

# Practice and Thinking on Interactive Communication of "Mobile Radio" in New Media

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**Abstract**—In recent years, the popularization of 4G, the reduction of network fees, the upgrading of hardware technology of intelligent devices, the popularization of mobile Internet and the development of vehicle networking have created complete conditions for the rise of network radio. Starting with the background analysis of interactive communication, this paper adopts two methods: investigation and literature research. The first chapter of this paper analyses the current situation of interactive communication, including the concept and background of interactive communication; the second chapter, based on the understanding of the current situation of interactive communication, elaborates the media function of interactive communication and the impact of interactive communication on mobile radio, which has an important reference for the author to put forward suggestions for the practice of Changchun Radio; and the third chapter is the author's analysis and research. The second and third chapters are also the focus, difficulty and innovation of this paper.

**Keywords**—Mobile radio; Interaction; Communication

## I. INTRODUCTION

In 2000, China Network Television Station was formally established. With the continuous development of Internet technology, diversified interactive communication channels have emerged to provide more information access platform for the audience. The development of mobile network technology and the requirement of national policy for "speed-up and cost-reduction" of mobile network, as well as the development of vehicle networking technology, provide technical support for the emergence of new media interactive platform, while the popularization of mobile intelligent devices and automobiles lays a market foundation for the interactive communication of new media. According to the forecast of Changchun Radio's New Media Business Department, the number of mobile phone platform customers will reach 100,000 in one year and 1,000 in three years [1-2]. Under such circumstances, the era of various mobile terminals occupying the market has come. How should traditional radio stations find their own position and develop themselves under such opportunities? In this paper, the author first analyzed the current situation of interactive communication.

## II. ANALYSIS OF THE CURRENT SITUATION OF INTERACTIVE COMMUNICATION

### A. What Is Interactive Communication?

At present, the term "interactive communication" has become a popular trend. As a product of the change of communication environment, interactive communication has become one of the most important means of communication. In the dictionary, interaction means "mutual, movement" and "change". Interaction is also a process in which two things interact and change under the premise of two things. The word "communication" is used for information interaction in communication science [3-4]. Many scholars at home and abroad have defined communication. Wilbur Schramm said in his book *Introduction to Communication Science* that "communication is a unique process of changing and sharing" <sup>1</sup>. Guo Qingguang, a domestic scholar, once said, "The transmission of social information or the operation of public information systems. <sup>2</sup>" Therefore, the author summarizes the concept of interactive communication as "a process of interaction with information as its content, transmission as its purpose".

### B. Background of Interactive Communication

The *Structure and Function of Communication in Society* is a paper published in 1948 by Harold D. Lasswell, an American political scientist. Here he first proposed 5W communication process, which is also the most classic mode of traditional media, Lasswell mode/5W mode. The most important feature of this model is that "sender" releases information to "recipient", and the recipient is not selective, so in this process, the sender will not receive feedback from the recipient. This mode of communication with the idea of "employment" does not have liquidity, so when the traditional media is in this era of network reform [5-6], they have to find a new way out. With the combination of traditional media and new information technology, and efforts to spread their charm, the new technology has also been dependent on, multi-platform interaction began to emerge, and interactive communication began to show its face slowly.

### C. Characteristics of Interactive Communication

Interactive communication is relative to the traditional mode of communication. In the traditional mode of communication, the disseminator standard occupies the central

<sup>1</sup>Schramm/William Porter. *Introduction to Communication* [M]. Beijing: Renmin University Press, 2010.5.

<sup>2</sup>Guo Qingguang. *Communication Course* [M]. Beijing: Renmin University of China Press, 2011.

position. In the 5W mode of Lasswell mentioned above, we can clearly understand the linear mode. Under the change of media environment, the biggest characteristic of interactive communication mode is that the identity function of "transmitter and receiver" has changed dramatically. This feature is particularly prominent in Internet communication. For example, long before the TV series "Sansheng III Shili Peach Blossom" was launched, the producers would publicize it in various ways, and there would be real-time soft text or video promotion in the broadcasting. Such as on-site press conferences, micro-blog push updates, Baidu Post Bar, Wechat Public Number soft text push and so on.

