

Research Article

# Media Convergence: Path Analysis of Broadcast and Television Media Communication in China

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**Abstract:** With the development of media convergence, the communication mode, characteristics, and path of broadcast and television media have significantly changed. How to achieve better development of broadcast and television media under media convergence has received wide attention from researchers. This paper briefly introduced the features of media convergence and verified the importance of media convergence, taking the Chinese enterprises' new media index ranking in June 2021 as an example. Then, the communication status of broadcast and television media was analyzed, the current problems of the broadcast and television media in Dazhou city, Sichuan province, were studied, and some suggestions were proposed to perfect and optimize the communication path of broadcast and television media. This paper provides some ideas for the long-term development of broadcast and television media in Dazhou city.

**Keywords:** *Broadcast and television media; Communication path; Communication status; Media convergence; Path optimization*

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## 1. Introduction

With the emergence and rapid development of the Internet and other emerging media, Internet users have subsequently grown rapidly [1], bringing some benefits to the development of the media industry [2], and at the same time, traditional broadcast and television media have been greatly challenged in the rating of their programs as well as the development of the industry itself [3]. The new media contain many digital technologies [4], which have reconstructed the way of information dissemination [5], expanded the dissemination of information [6], improved the intelligence level of media [7], significantly increased the audience, and expanded the influence [8]. Moreover, the new media put forward new requirements for traditional broadcast and television media, i.e., in the media convergence environment, the traditional broadcast and television media must be transformed. The development trend of broadcast and television media under media convergence has become a major concern for researchers, including program content, management system, industrial development, etc. Sparviero *et al.* [9] pointed out that the integration of digital and traditional media allows film and television programs to be marketed and used on other technological platforms besides traditional film and television, which is of vital importance to contemporary media culture. Leaning *et al.* [10] studied digital culture and analyzed how media users contribute to and engage with media content through productive activities. They also discussed convergence culture and pointed out it was a way of integrating experiences from external websites and apps into social media through technology time. Lin *et al.* [11] conducted a study on traditional radio programs and found that the broadcast contact rate was 59.5% in China and traditional broadcast media

were also absorbing a new generation of radio listeners through new-age technologies and tools such as visual development of programs in the era of media development. Adnan *et al.* [12] pointed out that media were always in constant change and uncertainty and consumers had more choices in the audition culture and proposed some suggestions for media performance in the era of converging networks. Ittefaq *et al.* [13] studied the understanding and perception of media convergence in the Pakistani media industry, revealing several challenges that hindered media convergence, including lack of resources to integrate digital technologies, lack of financial incentives, and strict regulation of journalism. Rauch *et al.* [14] noted that alternative media produced more critical content and work for social change than mainstream media and that the idea of "alternative media" that is dialectical and interdependent with the mainstream remained important to many producers, users, and scholars in the context of media convergence. Luby [15] studied media convergence and broadcast media, arguing that convergence could use the same technologies to provide general functions while maintaining the personalization advantage of the Internet and the scalability advantage of broadcast. They also analyzed the similarities and differences between Internet and broadcast media communication. Sari *et al.* [16] studied the challenges faced by Prambors radio stations in the context of the media convergence and concluded that Prambors radio stations need to market their communication activities and gain the attention of their subscribers through publishing, speaking, and news creation to survive in the era of media convergence. Williams *et al.* [17] explored the practical impact of media convergence on journalists' and citizens' access to information in the Democratic Republic of Congo (DRC) and found that media convergence offers solutions to circumvent government regulation, media convergence was becoming more participatory, and broadcasting remained a major and valuable source of news related to politics, health, entertainment, and regional conflicts. Pradsmadji *et al.* [18] conducted a study on video-on-demand (VOD) under media convergence, explored how the development of media convergence in the form of VOD brought about new trends, and analyzed the behavior of Indonesian audiences. This study analyzed the current situation and future development of the broadcast and television media in a city. The author put forward some suggestions for optimizing its communication path. This paper is not only beneficial to the further development of local broadcast media and the transformation and innovation of the local broadcast and television media but also puts forward some reliable suggestions for the development of broadcast and television media in other areas. This work makes some contributions to the common development and progress of broadcast and television media and media convergence.

In the first section, this paper briefly introduced media convergence and analyzed the influence and importance of media convergence with the data of 2021 as an example. In the second section, the current situation in the broadcast and television media communication was introduced, and a specific analysis was made with Dazhou city in Sichuan province as an example. In the third section, some suggestions were given for the path optimization of the broadcast and television media communication in Dazhou city. The fourth section is the conclusion.

