

## "Internet Plus" under the Environment of the Broadcast Media Development Process

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**Abstract.** With the advent of the Internet Era, traditional media are more or less hit by the Internet. The development of broadcast media in "Internet plus" background, besieged by media such as network radio, APP and self media. This paper is based on the broadcast media in the "Internet plus" environment, combing the evolution process of broadcast media.

In the Internet era, it is a word that everyone has mentioned in recent years. The development of technology is like the farming times that had been experienced in human history. In the industrial age, the Internet era is also the innovation of science and technology and technology. It is the information age that we have ushered in.

In this era, our life has also changed with the development of information technology. The theme of life has gradually developed from the original traditional life to the open information. The media has changed the way and method of our problems, changing the tools we used, and the new change is still happening.

In August 18, 2014, President Xi Jinping convened the fourth meeting of the Central Committee for the comprehensive deepening of the reform, which adopted the guidance on the development of the integration of traditional media and new media. President Xi Jinping emphasized the integration of traditional media and new media to promote the deep integration of traditional media and new media in content, channel, platform, management and management. Among them, broadcasting, as one of the four traditional media, appeared in 1906, and in 1922, it began to broadcast formally. At the initial stage, broadcasting was the way for the audience to contact the outside world, providing another way to receive information for the audience. At the initial stage, the audience felt the new medium with the full sense of the senses. When people heard the radio play "the aliens invaded the earth", the panic and shock felt that they could not distinguish the relationship between reality and virtual.

However, with the development of the media, television, film, network and other channels of contact information after the replacement of channels, the broadcast as a fixed frequency of contact information, and with the development of the media, the continuous exploration. In the development of television, with the development of digital network TV, TV stations have gradually emerged as one of the TV viewing options. Network broadcasting is an extension of broadcasting development in today's information globalization.

Roger Fiedler is concerned with the changes in the media form in the Internet Age: the change in the media is not an isolated study of each form, but to encourage us to look at all forms of the individual members of the independent system and to pay attention to the similarities and interactions between the past, present and emerging forms., relationship. By studying as a whole system of communication, we will see that new media are not produced spontaneously and independently - they are gradually generated from the changes in the form of the old medium. When new forms of media emerge, older forms usually do not die - they will continue to evolve and adapt.

The traditional broadcasting is carried out under the development of the Internet. It affects each other with the network media, and forms a network broadcast. In order to adapt to the life forms and habits of the modern people, the development of the vehicle broadcasting has become the most

widely spread form of the traditional broadcasting. With the popularization and application of the intelligent mobile phone, the mobile radio station has gradually become the people. One of the favorite ways, and extending the spread of traditional broadcasting to a younger audience, has gradually become a trend in the form of podcast, personality radio, and a new form of advertising media and creativity.

The new media to break the traditional media public opinion, in the "Internet plus" era, everyone can publish opinions content, through the Internet, everyone can be called the "media", recorded what one sees and hears personal thoughts and values.

### **The Rise of Network Broadcasting**

In April 1995, the "progressive network" in Seattle, USA, provided "on-demand sound" service, which marked the birth of webcasting. The development of network broadcasting in China has gone through three stages: the period of exploration before 1996, the 1996-1998 year as the stage of exploration and improvement, and the stage of rapid development after 1999.

Webcasting is the product of the combination of broadcasting and network, traditional media and new media. Network broadcasting can be divided into two categories: online listening and radio broadcasting, such as China broadcasting network, Beijing broadcasting network and so on. The combination of broadcasting and mobile media has also broadened the reverse of the development of broadcasting and digitalization. The popularity and development of mobile phones are affecting the perception of the new generation of audiences. The software development of mobile APP related broadcasting station is also very fast and convenient.

For example, Himalaya listening software, NetEase cloud music, KuGoo and other software, all have radio channels, and this kind of radio stations will show the interaction and two-way of network advertising more fully. The audience can listen to radio programs through webcasts, or as a communicator, from the media to set up their own radio stations.

### **The Relationship between Broadcasting and Network Broadcasting**

Network broadcasting is an extension of the traditional broadcasting form, which not only has the broadcast itself, but also combines the characteristics of the network itself, making the network broadcasting a wider, broader and more meta audience.

#### **Breaking Frequency and Regional Limitations**

Traditional broadcasting is limited by region and frequency, and has obvious regional characteristics. It is the characteristic of traditional broadcasting. It has a stable audience group. And network broadcasting through the advantages of network globalization has broken through the limitation of the region, the audience is more diversified, and the voice and life of different regions are accepted. Now McLuhan's prediction of the global village is becoming more and more diversified.