#### D. The Role of Interactive Communication

Ming An-xiang, Director of the World Media Research Center, once said, "Internet interactive communication platform, which avoids the shortcomings of various traditional media, integrates the strengths of various traditional media, shows an unprecedented comprehensive advantage as a new media communication platform." Therefore, the author draws a conclusion that the media for interactive network communication is a form with multiple media attributes and functions.<sup>1</sup> And the advent of this form of "mass" communication has also achieved a spiral high-level return. First of all, from the perspective of communication, the greatest role of interactive communication to society is to "guide public opinion and coordinate society, build a social safety valve". Mr. Ming Anxiang pointed out that "Internet communication integrates traditional media, bottom-up" and "parallel communication" in one mode of communication. Therefore, I believe that compared with traditional media, new media has a wider and more complex audience and greater influence. The advent of the mode of "mass communication" makes the "mass" situation of all social strata more real and plays an important role in guiding public opinion. The media have a sustained attention to the situation of all social strata, which benefits from the influence of interactive communication mode. This situation is conducive to eliminating social contradictions and coordinating the society. In addition, Mr. Walter Lipman pointed out in his book *Public Opinion* that "we human beings live in two environments, one is the real environment, the other is the virtual world."<sup>2</sup> Refer to *Public Opinion* by Walter Lipman, Germany, Translated by Yan Kewen Jiang Hong, Shanghai People's Publishing House, 2006. What role does interactive communication play in the virtual world? Some scholars have pointed out that the primary function of interactive communication is to establish and maintain virtual communities.<sup>3</sup> Tian Zhihui, a scholar, has also proposed that interactive communication is conducive to the establishment of virtual communities, thus maintaining the ecological balance of social communication; at the same time, some scholars have pointed out that interaction is the behavior carrier of the whole media community relationship, and the interaction process is the feedback between various elements, and the process of

gradually completing community construction.<sup>4</sup> The above theory has a great inspiration for scholars to identify the interaction behavior of Changchun Networks and understand how to promote optimal communication.

### III. THE FUNCTION AND IMPACT OF INTERACTIVE COMMUNICATION ON MOBILE RADIO

#### A. Mobile Radio and Network Radio

Mobile radio, we take its key words apart, is mobile and radio. Mobile means to change the original place. Radio is the collective name of radio station, that is, the media that transmits information only through sound. New media is the product of "Internet + traditional media", so mobile radio is the form of traditional radio network after the networking, so new media radio includes mobile radio. In the Internet era, traditional radio stations seek to adapt to the transformation of the new era. In addition to the audio transmission information used by traditional radio stations, network radio has more rich and colorful content, which breaks the limitation of time and space of traditional radio stations. Through the above analysis of the concept of mobile radio, we can know that mobile radio is a subset of network radio, which belongs to the inclusion relationship.

#### B. The Media Function of Interactive Communication

The establishment of virtual community is based on the occurrence of interactive process. For example, the People's Daily publishes a message through the official micro blog website. When it sends this information as a source of communication, the audience completes the interactive process in the virtual community through feedback activities such as comments and forwarding, and the virtual community has been established. With the rapid spread of internet, virtual community has been growing in the process of interactive communication. According to the latest survey data, there are 731 million Internet users in China, 54% of whom belong to online game enthusiasts. The growth of network coverage, the diversification of the content of network dissemination and the magnitude of information increase the audience's experience and consistency. It plays an important role in stabilizing the entertainment audience. According to the 39th Statistical Report on the Development of Internet in China, of 731 million Internet users in China, 695 million are mobile Internet users. The emergence of online shopping highlights the value of interactive communication of online media.

#### C. The Impact of Interactive Communication on Mobile Radio

For mobile radio, the important meaning of interactive communication mode is the change of communication mode. The popularity of mobile devices has not only brought broader space for the development of the Internet, but also expanded the influence of mobile radio on the audience. In the first chapter of this article, we can know that interactive communication can be between people and people, or between people and information. Users of network radio can push video,

<sup>1</sup> Marshall McLuhan. *Communication Course* [M]. Nanjing: Yilin Publishing House, July 2011.

