

The Satisfaction Strategies for the Elderly to Use Broadcast Media under the Background of Media Convergence

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Abstract

Combining the background of media integration, studying the satisfaction strategies of the elderly in using broadcasting media, and combining the new media communication environment with the aging social background, has practical value for the academic and broadcasting industry to explore the theory and practice of the elderly communication. By analyzing the broadcast media demands, media literacy of the elderly and the media integration strategy of broadcast media in the new media environment, it conducts a research on the suitability of the elderly and broadcast media, and proposes innovative development strategies for broadcast media in the aging society. Provide suggestions for the new media transformation of traditional broadcast media, the formulation of media integration strategies, the development of broadcast media to benefit the elderly, and the construction of a harmonious aging society from the media communication level.

Keywords

Media Integration; The Elderly; Broadcast Media; Use and Satisfaction.

1. Introduction

The aging of the population and the integration and development of new and old media have become the two main trends in social development. Taking the elderly group and traditional broadcast media as the research objects, fully taking into account the particularity of media research in the context of media integration, that is, the elderly group has always been a high contact group of broadcast media, but for a long time, among the media audiences, the elderly group has been in a marginalized position. With the increasing number of young and new elderly groups, new media research aimed at elderly audiences becomes more necessary and feasible.

2. Research on the Development of New Media and the Use of Broadcast Media by the Elderly

2.1. Research Status Abroad

As early as the 1980s, there have been related researches on aging society in foreign countries. The content is mostly the health care of the elderly under the background of aging society, and the construction measures of the state and government in the process of aging society [1]. In Japan, which has the highest degree of aging, the research on aging society is more systematic, involving social security, community services, disaster preparedness, life care and many other aspects [2].

In terms of social economy and development, the silver-haired economy, the consumption behavior of the elderly, and the marketing of an aging society have become the focus of market and academic research [3]; in terms of social security and policy, the research content is mainly aimed at the realization and maintenance of the rights of the elderly. The research on

communication among the elderly in the United States has been carried out earlier, and the research has clarified the position of media contact in the leisure life of the elderly and the direct impact on the lives of the elderly [4]. Since then, the research on the relationship between traditional media and the elderly has become more and more in-depth, especially in the aspect of television media.

2.2. Domestic Research Status

Since my country entered an aging society in 1999, scholars in various fields have focused on the social problems caused by aging. The research content of early ageing issues mainly involves the construction and reform of the elderly care system, the family and the elderly, the development and utilization of the human resources of the elderly, family planning and the elderly, Old-age marriage, old-age mental health, social support, urbanization and aging [5]. Since then, the research on the aging society has been more systematic. From the macro to the micro perspective, active aging strategies have been proposed to maintain and improve the level of social adaptation of the elderly. The research trend appears to be a three-dimensional and intelligent attention to the spiritual needs of the elderly. Service discussion.

2.3. Status of Research on Communication among the Elderly

The media plays an important role in the process of population aging, and under different conditions, it presents distinct characteristics of differentiation. For example, the media contact and use of the elderly in China's urban and rural areas are quite different. Therefore, the elderly transmission Research should be based on meticulous research on the elderly.

Some domestic scholars and media professionals have conducted related exploration and research on specialized elderly media. The focus of the research includes media forms, program column settings, content arrangement, new media platforms, and media products. Studies generally believe that user needs are the driving force for the development of media integration. The one-way communication form of traditional media has been unable to meet the interactive needs between the elderly and the media. To a certain extent, the elderly in my country has the ability to learn from emerging media and the ability to effectively master [6] should be fully recognized and valued, and new media products oriented to the characteristics of the elderly can meet their spiritual and cultural needs [7]. The overall research has transitioned to audience-based and media care. The importance of communication studies for the elderly has been further clarified, and an attempt has been made to theoretically construct the meaning of communication for the elderly.

2.4. Status of Research on Broadcasting for the Elderly

Among the mainstream media in my country, broadcasting media has the advantage of serving the elderly audiences. The elderly broadcasting has more opportunities and shoulders more responsibilities in the current aging society. Broadcasting media should continue to study the media needs of elderly audiences and the characteristics of the development of the elderly industry, to meet the needs of elderly audiences in information, service, participation, and communication, and to guide the elderly to keep pace with the times.

