

Analysis of the development strategy of the music radio program

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Abstract: *The survival space for traditional media has been significantly squeezed, including radio programs. In response, traditional media outlets are actively exploring avenues of innovation that align with their strengths. Music radio, in particular, remains a popular category, with a high listening rate and playing a specific role in people's daily lives. By introducing certain innovations, music radio programs can sustain market relevance for an extended period. Programs need to embrace innovation to keep up with the evolving trends and audience preferences. This innovation can occur by enhancing the internal elements of the program. The continued existence of these programs holds meaning, as an audience is still interested in them. The loss of audience is primarily due to factors such as outdated content, production methods, and host discourse that do not align with the requirements of the times. Improving the program's content and production, including enhancing the host's abilities, can address these issues. By analyzing and studying these aspects, finding a more profound path for the program's new development may be possible.*

Keywords: *music broadcast; Innovative development*

1. Introduction

With the constant change in media technology, the diversification of the audience's media choices, and the improvement of aesthetic standards, broadcasting programs face significant challenges in survival and development. Although loved by the public, music radio programs need to adapt their strategies to ensure long-term development that aligns with the current circumstances. Traditional music broadcasting faces challenges in both hardware and software, including limited channels, insufficient talent resources, a lack of innovation in program content, and more. These challenges have resulted in a significant loss of audience and a weakening of the competitiveness of traditional music broadcasting.^[1] However, music radio still maintains a specific dedicated audience and has not completely lost its market. This paper will analyze the innovation strategies of music radio programs by focusing on three aspects: program planning, host language, and the use of music and sound. It will explore and analyze various aspects of program production and propose substantive views on innovating music radio programs from their foundations.

2. The Fundamentals of Creative Planning in Music Programs

No matter what type of program it is, planning is an essential aspect that significantly influences communication. Comprehensive and detailed planning plays a crucial role in ensuring the success of a program. Creativity has the power to ignite and enhance a program's impact. Music programs, in particular, offer more excellent entertainment value and provide ample design space. Music radio programs serve as a source of leisure and relaxation in people's daily lives, often attracting the highest number of listeners during the morning peak period. By incorporating creative planning, programs can attract listeners and infuse vitality into their content.

2.1. Relevance and Novelty of the Theme

The conception of a program begins with the design of its theme, and this choice plays a crucial role since it sets the foundation for the program's intention. Whether it is a TV or radio program, its competitiveness relies on the depth and alignment of its intended message with the current societal background and environment.^[2] A high and sophisticated intention does not need to be puzzling but

should hold a specific value. Even though music programs are primarily entertaining, it is important to remember that they should provide the audience with actual information and hold broadcasting value.

When designing, the theme of a CCTV arts and culture radio program intends to disseminate the essence of traditional Chinese culture and guide the public toward artistic aesthetics. The program often invites scholars from the field of culture and arts to discuss various aspects and relevant knowledge. The program's theme aims to spread understanding of Chinese culture, which is the soul of a nation and closely intertwined with people's lives. Focusing on Chinese and Western cultures, the program broadens listeners' horizons and allows them to appreciate different cultures. By precisely positioning the program's theme and intention, it can have a longer lifespan and a more comprehensive development space, reflecting its actual value.

2.2. Balancing Current and Entertaining Content

The precise positioning and theme design aim to create high-quality program content that concretely presents the program's value. It is important to capitalize on the chosen theme and maintain a strong focus throughout the content creation. The content should be both entertaining and timely. Entertainment is a defining characteristic of music programs, and timeliness plays a crucial role in attracting and retaining listeners.

Timeliness refers to designing program content that incorporates current hot topics, subjects of interest to the audience, and relevant fields, ensuring that the program remains appealing. Program design should be based on the positioning style, audience characteristics, and specific listening habits. Avoid generalizing and catering solely to listener preferences. While capturing audience preferences is an effective way to retain the audience, more is needed. The program should be designed to meet the audience's needs.

The best time to listen to music programs is during the morning and evening peak hours when people commute to and from work. Ensuring listeners feel relaxed and energized during these times is crucial, and it is worth considering the finer details of program design. An inspiring program on Zhejiang station during the morning and evening peak periods is a companion for listeners heading to work. Each episode connects listeners with their work-life experiences, where the host engages with the audience in a friendly chat.

The design of this interactive content is genuinely innovative and exciting. The program successfully captures the psychology of morning rush-hour commuters and presents a unique way for listeners to engage during their commute. This interactive element provides a substantial emotional value and a sense of companionship, ultimately becoming a part of the listeners' lives. Therefore, when understanding the current audience's needs, paying attention to designing entertaining content is essential. Combining these two aspects will significantly enhance the program's communication effectiveness.

