

Research on the development path of radio and television media under the background of "Internet+"

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Abstract: In the current era, the world economy and science and technology are developing very rapidly and all walks of life are affected by the vigorous development. In recent years, new media has taken various forms, which has a great impact on the traditional media industry. Therefore, based on the new model of "Internet+", this paper discusses the innovative path of radio and television media in its development channels, hoping to provide some help for the development of traditional media and the integration of new and old media.

Key words: Internet; radio and television media; path development; education

1 Introduction

With the rapid development and popularization of the Internet, radio and television media are facing new opportunities and challenges. The advent of the era of "Internet+" has brought great changes to the radio and television media industry, and also provided a new path and possibility for its development [1]. This paper will explore the development path of radio and television media based on the background of "Internet+". In the era of "Internet+", radio and television media need to carry out content innovation to meet the diverse needs of audiences. The traditional forms of radio and television programs can not fully meet the needs of the audience, so the media organizations need to actively innovate the content and forms of the programs. Through the introduction of Internet technology, radio and television media can provide various kinds of content more flexibly, such as short videos, live broadcasts, interactive games, etc., to attract more viewers. At the same time, the mode of communication has also changed. The application of Internet technology enables radio and television programs to be transmitted through network platforms, and audiences can watch programs anytime and anywhere through computers, mobile phones and other devices. Media organizations can use social media, mobile apps and other channels to interact with audiences and increase user engagement and interaction. In the context of "Internet+", radio and television media can obtain the audience's behavioral data and interest preferences through technical means such as big data analysis and artificial intelligence to carry out refinement.

2 Development path of radio and television media

2.1 Stick to content as the core

We should adhere to content as the core, and strive to stimulate public's interest in broadcast TV media and make it their preferred medium. With the increasing complexity of today's society, the income and marketing activities of video

media are becoming more and more important, but the deeper content is being neglected, which leads to some people addicted to following the popular trend, and even makes some content uniform, resulting in a lack of innovation in the content on the network, affecting the sustainability and scalability of the network [2]. If there is no effective management and adjustment, the content on the network will become monotonous, which will affect the integration and sustainable development of the network, and bring great challenges to the network industry. With the acceleration of social development, practitioners of traditional media are facing an unprecedented challenge, and they must possess more complex knowledge and experience than any previous industry, including but not limited to traditional broadcast, film, news, publishing, entertainment, news, social, digital, intelligent community, etc [3]. With the rapid development of the Internet in recent years, it is difficult for many traditional media practitioners to keep up with the trend, resulting in the stagnation of their professional knowledge and skill level. Although traditional media still dominate the video industry today, the gap between them and emerging media forms is still large due to the limitations of their operating institutions and related platform control institutions. With the emergence of new information technologies such as Wechat, Weibo and Douyin, people can easily access information, which has brought great changes to many traditional radio and TV media, thus bringing a huge impact on it. With the rapid development of today's media, many new media have also emerged, which has brought some misunderstandings to people, that the form of media is more important than the content, and that as long as the information can be timely and accurate, it can be supported by public opinion. At all times, content is the core of the media industry, and it is the first step in the development of media.

2.2 Matrix development

With the continuous change of "Internet+", radio and television media should actively adjust its development model and improve its customer experience, so as to promote its prosperity. Under the framework of "Internet+", the strategic design of "one-industry-oriented, multi-mode operation" aims to take the media as the core, actively cooperate with excellent companies, utilize multiple channels, integrate different resources, and create an environment that can benefit each other and grow together, thus enhancing the overall competitiveness of the media, and at the same time, better motivating and attracting more investors [4]. By strengthening our investment in the Internet, we can make better use of this emerging technology, expand our advertising market and bring more business opportunities. At the same time, we can also lay a solid foundation for the sustainable development of the company and promote the development of the enterprise through continuous improvement and innovation [5]. Through the use of relevant data and technology, we can better establish and optimize the "Internet +" model, so as to provide more comprehensive support for the development of radio, film, Internet and other forms.

2.3 A new model for the development of joint education

The development trend of education in the context of "Internet+" includes online education, distance education and personalized education [6]. Through the analysis of the development trend of education, we can reveal the potential opportunities and challenges of education to the development of radio and television media under the background of "Internet+". With the rapid development of Internet technology and the advent of the information age, "Internet+" education has become a hot topic in the field of education. "Internet+" education refers to the use of Internet technology to transform the traditional education model and promote the comprehensive upgrade and reform of education. Under the background of "Internet+", the development trend of education presents the following characteristics. First, personalized education has become the mainstream. In the background of "Internet+", education is no longer a unified standardized model, but pays attention to individual differences and personality development. Through Internet technology, education can better meet the individual needs of students and provide personalized teaching content and learning methods. For

example, through the intelligent learning system, learning plans and teaching resources can be tailored to students according to their learning conditions and interests, so that each student can get the most suitable education for themselves. Second, under the background of "Internet+", online education has become an important part of the education field. Through Internet technology, students can study online anytime and anywhere, and are no longer limited by time and space. The online education platform provides a wealth of learning resources and interactive communication opportunities, and students can interact with teachers and other students in real time through the network to learn and discuss together. At the same time, online education also provides students with more options to choose the right course and learning path according to their interests and needs. Third, in the context of "Internet+", the application of intelligent teaching tools has also become an important trend in education.

3 The integration of "Internet +" education model with radio and television media

With the rapid development of the Internet, the "Internet+" education model has penetrated into various fields, including the radio and television media industry. Education has a positive impact on the development path of radio and television media, and brings new opportunities. First of all, "Internet+" education provides more communication channels and platforms for radio and television media. Traditional radio and television media mainly convey information to the audience through television sets and broadcasting equipment. With the popularization of the Internet, the audience can obtain radio and television content anytime and anywhere through various terminal devices, such as smart phones and tablet computers. Educational institutions can combine educational resources with radio and television media through the "Internet+" education platform to provide online learning courses, live lectures and other forms to meet the diverse needs of audiences. Secondly, "Internet+" education offers more interactive and engaging ways for radio and television media. The traditional radio and television media is a one-way transmission mode, the audience can not interact with the radio and television programs. The model of "Internet+" education can realize the interaction between viewers and broadcast TV programs through online platforms. Viewers can interact with radio and TV programs in real time through bullet screen, comments, likes, etc., to increase audience's sense of participation and meet their individual needs. In addition, "Internet+" education has brought more data analysis and accurate recommendation capabilities to radio and television media. Through the "Internet+" education platform, radio and television media can collect data such as viewers' browsing records and on-demand records for big data analysis and mining.

4 Conclusion

In today's era, with the continuous development of Internet information technology, its influence has gradually penetrated into all walks of life, and the new media forms derived from it are a very big impact on traditional media. Relevant media personnel should carefully grasp this critical period under the background of the current "Internet+" model. It is necessary to maintain high-quality content as the core, strengthen targeted services and platform construction through relevant analysis and processing of audience preferences, and then perfectly integrate with the advantages of new media channels to create a perfect new media communication platform, and realize the transformation and innovative development of traditional media.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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