and television, such as network broadcast, paid members, content e-commerce, etc., to achieve a diversified profit model
Social benefits	Meet the spiritual and cultural needs	Media integration technology helps radio and television to launch more diversified programs to meet the audience's spiritual and cultural needs in emotional, sports, music and other aspects
	Enhance public participation	The interactive characteristics of the media platform are integrated to promote the interaction between the audience and the program and the audience, and enhance the social participation and sense of belonging of the public

2.3. Enhancing the Comprehensive Quality of Directors

Improving the professional quality of directors has always been a core issue in the ongoing evolution of the radio and television industry. It is the cornerstone of ensuring steady improvements in program quality and the driving force for innovation and development in the industry. In the context of continuous media convergence development, if radio and television are to achieve better growth, they must undergo scientific transformation in line with market demands to ensure sustainability. By undergoing timely transformation, directors can enhance their innovation capabilities and enrich their professional knowledge, increasing production efficiency while improving team coordination and fostering their professional development [5]. These positive changes inject new vitality and creativity into radio and television programs, leading to more diversified, high-quality development and laying a solid talent foundation for the long-term growth of the industry.

3. The Impact of Media Convergence on Information Dissemination

3.1. Increasing Dissemination Speed

Media convergence, as a profound revolution in the field of contemporary media, derives its core value from the deep integration and efficient utilization of various media platform resources and technologies. This process greatly broadens the boundaries of information dissemination, leading to a qualitative leap in both speed and reach. In the traditional media era, information dissemination was

limited by physical media, making it difficult to quickly overcome geographical and temporal barriers. With the rise of the internet and social media, information now spreads instantly, making major news events global focal points and fostering global public opinion, influencing people's perceptions and behaviors.

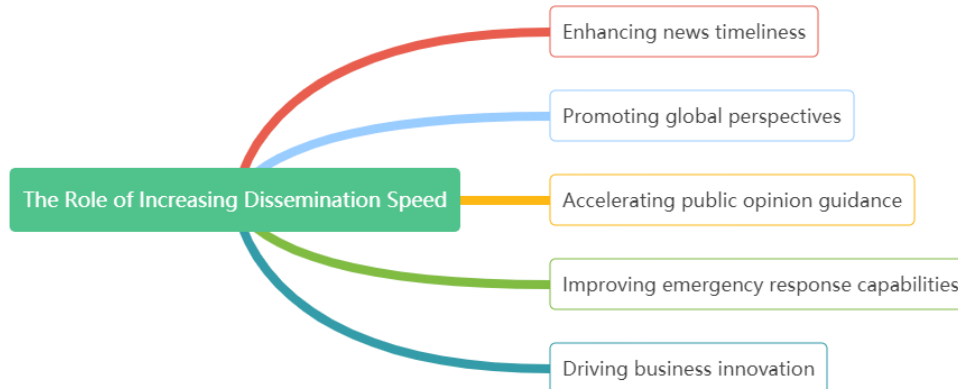


Figure 1. The Role of Increasing Dissemination Speed

3.2. Diversifying Dissemination Formats

The wave of media convergence has reshaped the landscape of information dissemination, leading to a revolution in dissemination formats. Traditional forms like text, images, audio, and video still hold significant positions but are no longer the only options. The emergence of new dissemination methods such as live streaming, short videos, and VR/AR experiences has injected fresh energy into information dissemination, enriching the content and making it more vivid and engaging, which in turn increases audience participation and immersion [6-7]. The interactive nature of new media platforms has overturned the traditional one-way information dissemination model, allowing audiences to actively participate in information sharing and discussions.

4. The Current State of Radio and Television Directors in the Media Convergence Environment

4.1. Technical Challenges

With the rapid development of network and information technology, traditional directorial work models can no longer meet the increasingly diverse information needs and high-quality content expectations of audiences. Transforming and upgrading directorial teams is key to ensuring the quality and competitiveness of programs. However, in practice, many directors lack professional skills in using new software and devices. They have limited technical expertise and logical integration capabilities, which hinders their ability to fully utilize technological advantages, affecting their overall technical application abilities.

4.2. Social Challenges

Traditional broadcast operations face bottlenecks due to the one-way nature of information dissemination. In the new media era, directors must consider audiences' need to interact and express personal opinions through new media platforms, innovating directorial models to adapt to changing audience demands.

4.3. Industry Challenges

To successfully transform, radio and television directors need to thoroughly understand the characteristics of all media and promote the deep integration of new media with traditional media.

However, many directors still adhere to traditional working methods, limiting the breakthrough in content and forms and causing traditional media to gradually lose its competitive edge.

5. Strategies for the Transformation of Radio and Television Directors in the Media Convergence Environment

5.1. Clarifying the Value of Radio and Television

In the process of transformation for radio and television directors, it is essential to thoroughly analyze and accurately grasp the strengths and weaknesses of radio and television. This is key to formulating effective transformation strategies and ensuring the success of the transformation. In traditional television programs, authority has always been the most prominent advantage. Additionally, television programs are generally well-produced, with smooth transitions, providing a better visual experience for the audience, while also conveying positive and correct values. However, radio and television also have certain disadvantages [8]. For instance, in terms of broadcast time, they are not as flexible as converged media; viewers can only watch specific content at designated times, which can impact their work schedules. Television programs can actively improve flexibility through network technology by allowing replays and enhancing the adaptability of broadcast times. Through such dual efforts, radio and television can maintain and enhance their competitiveness in the intense media market and achieve sustainable development.