## 2. Overview of Media Convergence

Compared with traditional radio and television media, media convergence links these different media with commonalities and complementarities and integrates them in terms of human resources and content by fully using various media platforms. Media convergence achieves not only the fusion of video and audio but also the fusion of platforms such as television and websites, fundamentally changing the media system [19]. Its characteristics can be summarized as follows.

(1) Timeliness: Media convergence breaks through the limitations of traditional media in time and space [20] and can convey the information to users in the first time, which is real-time and efficient.

(2) Interactivity: Media convergence has two-way and interactive characteristics. Traditional media is a one-way communication, while media convergence communication has improved it to allow the communicator and the receiver to communicate directly.

(3) Mass decentralization: With the development of society, the public no longer has the same interests but is divided into some niche groups. Traditional media is difficult to achieve dissemination under mass decentralization, while media convergence can provide corresponding individual services

through the dissemination channel of digital technology according to users' browsing records and realize the effective dissemination of information.

(4) Huge volume: Traditional media is limited to the layout and space, so it is difficult to spread widely; however, the amount of information that can be released by media convergence is unlimited, so that it can store and release a massive amount of information.

(5) Shareability: Media convergence provides the possibility of real-time information sharing, breaks the traditional concept of time and space, and promotes disseminating information throughout the world.

With the wide application and development of new media, the communication influence and propaganda value of media convergence have become more and more prominent. Taking the Chinese enterprises' new media index ranking in June 2021<sup>1</sup> [21] as an example, the top ten enterprises and their indexes are shown in Table 1, which verifies the importance of media convergence at present.

**Table 1.** China enterprises' new media index ranking

Ranking	Enterprise name	WeChat index	Sino Weibo index	Tik Tok index	Kwai index	Video channel index	Toutiao index	Zhihu index	Media convergence index
1	China Telecom Group Limited	997	851	887	1046	731	619	695	870
2	China National Petroleum Corporation	883	678	1028	1225	738	714	0	822
3	Sinopec Group	933	623	964	1263	650	631	970	818
4	China Mobile Communications Corporation	986	750	968	1001	509	581	0	805
5	Jinneng Group Co., Ltd.	680	837	942	998	770	883	0	804
6	China United Network Communications Limited	878	873	689	762	594	414	912	759
7	Minoso (Guangzhou) Co., Ltd.	873	879	630	920	660	0	0	698
8	China Life Insurance Company Ltd.	708	579	806	886	694	765	0	692
9	Country Garden Shareholding Co., Ltd.	638	832	953	0	713	850	0	683
10	Huawei Investment and Holding Co., Ltd. (Huawei Technologies Co., Ltd.)	781	696	1117	0	567	742	0	674

### 3. Current Situation of a Local Broadcast and Television Media Communication Development

#### 3.1. The current State of Broadcast and Television Media Communication

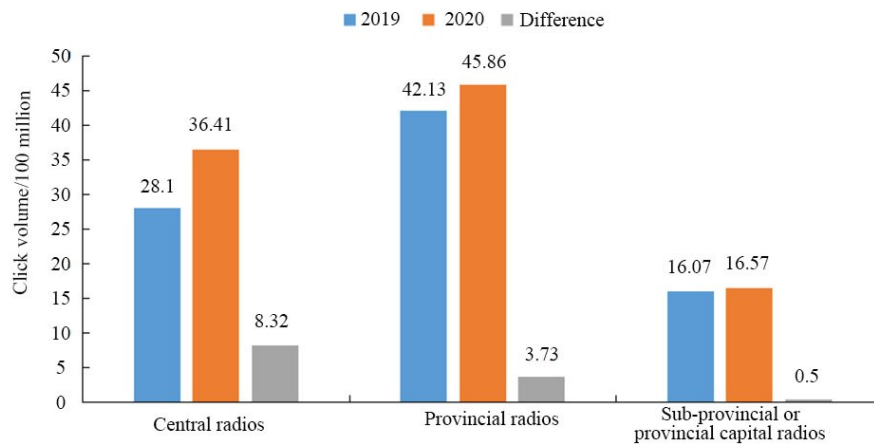
As a representative of traditional media, broadcast and television media is large-scale and influential and is at the forefront of industrial scale, technical capability, media resources, and audience scale. It is the most influential communication platform; therefore, broadcast and television media convergence has great potential for development.

