

## Analysis on Innovation and Improvement of Radio and Tv Choreographer in New Media Era

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**Abstract:** Nowadays, Internet technology is booming, which not only impacts the development of China's radio and television media, but also brings great help to it. In the current situation, the rapid development of the Internet has also brought opportunities for the rapid development of various industries, subtly changing people's daily life. With the arrival of the new media era, mobile media technology has developed rapidly, and the close cooperation of multimedia has promoted the rapid development of information. Compared with the traditional single media, the maturity and development of mobile media technology, the interaction and cooperation of multimedia, and the rapid development of information and information put forward higher requirements for radio and television directors. If you want to adapt to the new era of radio and television editing and directing industry trends, in constant competition out of the stand, you must learn to innovate. This paper starts with the new development of radio and television programs in the new media era, combined with the impact of radio and television programs, discusses the innovation of radio and television directors in the new media era.

### 1. Introduction

With the continuous development of social science and technology and the continuous improvement of Internet technology, the ways and channels through which people obtain information are increasingly diversified. As an important component of traditional media, television broadcasting has also been impacted and threatened in its core position in traditional media [1]. Radio and television is one of the earliest media and an important part of traditional media. With the development of the times, the circulation channels of information are increasingly diversified, which has brought great impact to the radio and television market [2]. Nowadays, the development of social science and technology is becoming more and more mature, and the Internet is playing an increasingly important role in human life. People can obtain information and knowledge through various channels, of which radio and television are indispensable [3]. In the new media era, information is highly developed, and the audience has put forward higher requirements for information service and program quality. For traditional radio and television, on the one hand, the development of modern media technology makes it necessary to respond quickly and promote programs with the help of new media platforms. On the other hand, the audience needs of different platforms are actively analyzed to create more popular programs [4].

In the increasingly fierce competition, in order not to be eliminated by radio and television, radio and television should follow the pace of the new era, innovate and improve their traditional communication mode, realize the diversification of communication by means of new era media, and better base themselves on the market [5]. The innovation and improvement of radio and television directors, as a key link in meeting the challenges of new media, play a strategic role and influence on the survival and development of television and radio media. In order to meet the challenges of the new media era, it is necessary to pay attention to the improvement and innovation of radio and television directors, so that the survival and development of radio and television directors in the new media era can be more smooth and sustainable [6]. It is of practical significance to innovate and improve the work of radio and television directors. This article starts with the new development of radio and television programs in the context of the new media era, and discusses the innovation of radio and television directors in the new media era in combination with the impact of radio and

television programs.

## **2. Impact of New Media Era**

### **2.1 Influence on the Operation Mechanism of Radio and Television**

With the rapid development of information, the traditional radio and television industry has been greatly impacted. New media relying on Internet technology has been widely used for its advantages of high speed, large amount of information and strong interaction, which has greatly improved the convenience and timeliness of the audience in obtaining information. The impact of the new media era is enormous, including both the technical aspects of radio and television and the operation mechanism of the media. As the new media era puts forward higher requirements for the quality of journalists, the traditional talent training mode cannot effectively meet the needs of the development of radio and television media. It is necessary for radio and television to adapt to the changing adjustment work, and finally improve the related industrial management and service areas to achieve sustainable development, which also increases the transmission of radio and television and conforms to the pace of the times [7]. Under the impact of Internet technology, radio and television and the Internet and other media have gradually launched cooperation and integration. Media integration has further integrated information resources, and the audience's requirements for information service quality have been met. The rapid development of Internet technology has greatly improved the access and efficiency of the audience to obtain information, and also made the audience's requirements for the quality of information services increasingly improved. At present, the main form of media development and rebroadcasting is to take the website as the main support of radio and television on the Internet. The combination of website and radio and television enables the audience to listen and watch online, and at the same time, they can also see the new programs released by radio and television stations. Radio and television media can flexibly use the unique channels of new media to provide a good information exchange platform for the audience, and take this opportunity to fully understand some opinions and requirements of the audience, and the two sides have a good communication. The impact of new media era on radio and television media is not only on the technical level, but also on the operation mechanism of traditional media.