5.2. Cultivating Innovative Thinking in Directors

In the wave of media convergence, the transformation of radio and television directors is particularly critical. To ensure successful transformation and high-quality programming, improving directors' professional abilities and vocational skills is the development focus, as shown in Figure 2. It is necessary to raise the requirements for the professional capabilities and vocational skills of directors, as their impact on the quality, rhythm, and authenticity of news reporting is direct. Based on the current professional skills and work experience of radio and television directors, strategies should be developed to comprehensively improve their expertise and professional capabilities, thereby enhancing the quality of program production. In the process of optimizing the knowledge structure of directors, the traditional positioning of mainstream radio and television media must be clarified, with a foundation in socialist core values. Directors should adhere to journalistic principles, ensure the quality of programs, and enhance their intellectual cultivation to broaden their knowledge base. They should acquire domain-specific knowledge in various programs, ensuring their knowledge system aligns with the progress of the times, and continue to spread mainstream values.

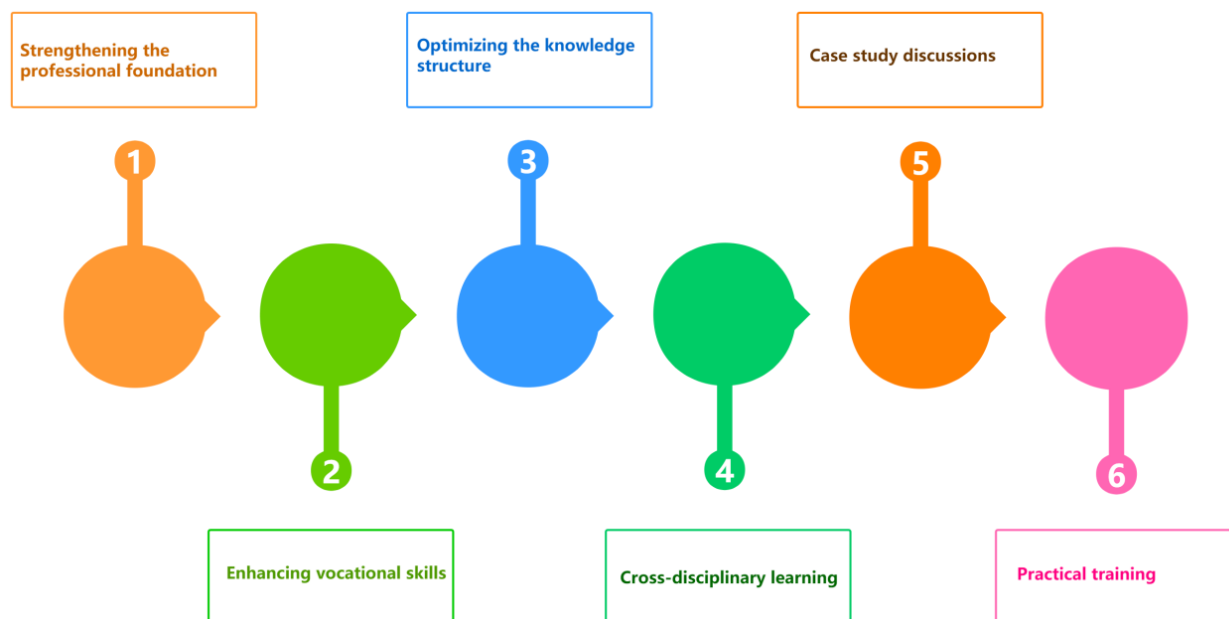


Figure 2. Strategies for Cultivating Innovative Thinking in Directors

5.3. Strengthening Directors' Awareness of Collaboration

Compared to other media, the production of radio and television programs is relatively complex. Therefore, during development, teamwork must be emphasized, with a focus on designing more program plans to promote high-quality program development. First, radio and television directors must accelerate their transformation, paying attention to teamwork in this process. By improving the capabilities of team members, they can stimulate initiative and enhance communication between teams. Second, radio and television directors must conduct strict quality checks on programs. Through professional oversight and management, the content of television programs should be analyzed and documented, leading to more creative ideas and facilitating the development of related work. During this process, encouraging team members to actively contribute creative ideas not only boosts enthusiasm for work but also injects continuous momentum for the ongoing optimization and innovation of programs.

5.4. Optimizing Program Directing Methods

To adapt to the new demands of the media convergence environment, the directing methods of radio and television programs should also be optimized. This involves adjusting traditional workflows, incorporating new media tools, and adopting flexible strategies for directing [9-10]. By doing so, directors can create more engaging content that resonates with the audience.

5.5. Strengthening Industry Experience Sharing

As the core force in the media field, the work efficiency of radio and television directors directly impacts the quality and influence of programs. In the complex and ever-changing media environment, both internal team cohesion and external collaboration are equally important [11-12]. During actual work, it is necessary to foster a spirit of unity and collaboration within the team, encouraging valuable ideas and themes through brainstorming sessions. Externally, maintaining close communication with industry experts helps facilitate collaboration, thereby improving work quality. In sharing technical and industry experience, it is essential to comprehensively summarize current work practices, identify the strengths and weaknesses of radio and television directing, and develop a scientific transformation plan. During actual program production, directors must combine the challenges and issues faced by radio and television programs, thoroughly study their causes, and implement the best practices while

discarding outdated methods, ensuring that radio and television programs remain highly competitive in the media landscape [13].

6. Conclusion

In the wave of media convergence, the radio and television industry is undergoing tremendous transformation. The deeper application of converged media provides certain benefits for the further development of radio and television. To ensure the continuous growth of radio and television stations in this converged environment, it is crucial to recognize the core role of radio and television directors, actively learn new media development knowledge, promote their transformation, and clearly identify the new advantages brought about by new media technology [14-15]. Strengthening the cultivation of their innovation consciousness can not only enhance the market competitiveness of the radio and television industry but also drive continuous innovation, laying a solid foundation for further improving the competitiveness of radio and television.

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