

Research on the Innovation of Public Cultural Services in Broadcasting and Television

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ABSTRACT

With the development of Digital China, broadcasting and television media have been impacted by new media, especially in terms of their functional positioning. However, the core role of broadcasting and television in providing public cultural services has remained unchanged. To better develop the service functions of broadcasting and television, this paper reviews public cultural services within the realm of broadcasting and television and proposes several innovative methods to enhance these service functions in response to the challenges posed by new media.

KEYWORDS

Broadcasting and Television; Public Cultural Services; Innovation

With the development of new media, the ways people acquire information and communicate have changed significantly, transforming from simple receptors to complex interactive subjects. Broadcasting and television, as traditional media, have developed with the important factors of information authority and timeliness. However, modern media based on new media are gradually changing the broadcasting and television market, posing higher demands on their survival and development [1]. Therefore, it is essential to seek innovation in the public cultural service functions of broadcasting and television, based on their core functions, to ensure the core value of traditional broadcasting and television and provide better, more accurate, and higher-quality public cultural services to the audience [2].

1 Promoting Technological Integration and Innovating Service Models

In the traditional realm of broadcasting and television, public cultural services have been carried out through one-way communication, lacking customized dissemination functions. With the widespread adoption of internet technology in the media field, more and more online resources are being integrated, and related public cultural services are developing rapidly [3]. China has an inherent advantage in network penetration compared to other countries, with comprehensive infrastructure and public welfare coverage, achieving almost universal access. This provides a solid audience base for the integration of broadcasting and television public cultural services under technological integration.

Domestic broadcasting and television have gradually completed the transformation from traditional one-way communication to multi-channel, multi-dimensional public cultural services, leveraging big data, mobile internet, and other technologies. This transformation allows for strong flexibility in quality and business model adjustments. Based on these mature conditions,

broadcasting and television content can be effectively promoted through various forms of digital media, mobile media, IPTV, and new media platforms. For example, using big data user profiling based on mobile media, public cultural service content can be precisely pushed based on factors such as age, occupation, and gender, achieving cost-effective and precise promotion characterized by timeliness, precision, and sharing. Therefore, accelerating the integration of technology in broadcasting and television public cultural services is a necessary step for the innovation of traditional broadcasting and television.

The theories of new media technology inherit knowledge from traditional broadcasting and television, such as communication studies and design, while integrating current mainstream internet technologies like short videos, streaming media, interactivity, big data, and data analysis. Although there are differences between new media technology and broadcasting and television technology in different directions, the essence is to effectively and timely transmit information to the audience through media communication means. Hence, the development of broadcasting and television must leverage emerging media technologies and enhance content production techniques, such as visual expression and interactive installation art, to transform the audience's spiritual needs into substantive information content, enhancing sensory experiences and stimulating thought through the combination of technology and theory.

2 Strengthening Authoritative Releases and Ensuring Credibility

China, with its large audience base for broadcasting and television, is the core platform for the release of authoritative information and policies, determined by the functional positioning of broadcasting and television public cultural services. Therefore, both traditional broadcasting and television and new media are in a stage of policy-supported development, with different emphases. Broadcasting and television focus on technological and channel integration with new media, while new media emphasize aligning with broadcasting and television in terms of norms and authenticity.

Regardless of whether it is new media or broadcasting and television, it is necessary to strengthen the authoritative value of policy-oriented releases, vigorously develop spiritual civilization, and enhance public cultural service functions under economic conditions. In content production, broadcasting and television should emphasize the value of serving the public with powerful and appropriate content, avoiding an overemphasis on commercialization during the transformation process, which could lead to content becoming mundane.

In this domain, attention should also be paid to adjusting the industry structure, producing content on a large scale and standardizing it, integrating the industry to establish a healthy development system, fully leveraging the industrial capabilities of broadcasting and television and their integration with new media. The goal is to form an industrial scale effect, with concentration and quality as the main themes of industrial development, complementing new media in the industry structure. In the process of promoting industrial structuring, the government should be fully involved, using policy support and market-oriented methods to advance the broadcasting and television industry, coordinating more quality resources, avoiding the industry's excessive pursuit of profit, and forming a correct industry development model. Ultimately, the enhancement of authority will feed back into the public cultural service functions.