Taking broadcast media as an example, in 2020, the total market volume of broadcast media contracted due to the COVID-19 pandemic, but after the deep integration with media convergence, the communication capacity of broadcast media showed a significant increase. The clicks of radios at all levels nationwide in the media convergence cloud from 2019 to 2020 are shown in Figure 1. It was seen from Figure 1 that the number of clicks on the broadcast media on the media convergence platform grew rapidly in 2020: the number of clicks on central radios increased by more than 800 million year-on-year, and the number of clicks on provincial radios increased by more than 300 million year-on-year.

The dissemination effect of the provincial radio broadcast media on WeChat, Weibo, and Jinri Toutiao (two Weis and one Tiao) under media convergence is shown in Table 2. It was seen from the year-on-year increase that the broadcast media had been very widely disseminated under media convergence

<sup>1</sup> <http://home.gsdata.cn/news-report/articles/3059.html>

from 2019 to 2020; the cumulative reading volume on WeChat grew by 1.114 billion person-times compared to 2019, the volume of listening to the broadcast now grew by three million person-times, the interaction volume on Weibo also grew by three million person-times, and the cumulative reading volume and interaction volume on the Jinri Toutiao client showed an increase of more than two times.

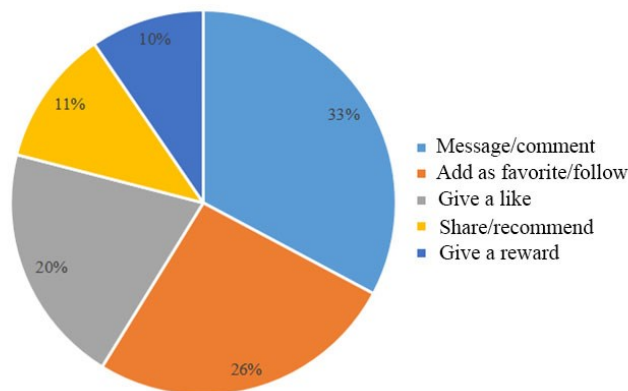


**Figure 1.** Year-on-year clicks of radios at all levels nationwide in the media convergence cloud nationwide (unit: 100 million)<sup>2</sup>

**Table 2.** Dissemination effects of provincial radios on “two Wei and one Tiao” (unit: 100 million)<sup>3</sup>

Client	Indicators	2019	2020	Year-on-year increase
WeChat	Cumulative reading volume	16.22	27.36	68.7%
	The volume of listening to broadcast now	0.05	0.08	52.8%
Weibo	Interaction volume	0.14	0.17	20.5%
Jinri Toutiao	Cumulative reading volume	31.78	99.42	212.8%
	Interaction volume	0.34	1.25	263.9%

Under media convergence, broadcast media have introduced more and more interactive functions and used some platforms such as microblogs and WeChat to increase the interaction with the audience, improving the audience stickiness and audience rate. The interactive operation of the audience is shown in Figure 2. Under media convergence, the broadcast media established a good relationship between broadcast and audience with the help of new media and improved audience satisfaction.



**Figure 2.** The interactive operation situation of the audience<sup>4</sup>

The radio and television media in Dazhou city have channels such as news comprehensive and urban life, with news channels as the main ones. With the emergence of various emerging media, the disadvantages of traditional media are gradually highlighted. News has high requirements for timeliness. Traditional radio and television media lack the interactive features of new media, making it difficult to spread information in the first place. With the popularity of emerging media, most users rely more on cell

<sup>2</sup> Data source: cloud communication data of broadcast media convergence from Selection Media Research, 2020

<sup>3</sup> Data source: cloud communication data of broadcast media convergence from Selection Media Research, 2019-2020

<sup>4</sup> Data source: National audience primary survey from Selection Media Research, 2021

phones to get information and disseminate information through platforms such as Weibo and WeChat [21]. Therefore, the radio and television media in Dazhou city need to make adjustments and development in the direction of media convergence.

At present, there has been a certain degree of convergence of radio and television media in Dazhou city, which is manifested in the following ways. First, various news programs have successively registered official Weibo and WeChat accounts to guide public opinion in a way that is closer to people's livelihood, and news has also been released on platforms such as Tik Tok and Kwai to communicate news information better and faster and achieve a very wide coverage of people. Secondly, a new management and operation mechanism has been adopted, linking multiple platforms such as radio, television, and the internet, selecting, editing, and organizing the materials obtained from interviews, and outputting them to multiple platforms. Moreover, a media convergence scheduling center has been established to realize integrated production, release, and management of news, expand news coverage, broaden audience participation channels, actively receive audience opinions and suggestions, and improve audience discussion enthusiasm. Thirdly, a media convergence studio has been established to broaden the form and level of news content production, realize cross-media and cross-industry operation, make full use of internal resources, widen news dissemination channels, utilize various mobile platforms, parallel content innovation, and mechanism innovation, and achieve the development of the media convergence industry.