2.3. Emphasizing Sophisticated Program Packaging: State of the Whole Situation

The theme and content of a program are closely intertwined. When planning a program, it is essential to focus on the internal design and consider the producer's perspective. Taking an overall view of the design, once the internal program design is complete, attention should also be given to the external packaging. The design of the external packaging significantly impacts the program's dissemination effect. Content determines form when planning music radio programs.

The format encompasses the entire process of structuring, presenting, and packaging the program. The way the program is organized also influences the expression of its content. After completing the design of each program's theme and content, the next step is to arrange and design the best structure. This structure is then packaged, which includes the design of music, sound, and interactive elements. Music and sound are crucial elements in broadcasting programs, and leveraging them effectively can greatly enhance the atmosphere and mood. Selecting music that aligns with the program's theme and designing appropriate sound effects can provide a finishing touch to the program. Sound can also contribute to the audience's sense of reality and immersion.

The program's packaging can also be complemented by a catchy slogan, such as "Happy Acceleration: A Joyful Road to Work" or "Happy Acceleration Chat: Spreading Happiness, Energizing Your Work." Such slogans make the program memorable, resonate with the audience, reflect the program's overall stylistic characteristics, and help attract new listeners. Aesthetically pleasing designs are crucial for music radio programs, as they contribute to the overall appeal and audience experience.

3. Design of Hosting Language

The design of beauty extends beyond the program's exquisite packaging; it encompasses the language used by the host. Possessing a beautiful voice is one of the fundamental professional standards for a host. Broadcasting comprises three essential elements: language, music, and sound. Broadcasting is an art that appeals to the sense of hearing and requires a high level of sound aesthetics, especially for music programs. By focusing on the aesthetic design of language, we can enhance the program's listening ability and reduce aesthetic fatigue experienced by the audience.

3.1. Creating a Personalized Language: Establishing an Intimate Connection

Whether the language used is personalized or not plays a significant role in determining the attractiveness of language expression^[3]. Personalized language refers to the host expressing their unique characteristics through language, creating a concrete image of themselves in the audience's minds. Establishing a close connection with the audience during communication is crucial, as it instills a desire in them to listen. Personalized language is a practical approach to achieving this connection.

When designing personalized language, hosts can let go of any reservations and imagine themselves as friends of the audience. They should approach the conversation with a natural and friendly tone, giving themselves a positive psychological influence. Additionally, hosts can incorporate elements of their personal characteristics and language habits into the program's opening, creating a sense of familiarity for the audience. This approach fosters a feeling of closeness and interaction, making the audience feel like they are exchanging thoughts with a "friend."

While using personalized language, it is essential to remember that this does not negate the need to maintain language norms. As a host, it is essential to be mindful of the words used, striking the right balance between having a distinctive personality and adhering to the principles of responsible language use.

3.2. Enhancing Infectiousness through Vivid Language Application

When creating an image through personalized language, it is important to consider the impact the language will have. As audience aesthetics continue to evolve, relying solely on personalized language is no longer sufficient. It is necessary to attract the audience with personality while cultivating their desire and expectation to keep listening.

Radio programs rely on sound to captivate and hold listeners' attention. With their linear characteristics, sounds are fleeting. Therefore, increasing sound's infectious power is crucial for providing a better listening experience. They should be as beautiful and rhythmic as music to make sounds infectious. The use of rhythm, highs and lows, and variations in vocal strength is an important factor in creating infectiousness.

Hosts should apply contrasts in auditory strength and weakness to enhance audibility rather than allowing their voices to fluctuate within a limited range. In music broadcasting, the rhythm of language is also crucial. Even a small mistake in rhythm is easily noticeable to listeners and can cause interruptions, fluency issues, and discomfort. Maintaining rhythm coordination is a requirement for hosts, who should select the appropriate style of language expression based on the specific content. Learning to control the rhythm of their language is essential. Hosting involves sincere immersion, and the language should be as infectious, fluid, and lively as the music.

3.3. Harmony of Hearing

Radio programs are a form of auditory art that can draw upon the evaluation criteria used in music to assess rhythm, style, language, and overall coherence. By listening to a radio program like listening to music, we can determine if its various elements are unified and harmonious.

Harmonizing the listening experience involves taking a holistic approach and evaluating whether the elements fit together. First and foremost, different program hosts have distinct language styles. The host's language for music programs should be lively, light, and natural, aligning with the characteristics mentioned above and remaining consistent with the program's overall style.