3 Developing a Three-dimensional Model to Gain Public Favor

The rapid development of new media has significantly impacted the traditional broadcasting and television market. During the transformation of the latter, referencing the characteristics and

dissemination methods of new media has become an important factor driving industry innovation. According to the characteristics of new media, timeliness, interactivity, transcendence of time and space, and distortion are its main development trends. Broadcasting and television can combine new media dissemination channels to develop public cultural services with timeliness, interactivity, and authenticity as the core in multiple dimensions.

Based on the dissemination methods of new media, extensive interconnectivity, personal IP economy, social generalization, and new economic growth models are its main development directions. Therefore, in the field of broadcasting and television, multi-channel dissemination paths such as Weibo, WeChat, QQ, and Douyin can be established, creating an IP culture centered around public accounts. Through these channels, interactions can be established, forming a dissemination source with credibility and public cultural service capability, radiating to form an industry, and ultimately creating a new industry development explosion point.

Moreover, the popularity of mass culture is an important focus for establishing a three-dimensional model of traditional broadcasting and television, forming a linear two-way channel. This is specifically reflected in the dissemination of specific frequencies and audiences, transforming from one-way passive reception to two-way interactive methods. Feedback information serves as the baseline for content adjustments, frequency adjustments, and channel adjustments, allowing public cultural services to engage the audience, making them more actively involved.

Additionally, the development of mass culture has made personalized behaviors more prominent. On various social and information platforms, personal and group opinions have been well integrated, but personal privacy has been affected, and fragmented, ineffective content has resulted. Broadcasting and television, with their inherent authority and public cultural service characteristics, are more likely to be favored by the public during cultural integration. For example, public cultural service content in news observation, with high public participation and mainly positive interactions, can effectively inherit socialist core values, truly achieving public cultural service functions.

4 Creating a Good Environment for Sustained Upward Development

In the new media era, people often perceive that new media technology and content have surpassed traditional broadcasting and television media, but this is often the thinking of younger people. The middle-aged and elderly audience groups, while gradually accepting the convenience brought by new media technology, also maintain their affirmation and support for traditional broadcasting and television content. Therefore, the public cultural service capability of broadcasting and television remains and will continue with the development of the times.

As a stock market, industry transformation is an important means of enhancing increment. Therefore, the broadcasting and television industry should expand in breadth and depth based on its public cultural service positioning, especially relying on high-quality content and emerging dissemination channels to strive for maintenance and enhancement. In the new media era, the media industry faces content and timeliness competition. The enhancement of competitiveness must be positive and sustainable, avoiding short-sightedness that leads to industry development distortion. It is foreseeable that high-quality content and excellent dissemination channels are crucial factors for creating a good development environment for broadcasting and television. Therefore, efforts must be made in content production and dissemination channel establishment to enhance competitiveness and promote industry development [4].

According to research, China is still in the growth stage of developing high-quality educational and cultural content, belonging to a period of dual feedback from the market and policy. Therefore,

the inheritance and promotion of indigenous culture can be nurtured through this market, gradually completing the marketization process through content reform, channel expansion, leveraging strengths, and learning advanced methods. This will form a market for educational and cultural broadcasting and television content based on socialist core values, ultimately achieving a win-win situation in market development and public cultural services. Sustained upward development will eventually feed back into the broadcasting and television industry, forming an advanced, widely accepted national culture, and through cultural dissemination, influence the entire broadcasting and television industry, actively entering the international market competition and gaining a foothold.

5 Conclusion

In addressing the challenges faced by broadcasting and television, opportunities for development should be sought, relying on the context of the new media era to complete the transformation and development of broadcasting and television. In terms of industry structure, analysis of market capacity and audience base indicates that broadcasting and television will not disappear but will grow stronger. In terms of development potential, combining information technology with new media development models will form a unique position and development path for broadcasting and television, leveraging new media highlights to drive the transformation of the traditional broadcasting and television industry.

In terms of innovative development positioning, maintaining the authoritative release positioning of broadcasting and television, enhancing media content quality, and ultimately achieving public cultural service effectiveness. In terms of system establishment, referencing high-audience, novel new media dissemination methods and characteristics, and combining the necessary and improvable parts of broadcasting and television during the transformation process, a complete dissemination system and industry development model can be formed. In terms of development environment, strengthening high-quality construction and market-oriented development, forming an upward development path centered on public cultural services and socialist core values dissemination. In practice, the public cultural services of broadcasting and television should be combined with the market and technology, accelerating the transformation of the broadcasting and television industry through positive development, ultimately achieving industrial value through innovation.

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