Based on the data from CSM Media Research, the changes in minutes per capita spent by audiences of different age groups on traditional radio and broadcast media and radio broadcast media under media convergence, and the results are shown in Table 3.

**Table 3.** Changes in minutes per capita spent by audiences of different age groups on broadcast and television media under media convergence

	Traditional broadcast and television media	Broadcast and television under media convergence
4-14 years old	97	110
15-24 years old	56	66
25-34 years old	72	78
35-44 years old	81	96
45-54 years old	150	151
55-64 years old	220	221
65 years old and above	277	288

It was seen from Table 3 that under the media convergence environment, the audiences of broadcast and television media became younger, the per capita viewing minutes of audiences aged 4-44 have increased significantly, among which audiences aged 4-14 reached 110 minutes, audiences aged 15-24 reached 66 minutes, audiences aged 25-34 reached 78 minutes, and audiences aged 35-44 reached 96 minutes, and there was no decline in rating among middle-aged and elderly audiences. The above results showed that the media convergence environment could attract young audiences better to achieve better dissemination effects.

### 3.2. Problems Faced

After a survey and study of radio and television media in Dazhou city, we found that the main problems of radio and television media communication under media convergence are as follows.

(1) The fit between traditional radio and television media and media convergence is low: in the development process of traditional radio and television media, a mechanism for transitioning traditional radio and television media to media convergence should be established, and a mechanism for the development of media convergence should also be established, but in the specific development process, the two mechanisms are not successfully established in time, which leads to the contradiction between traditional media and media convergence development. The imperfect internal mechanism hinders the formation of mature systems in talent allocation and marketing. Platforms such as WeChat and Weibo have been applied under media convergence; however, in the specific combination process, the interactive function of these platforms has not been entirely played to, leading to a weak user stickiness. Moreover, different from the traditional broadcast and television media, media convergence is more inclined toward

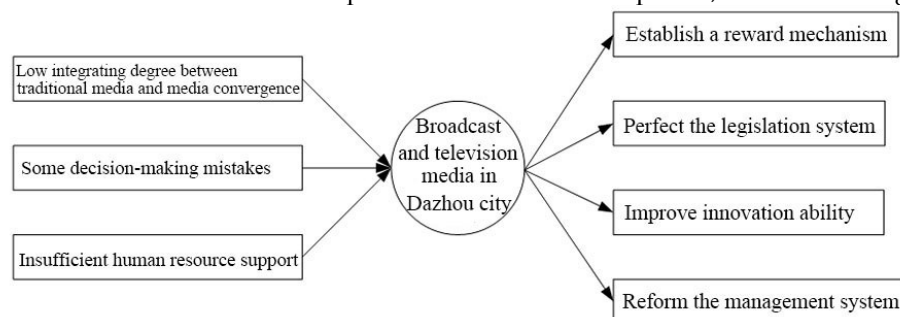
young users. Broadcast and television media in the background of media convergence should pay more attention to the demands of different ages, balance audience demands, and improve user experience.

(2) There are some decision-making mistakes: in the process of development, due to the adjustment of national policies, insufficient project research, and inadequate pre-preparation, Dazhou city fails to grasp the development direction and investigate sufficiently, leading to some decision-making mistakes. It not only consumes a considerable part of human and material resources but also reduces the profitability of many projects. It is not beneficial to the further development of broadcast and television media under media convergence and shakes the confidence in the future development of broadcast and television media in Dazhou city. In addition, in terms of financial operation, the broadcast and television media in Dazhou city has insufficient capital support. Because of being unfamiliar with media convergence, it ignores to develop based on its actual features and advantages. Therefore, Dazhou city is difficult to obtain good benefits.

(3) Insufficient human resource support: to develop into media convergence, the broadcast and television media in Dazhou city cannot be developed without the support of a large number of talents. It requires not only reasonable allocation of human resources but also efficient and scientific management of talents, but for the time being, the control of talents in the broadcast and television media in Dazhou city is relatively general, especially the lack of professional talents in the new media industry, which has brought certain restrictions to the development of the broadcast and television media in the area. Due to the lack of talents, the broadcast and television media in Dazhou city usually report relatively homogeneous, old-fashioned news in a fixed pattern and lack innovative and valuable reports. The shallow content mining weekly guides public opinion, so the broadcast and television media cannot play the roles of guiding the correct values and stabilizing society.