### **2.2 The Influence on the Quality of Radio and Television Practitioners**

The maturity and development of Internet technology is undoubtedly a great change in the history of modern media. The traditional radio and television industry has also been greatly impacted. Modern media based on the Internet, with its advantages of fast speed, selectivity, large amount of information and interaction, has quickly become the darling of modern media. People have more and more ways and options to obtain information. In the new media era, if radio and television employees want to keep up with the pace of the times and play their role and value, they must constantly improve their comprehensive quality, which includes not only improving their professional skills, but also spreading advanced media concepts to accurately grasp the audience's tastes and needs. After each radio and television station has built its own official website, listeners and viewers have more choices to listen to and watch radio and television programs. The innovation of Internet technology promotes the rapid development of mobile media, which also benefits from the development of human smart phones. Mobile phones can not only meet people's communication needs, but also have increasingly prominent information service platform functions. Through the Internet, the audience and audience can not only listen to and watch the programs of a radio and television station, but also conduct associated search to obtain the latest and most interesting radio and television programs around the world. The rapid development of mobile media, for the traditional radio and television directors, not only need to innovate the concept of the program, but also from the program form, program content and other aspects of continuous improvement, in order to obtain greater development space.

### **3. Innovative Methods of Radio and Tv Choreographer in New Media Era**

#### **3.1 Promoting Innovative Thinking**

With the arrival of the new media era, modern radio and television programs are gradually developing towards a diversified trend. Under this development trend, radio and television media want to survive and develop in the fierce market competition, innovate and improve traditional radio and television programs, and increase the importance attached to the innovation of radio and television programs. Radio and television network is the product of the combination of the Internet and traditional radio and television. Traditional radio and television forms have been adopted to realize the independent production of multimedia information, which can give better play to the advantages of the Internet such as richness and interactivity. In order to cater to the tastes of the audience, we must make radio and television pioneering and innovative, keep up with the times, and reshape the program concept in the process of grasping the actual life, so as to create excellent, far-reaching and long-lasting works [8]. With the help of new media technology, radio and television media have expanded their own advantages and enriched the content of programs, not only improving the visibility of programs, but also continuously updating topics. Under the background of the new media era, media practitioners should not only possess advanced new media communication concepts and master skilled professional skills, but also define the actual needs of the audience for information communication, so as to improve program ratings.

#### **3.2 Pay Attention to the Promotion of Radio and Tv Innovation**

In order to restore the audience group diverted by the new media, radio and television need to create brand-name TV news programs, find out the market positioning of radio and television programs, and improve and innovate radio and television programs by grasping the actual needs and interest points of the audience and conforming to the interest of the audience. The common one-way thinking mode is generally narrow, so the innovation ability of radio and television can be continuously improved through the organic combination of forward and reverse thinking. Traditional radio and television stations should seize the opportunity to fully display the unique advantages of traditional specialization and excellent programming of radio and television stations in the process of social networking, and develop towards higher and more professional network radio and television stations on this basis [9]. Audiences tend to have more favorable feelings for things that can bring them intuitive experience. Therefore, through the interaction and reinforcement of WeChat and microblog, the activity of radio and television in people's hearts can be continuously enhanced, thus enhancing the influence of the network. The editing and creation of radio and television programs cannot be separated from the continuous cultivation and stimulation of inspiration. After a great deal of creative experience, more and more inspiration will emerge. The continuous emergence of inspiration in turn promotes the innovation and quality improvement of programs. Radio and television directors should reasonably grasp the overall style of radio and television programs. On the premise of meeting the audience's viewing needs, they should cultivate audience loyalty through friendly program styles and attract more audiences by creating brand programs with mass base.

### **4. Conclusion**

The innovation and improvement of radio and television directors in the new media era are not only the work of network technology, but also the challenge of program creation. The major of radio and television choreography is in the early stage of development and is greatly influenced by the real environment. Therefore, in its development process, it should constantly adjust its development direction considering various environmental factors such as politics, economy, education and society. In order to conform to the necessity of the development of the times, the innovation of radio and television directors must be put on the agenda, which is also the inevitable way for radio and television to develop itself. In the current situation, with the help of the

development of the Internet, radio and television programs should consider a set of their own development mode, combine the traditional advantages with the Internet, adapt to the development of the times, and make continuous innovation and progress. In the new media era, radio and television directors are actively reforming and innovating. In this process, with professional ideas, professional services, professional programs, and the development of the times, they will get a higher development space under the platform of the new media era. The innovation of radio and television editors and directors needs to rely on the current situation of the industry and itself as well as the media background of the new era, constantly integrate themselves with the network, and constantly increase the interaction with the audience.

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