<sup>2</sup> Harold D. Lasswell. *The Structure and Function of Communication in Society* [D]. Beijing: China Media University Press, 2013.

<sup>3</sup> Ming'anxiang. *Comprehensive platform for network communication* [J]. PRESS CIRCLES, 2004, (2).

<sup>4</sup> Walter Lippmann. *Public Opinion* [M]. Shanghai: Shanghai People's Publishing House, 2006.

broadcasting and other products on network radio. The characteristics of interactive communication also determine the basis of its wide influence on the audience. Compared with traditional media, interactive communication mode builds a larger virtual "community" service system, which enlarges the influence of mobile radio on the audience. In the late 1960s, De Fowler put forward the "interactive process model". This mode highlights the bidirectionality, circulation and the greatest contribution of communication lies in the addition of "feedback mechanism". Feedback is an important factor in interactive communication. The network radio set up by Changchun Radio and Television Station sets up comment area in each section. While receiving information, the audience expresses their ideas through comment feedback. This way optimizes the interactive communication of network radio and enhances the direct feedback of the audience. The popularity of various mobile intelligent devices provides a complete market basis for the formation and development of traditional media mobile network radio. Whether in the traditional radio or mobile radio in the new media environment, the close relationship with the audience is very important. Firstly, mobile radio can be listened to anytime and anywhere by intelligent devices, which is rich in content. Secondly, it can precisely push users through large data analysis in the background.

#### IV. THE IDEA AND PRACTICE OF INTERACTIVE COMMUNICATION IN RADIO AND TELEVISION STATIONS

##### A. Open platform

With the increasing coverage of new media, traditional media must face this challenge with an open mind. The establishment of broadcasting network is undoubtedly a great step forward in the transformation of traditional media to new media. Six broadcasting frequencies and five television channel resources of broadcasting and television stations are uploaded to the broadcasting network, which is rich in content, extensive in information and strong in real-time. Broadcasting network inherits the advantages of radio and television stations, combines media development technology, improves the competitiveness of the broadcasting network, and plays a vital role in building a stronger media platform.

##### B. Setting up interactive pages

As an integrated service information platform, the development of mobile application client classifies the content disseminated by audience differentiation groups according to the situation of audience differentiation. Users can find the content they care about and are interested in. Such targeted services not only make the audience scope clear, but also improve the efficiency of interactive communication.

##### C. Cross-border development

With the continuous development of new media technology, network radio technology and its business model are becoming more and more mature. However, due to the similar development process of major network radio stations, there is no technological capital that leads to monopoly. At this time,

"content is king" is particularly important. The mass communication mode in the era of "Internet +" is no longer the one-way dissemination of traditional media, nor is it merely the dissemination of information. It pays more attention to "interaction" with the audience, as well as the "precise push" to the audience. The status of audience in the era of new media interactive communication has been improved because of the change of communication mode.

#### V. CONCLUSION

Traditional broadcasting is transmitted by radio, so its carrying density and carrier are limited in different regions. As a large platform for comprehensive information, network radio carries various columns of radio and television stations and contains rich interactive communication practices. For example, the establishment of various sections, sharing platform and rich website content of various links, network radio provides the largest platform for the networking of traditional media. But in this era of information explosion, many interactive platforms have websites, but the feedback effect is not good, so the author believes that in the establishment of websites, people with the same interests and hobbies can be gathered together to increase the interaction within each group. At the same time, we should pay attention to the promotion offline. We should do a calculation of the effect of promotion within a period of time, which is more conducive to the promotion of network products. In order to achieve better interactive communication effect and promote the development of network radio. From the macro development of network media, the mass media platform in the new media era should not only accurately classify users to achieve the purpose of precise push, meet the needs of users for content, increase user viscosity, but also broaden the scope of services to meet other needs of users, in order to increase the number of users. Realize the transformation of traditional media and adapt to the new mass communication environment. Through the combination of theory and practice, the author draws this conclusion. Because of the limited ability of the author, the difficult and obscure content of communication, and the continuous development and innovation of new media network, the author can not comprehensively analyze the impact and role of interactive communication on new media mobile network. This article is a reference for each other.

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