Innovation Drive and Training Empowerment: Research on the Path of Ability Improvement in Radio and Television Industry in the New Media Era

Jiaqiao Zhao[1,2*], Zaharuzaman Jamaluddin[1], Latifah Abd Latib[1]

[1]Universiti Selangor, Jalan Zirkon A 7/A, Seksyen 7, 40000 Shah Alam, Selangor, Malaysia
[2]Sicuan Film and Television University, Chengdu, 610036, China

*Zhaojiaqiao723@foxmail.com

Abstract. With the rapid development of the new media era, the rise of short videos and live streaming, along with the deep integration of 5G and artificial intelligence technologies, has disrupted the traditional media landscape. The radio and television industry, as a traditional mainstream medium, is now facing significant challenges and opportunities. This article focuses on the radio and television industry in the new media era, exploring an implementation path for enhancing industry capabilities through innovation-driven and training-empowered approaches. Innovation in work capabilities is crucial for the industrys breakthrough, and a scientific training system is at the core of this empowerment. The aim of this study is to help professionals in the radio and television industry better adapt to the new media environment, achieve a breakthrough in innovation capabilities, and promote the industrys sustainable development.

Keywords: New media era; radio and television; innovation; training.

1 Introduction

The rapid development of new media has disrupted the traditional media landscape and spurred unprecedented changes in the media sector. The current media environment demands higher standards for content innovation, interactivity, and immediacy. Traditional medias content production methods, distribution channels, and operational strategies are no longer adequate to meet market demands, leading to lagging development and facing significant challenges[1] Therefore, improving the innovative working ability of radio and television industry practitioners and building a perfect training system will help the transformation and upgrading of the media itself and contribute to the healthy development of the whole industry.

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2 The Necessity of Improving the Ability of Radio and Television Industry

2.1 A Subsection Sample

Industry changes brought about by the development of the Times Broadcasting and television are crucial channels for news, public opinion, cultural development, and social services. Technologies such as 5G and artificial intelligence have accelerated the fragmentation, personalization, and interactivity of information dissemination. Social media, short video platforms, and live streaming have gradually become the primary channels for information dissemination. This trend has driven industry transformation in broadcasting and television, while also presenting new challenges to the traditional broadcasting and television sector. Scholars both domestically and internationally have conducted relevant research on this issue. The emergence of new media in the United States has disrupted the traditional media landscape, achieving a qualitative leap in communication methods and forms. Its development trends are worth considering and offer significant reference for the development of Chinas media industry. As one of the most developed countries in the world, in the face of technological change, the traditional media in the UK is facing unprecedented difficulties. Taking the BBC as an example, it actively responds to the changes of The Times. They firmly believe that in the new media era, only the channels and ways for people to receive content have changed, and good content has not lost its attention. Therefore, open accounts on different new media platforms to expand influence. Instead of setting up a new media department, they have adopted a similar approach to the whole staff transformation, cultivating multiple work abilities of employees and eliminating employees with single ability. Through creative production and the layout and coverage of all media, it still occupies the position of media hegemon in the new media environment.[2]In April 2025, the 31st China International Radio and Television Information Network Exhibition, hosted by the Broadcasting Science Research Institute of the National Radio and Television Administration of China, proposed that radio, television and online audio-visual industries should promote high-quality development through scientific and technological innovation and industrial innovation. This indicates that technological innovation and industrial empowerment are becoming important components for the broadcasting and television industry to move towards high-quality development. The use of cutting-edge technologies such as 5G and artificial intelligence has changed the way programs are produced and broadcasted; Industrial innovation requires the integration of different businesses and the exploration of new business models to broaden the service scope of the industry. This not only conforms to the current trend of global media technology development, but also plays a key role in promoting media integration in the broadcasting and television industry. This is a positive response to the global wave of media technology iteration, and it is also the key to increasing the competitive advantage of the industry in the stage of media integration. It profoundly reveals the historical inevitability and requirements of achieving leapfrog development in the industry driven by innovation.

In short, the change of times has brought about the reform of the industry, which requires the traditional radio and television industry to accelerate the transformation, which is the inevitable development of the industry.

2.2 Technological Progress Brings New Challenges

Technological advancement is a key driver of transformation in the media industry. In terms of communication effectiveness, new media platforms like TikTok can leverage AI technology to achieve intelligent editing and virtual anchors, among other complex scenarios. By contrast, the adoption of AI editing tools by traditional broadcasting institutions remains limited, leading to a significant gap in content production efficiency between traditional media and new media platforms due to technological lag. For instance, the 2022 Beijing Winter Olympics used ultra-high-definition VR cameras to enhance the viewing experience for users, a feature that most local TV stations currently lack due to technical limitations, resulting in low usage rates. The core of technological innovation lies in talent development. Currently, the traditional broadcasting industry faces a significant shortage of skilled professionals, with some practitioners capabilities failing to meet the demands of the modern era. Therefore, enhancing technical and innovative work capabilities through training, breaking the time and space constraints of traditional media content dissemination, and adopting models such as station-network collaboration to boost interactivity are crucial for attracting and retaining audiences.

Technological progress is inevitable and a challenge that the broadcasting and television industry must actively face.