#### 4. Optimization of the Communication Path under Media Convergence

In order to further promote the development of broadcast and television media communication in Dazhou city under media convergence, some suggestions are given to optimize the communication path, taking into account the characteristics and problems of local development, as shown in Figure 3.



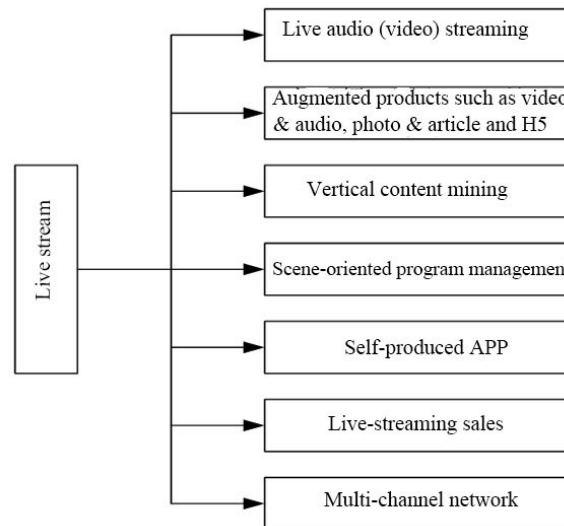
**Figure 3.** Path optimization of the broadcast and television media in Dazhou city

(1) It is necessary to establish an incentive mechanism to promote the production of excellent programs. The production of excellent programs requires not only the efforts of program creators but also certain incentive mechanisms to provide more development opportunities and channels for program creators, motivate the promotion and dissemination of excellent works, and make the broadcasting path of broadcast and television media better.

(2) It is suggested to improve the legislative system to provide an institutional guarantee for the development of the industry. The development of news programs cannot be separated from the legal system' protection. In the process of news interviewing and news reporting, it is necessary to follow laws to grasp the hot news better and reflect the demands of the masses, thus promoting the solution of social problems. Meanwhile, in the background of media convergence, the opinions and suggestions of the audience can be disseminated through various channels to achieve the supervision of public opinion and broaden the breadth and depth of information dissemination.

(3) The local broadcast and television media should strengthen crisis awareness and improve innovation ability. Facing the challenge of emerging media, the development of broadcast and television media in Dazhou city is facing crises, and its competitive pressure comes not only from various emerging

media but also from the competition of peer media in other provinces. Therefore, the broadcast and television media in Dazhou city must clarify its existing development advantages, firmly promote development under media convergence, introduce more talents, and strengthen education and training about new media and media convergence. On the one hand, Dazhou city should accelerate the innovation of traditional news programs and create more excellent programs on broadcast and television platforms; on the other hand, Dazhou city should also accelerate the innovation of the media convergence industry, innovate projects and channels under the media convergence environment, make better integration and cooperation with traditional broadcast and television media, and use the other media medium and platforms to expand its influence (Figure 4), thus promoting the optimization of the communication path of broadcast and television media under media convergence in the process of continuous innovation.



**Figure 4.** The development tendency of broadcast and television media convergence

(4) Dazhou city should renew the management system and adapt to the development needs of convergence media. Under media convergence, the broadcast and television media should establish a management system that separates the property rights of affairs and enterprises, i.e., separate the operating assets and public welfare propaganda-type industries, and use market-oriented and industrialized methods to realize the development of media convergence. Moreover, it should carry out unified management and operation of resources and adopt vertical management to realize the efficient operation of traditional broadcast and television media and media convergence. A market operation system that is compatible with the media convergence environment should be established to combine traditional broadcast and television advertising with media convergence advertising and drive the common development of television shopping, program marketing, and other industries (Figure 5), thereby realizing the good development of the overall broadcast and television media industry.



**Figure 5.** Live-streaming sales of General Manager Ji in Lemon Travel Program of Huzhou traffic art broadcasting station



## 5. Conclusion

This paper firstly analyzes media convergence, then analyzes the current situation and existing problems of the development of broadcast and television media in Dazhou city under media convergence. The ratings of the radios under media convergence in 2020 were analyzed through data investigation. Moreover, the comparison between traditional broadcast and television media and the broadcast and television media verified the rapid development of broadcast and television media under media convergence. In response to the current problems such as low fit between radio and television media and media convergence and insufficient human resources, some suggestions have been proposed to optimize the communication path, including establishing incentive mechanisms, improving the legislative system, strengthening crisis awareness, etc. This work can help promote the further development of broadcast and television media in Dazhou city in the media convergence environment.

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