Moreover, the program's transition music and opening credits should be designed in a reasonable manner. In addition to considering current music trends and sound selection, it's important to ensure that

the chosen music aligns with the program's theme and style, avoiding any dissonance or jarring experiences. Auditory harmony refers to the organic unity of each auditory element in a program, presenting its overall unity and stylistic characteristics. The program's style acts as a business card, leaving a deep and lasting impression on listeners and assisting in the program's development.

4. The Art of Hearing: Appropriate Use of Music and Sound

As an auditory art form, music programs not only require maintaining unity in the auditory sense but also follow certain principles in the use of music and sound. Many exceptional music radio programs demonstrate the significant impact that the effective use of music and sound can have. When a music radio program incorporates well-selected music and sound, it stands out among other programs. After all, the selection of music and the aesthetics of sound can vary, and programs with better aesthetics tend to have higher quality.

4.1. The Soul of the Program: Perfect Timing for Music Selection

Music, like seasoning in various works of art, creates a specific atmosphere and colors the mood. The judicious use of music allows it to become a form of expression beyond language. Musical expression is deeply ingrained in people's hearts and can sometimes be more powerful than language. Knowing how to use music at the right time is crucial. For instance, when a host speaks with background music, it is essential to consider when and where to insert it. Background music can act as a buffer, allowing the host to adjust their state and providing good control over the program's pacing. This skillful control enhances the overall listening experience.

Moreover, if the program aims to evoke heightened emotions, selecting suitable music can serve this purpose effectively. Music carries a certain ideology, and embedding the message the host wants to convey within the music helps prevent it from sounding intentionally sensationalized to listeners.

In music broadcasting, the choice of music is particularly important. Incorrect music selection can lead listeners to question the professionalism of the program and lose trust. Some music programs are primarily focused on providing listeners with artistic appreciation. In such cases, the creators need to deeply understand music, do their research, and consider how the music aired on the program is evaluated and accepted by society to avoid any doubts or criticism from the audience.

Lastly, it is crucial to strike a balance and determine the degree of prominence of the program's music. Different volumes should be used to differentiate the role of music, highlighting levels and intentions in the listening experience..

4.2. Creating a Sense of Reality: Utilizing Audio Effects

Music and audio play important roles in a radio program, complementing each other. Audio provides a more realistic element compared to music. However, the use of sound should be balanced and appropriate to avoid overuse, as it can result in abrupt and uncomfortable auditory experiences, ultimately weakening the program's impact. For music programs aiming to portray vivid scenes, leveraging sound effects can enhance the program's infectiousness and make it more lively and interesting, creating an authentic atmosphere. Additionally, hosts can fully utilize sound to express their emotions, adding more depth and color to their language and stimulating the program's atmosphere, resulting in a heightened auditory experience.

Interactive games within the program can also benefit from the strategic use of sound. For example, during a mystery segment, revealing a secret sound like Detective Conan's can create suspense and tension, adding intrigue to the atmosphere. When selecting and incorporating sound, aligning it with the program's content and choosing the appropriate moments to play it is important. This requires a certain level of musical literacy on the part of the host to make informed decisions.

4.3. Enhancing the Musical Literacy of Presenters

In a radio program, hosts should possess a certain degree of musical literacy, and this requirement is particularly evident for music program hosts. As information transmitters, hosts should understand music culture and be familiar with various musical works. They should also have a deep love for music in their personal lives and be able to make reasonable judgments when selecting music for the program.

Developing a strong appreciation for music is crucial.

Since the content of music programs is predominantly focused on music itself, hosts need to guide the audience in experiencing the beauty of music and create an engaging atmosphere. As a result, hosts should have a solid foundation of musical knowledge. The more knowledge they possess, the better, as this helps them avoid on-the-spot errors and enhances their credibility as hosts. In the past, music program hosts may have required only basic knowledge, but today, hosts need to be well-versed and highly specialized in different areas of music.

As audience access to information becomes more diversified and readily available, hosts should consider how to make their role indispensable. The key lies in having unique insights and a deep appreciation for music. Instead of being mere conduits, hosts should strive to be experts who provide meaningful and personal perspectives. Therefore, music program hosts should continuously work towards improving their musical literacy.

5. Conclusions

Music radio programs play a significant role in people's lives, bringing joy to a specific audience. There is a reason for their existence as long as there is still an audience. In the face of changes and challenges, it is important for music radio programs to adapt, reflect, and make necessary adjustments. Innovation is the essence of progress in any field, including radio programs. By embracing innovation and reflecting on various aspects of the program, they can stay relevant and maintain their enduring power. Keeping up with the current social context, it is crucial to continuously improve all aspects of program planning, editing, and production. This enables hosts to go beyond being mere communicators and become active participants in the program, contributing as multi-talented individuals to the innovation of traditional media. With such adaptability in the era of integrated media, traditional media can remain solid and invincible.

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