3 Dual Path of Innovation and Training

The effective way to enhance the capabilities of the broadcasting and television industry in the new media era is to synergize innovation driven and training empowered approaches. (see figure 1)

3.1 Innovation Is the Core Driving Force for Industry Development

Adhering to the principle of 'content is king', utilizing new media to drive innovation from three aspects: technology, mode, and management, and jointly empowering content production, is the core driving force for industry development. Clayton Christensen, a renowned professor at Harvard Business School, emphasized the importance of disruptive innovation, which involves phasing out outdated technologies and systems based on user needs and future market trends. [3]Lim argues that the ability to create and generate media content is very important. [4]

In recent years, AI digital anchors have been launched on major satellite TV channels, infusing new vitality into traditional TV programs and news broadcasts. This is a form of innovation based on technological innovation. For instance, Hunan Satellite TV has leveraged big data analysis to accurately gauge audience preferences, result-

ing in hit variety shows like Sailing the Wind, which have consistently set new viewership records. The integration of virtual reality (VR) and augmented reality (AR) technologies in large-scale event coverage has provided viewers with an immersive viewing experience, significantly enhancing the programs dissemination effect. These technologies can drive high-quality content innovation.

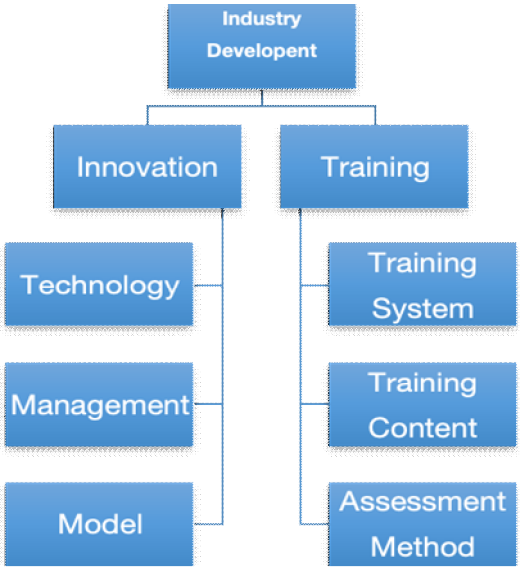

Fig. 1. the development of the broadcasting and television industry requires innovative technologie, management and model, combined with training system, content and evaluation method to enhance industry capabilities

Additionally, increasing production efforts and deeply exploring brand value through innovative models can diversify operational methods. For example, the National Treasure program produced by China Media Group not only features online digital exhibitions but also offline special exhibitions of cultural relics, combining cultural dissemination with technological experiences. This cross-sector integration model, based on excellent programming, has explored a diversified path of media + cultural tourism. [5]

Innovating in organizational management is another crucial aspect of driving innovation in the radio and television industry. For example, Sichuan TVs Sichuan Observation integrates radio, television, and new media, improving the efficiency of content production and dissemination. Implementing an OKR management evaluation system and various incentive mechanisms helps build a high-caliber talent pool,To enhance market competitiveness, as of 2023, "Sichuan Observation" has achieved a double harvest of social and economic benefits by innovating business forms and having more than 150 million users. [6]Therefore, the core driving force to promote the industry is to use new media to innovate in technology, mode and management, and to create content production.

3.2 Training Is a Key Factor in Empowering the Development of Talents in the Industry

Traditional radio and television institutions should attach importance to training, ensure the quality of training from three aspects: training system, training content and evaluation method, so as to empower the ability improvement of radio and television industry.[7]

To meet the development needs of the radio and television industry in the new media era, a standardized training system has been established to enhance the industrys capabilities. Sichuan Observation adheres to the concept of first being "specialized in one area" and then "versatile", and implements an advanced training system for all-media capabilities. Focusing on core skills such as writing, photography, and short video creation, basic business skills training and advanced improvement courses are respectively provided for new employees and key employees through project-based practical training. At the same time, we should integrate internal and external training resources. Internally, we should select experienced business backbones to serve as internal trainers, and externally, we should invite industry experts and scholars to establish a complete training resource library, and build a core team with distinctive features.

The training content should be in line with the needs of the industry and updated in a timely manner, focusing on short video production, live broadcast operation, social media marketing, data analysis and other technologies and cutting-edge technology concepts, so as to cultivate industry talents with both long-term vision and practical ability.

The key to ensuring the effectiveness of training lies in evaluating it through Kirkpatricks four-level assessment method, which includes the reaction level, learning level, behavior level, and results level. Subjective feedback is gathered through student satisfaction surveys, quantifying their evaluations of course design, instructor quality, and teaching organization. First, the reaction level assessment involves collecting questionnaires to more intuitively quantify training satisfaction. Second, the learning level assessment is conducted by having participants take outcome tests to reflect their personal mastery of the material. Third, the behavior level assessment measures the trainings impact by observing changes in employees work behaviors before and after the training. Fourth, the results level assessment evaluates the trainings effectiveness through scientific and reasonable assessments of the quantity and quality of work projects. Finally, based on the evaluation results, the training content and methods are adjusted promptly. This helps management understand the trainings effectiveness and ensures the trainings success for employees.

At the same time, introduce compound talents with the ability of new media operation and cross-media communication to promote the upgrading of the talent team structure.

4 Conclusion

Under the current era background, how to empower the capacity improvement and development of the radio and television industry through innovation and training is an important issue at present and in the future. Combining the two not only promotes the transformation of practitioners from single-skilled to all-media composite, but also provides solid support for the industry's innovative practices in content production, dissemination models, operation management and other dimensions through the iterative upgrading of the talent structure. Looking to the future, the integrated development of innovation and training needs to further focus on technological empowerment. Only by continuously deepening innovation-driven development and training empowerment can the radio and television industry reshape its core competitiveness in the fierce media competition and consolidate the public opinion guidance power and cultural dissemination power of mainstream media.

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