#### **Bi-Directional Development of the Sender**

In traditional broadcasting, the broadcast media is mainly transmitted by the broadcast media as a professional communicator. The audience accepts the information passively and interacts through the screening of the communicators, such as the reader's letter, the telephone connection and so on. With the development of network broadcasting, the audience can not only realize the possibility of instant communication with the communicator, but also can be transformed into the identity of the communicator through the way of setting up the radio, realizing the diversity and richness of information and avoiding the limitation of the unified sound.

#### **Break the Limits of "Hearing"**

In the process of the development of traditional broadcasting, due to the limitation of listening, the traditional broadcasting is very difficult for the audience to read two times for the audience. Therefore, it is not very memorable for the information. With the development of webcasting, audiences can not only listen to programs repeatedly and randomly, but also collect and organize information more accurately.

At the same time, the development of video broadcasting has broken through the limitation of radio "listening". At the same time, the broadcast process can be watched, and the limitations of broadcast vision can be broken. In Korea, many programs use visual broadcasting to narrow the distance between fans and stars. In China, in recent years, the online show has the characteristics of broadcasting, such as YY live, which belongs to the YY entertainment business department of the gathering time. It is the founder of the domestic network video broadcast industry. At present, YY live broadcast is the largest domestic entertainment platform including music, science and technology, outdoor, sports, games and other contents. Registered users reach 1 billion, and the monthly active users reach 122 million. It was first built on the platform of a powerful enrichment communication tool, YY speech. Recently, huajiao live has gradually emerged, and its broadcasting properties can be considered.

### **Diversity of Audience Groups**

In the process of the development of traditional broadcasting media, the age level generally tends to middle aged and elderly people, young people prefer to contact the media with strong visual impact, and the recipients of traditional broadcasting are often a family of cars and old people. With the development of network broadcasting, especially the integration of mobile phone media and broadcasting, it gradually broadens the acceptance group of this ancient media. The audience of mobile broadcasting media is younger. The audience is growing up in the new media environment. They are able to adapt and use the network language and technology and accept new things. At the same time, they are also a group that pays great attention to self feeling and self personality. Therefore, mobile broadcasting media is more suitable for them. Accept the broadcast information according to your own interests, and then set up your own interested radio station and make your own anchor. It is the development of media and the integration and transformation of media that have realized another way of survival of traditional media.

### **Mobile Broadcasting**

The traditional broadcasting is attached to the frequency and the host, as a radio program, and the radio program, especially the radio program combined with the mobile broadcasting, tends to attach to a certain platform. It is no longer a single radio form, and more is a combination of diverse elements, such as maps, texts and sounds. Depending on the more social network platforms of blog, twitter and WeChat, the probability and frequency of network broadcasting are more and more, and the forms are becoming more and more diverse, and the concepts of the traditional meaning of broadcasting, radio and host are gradually blurred.

For example: "Ten point reading" WeChat radio in the new media rankings (ID:xdnphb) "China WeChat 500" list, "Ten point reading" ranking ninth, cultural ranking first, the host BOBO is not the broadcasting department, the first is our readers, and later to do a part-time anchor, responsible, including the selection, including the selection questions, broadcasts, and post production.

The ten point is that reading radio is developed through the combination of reading and new media, through the form of webcasting. Gradually set up its own fan group, the development of a number of columns, such as the good articles, recommendation books, radio, book list and bookstore scenery, forming a new development of network broadcasting.

The ten point is to study APP cooperation with NetEase cloud music and Himalaya. The program also enters these APP, expanding the channels of communication and expanding the audience.

Network radio has moved the traditional radio station to the Internet, while WeChat radio has moved the network station to WeChat. You don't use a desktop computer or notebook, don't connect headphones or microphones. You can listen to a network radio program by landing a WeChat on a smartphone. You can also interact with a radio / host for words, pictures, sound, video, location and other information. You can also share your favorite radio programs to a circle of friends and other social connections net.

## Conclusion

With the dependence on the Internet, the interaction between the media will be more and more, and the development and transformation of the form are also changing our life and behavior. The form and brand influence of the future pay station, the communication power of the audience are becoming more and more, and the Internet quickly changes people's life. While the rate of change of the medium itself is very fast, the Internet has become the audience in the future can use long-term attention and focus, but also need the traditional media this historical achievement together to support the media health and sound development. Co-writing "Internet plus" era of civilization.

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