Some scholars have summarized the characteristics of the development of broadcasting for the elderly through case analysis of domestic and foreign broadcasting programs for the elderly, and systematically studied the relationship between the aging society and the broadcasting media and the responsibilities of the media in the social transformation period [8]. Broadcasters have also carried out a series of innovative practices in the field of elderly broadcasting, including the non-aging tendency of elderly broadcasting and the attention and discussion of professional elderly broadcasting media content, media technology and interactive methods [9]. The research on broadcasting for the elderly has expanded to the

horizon of new media. The younger trend of the elderly and the media integration and innovative development of broadcasting media have gradually become the research focus.

3. Satisfaction Strategies for the Elderly in Using Broadcast Media

3.1. Investigating the Use and Satisfaction of Broadcast Media by the Elderly

The aging of the population has become a global problem. At the same time, it is facing the rapid transformation of the new media communication environment and the integration and development of traditional media and emerging media. Under the dual background, the United States, which entered an aging society earlier, and Japan, which is currently the world's most aging society, have made relevant explorations and practices in dealing with an aging society, and accumulated rich experience, which is to explore the innovative development of broadcast media. Strategy provides a reference.

We should first sort out the current status and trends of the innovation and development of foreign broadcast media. By analysing the research and application of the United States, Japan, France and other developed countries in the elderly communication, elderly broadcasting and the media literacy education of the elderly, we summarize the foreign broadcast media's Development ideas, strategic measures and implementation methods. The overall communication environment includes the relationship between an aging society and broadcasting media, the responsibilities of the media in the social transformation period, the expansion of new broadcasting models and rules, and the in-depth development of the value of broadcasting media; audience research angles include audience-based and public services The manifestation of awareness, audience surveys and mass communication, new generational conflicts triggered by the digital age, and the improvement of the media literacy of the elderly.

3.2. Understanding the Main Demands of the Elderly in Using Broadcast Media

Due to historical environment, media attributes, and physiological characteristics, the elderly in my country have a natural affinity for broadcast media. With the increase of in-vehicle listening and mobile client users, the overall proportion of the elderly audience has declined, but it is still the main audience of broadcast media. With the advancement of the social process, the elderly under the media integration environment shows different characteristics in terms of age structure, spiritual needs and consumption concepts. Meeting the media needs of the elderly is not only the responsibility of the broadcasting media, but also the society as the mainstream media. Function embodiment.

3.3. Formulating a Media Integration Strategy for Broadcast Media

Media integration refers to the process of gradual integration of different media elements on a new platform under the impetus of technology, and finally the formation of new media mechanisms and products. In recent years, my country's traditional broadcasting has deeply explored media integration and regarded it as the primary task of the development of China's broadcasting industry to achieve full integration in terms of content, technology, and concepts. The innovation and development strategy of broadcast media in an aging society. The content level includes the innovation and openness of media content, content design characteristics and content model trends, cross-platform sharing of content resources, audience participation in media content, and broadcast media activities Marketing and promotion, media product development and industrial chain extension. The technical level includes the development of communication media, media terminals, and communication channels, the construction of resource integration and audience participation platforms, behavior analysis based on user data mining, service quality, experience enhancement and demand improvement. The conceptual level includes the inheritance and development of traditional sound broadcasting, the embodiment of media integration and social responsibility, the new media thinking of

media development, the entry point and effect evaluation of media integration, the training of broadcasting talents and the improvement of personnel literacy.

4. Conclusion

From the perspective of the development of social and media forms, population aging and media integration have become irreversible objective facts, and the status quo of media ecology constituted by digital survival also represents social and cultural changes. As traditional audio media and social mainstream media, broadcasting media should seize the unprecedented opportunities brought by an aging society in the new broadcasting period of media integration and reshaping, and shoulder more responsibilities and missions in this transitional period.

To study the satisfaction strategies of the elderly in using broadcast media, to integrate and analyze the media demands of the elderly for broadcast media and the media integration of broadcast media, summarize common needs, explore development opportunities, and find major problems and obstacles. Combining the new media literacy of the elderly, propose innovative development strategies for broadcast media that are compatible with an aging society, and improve the vitality and influence of broadcast media through media innovation, and at the same time do more about the services and social responsibilities of broadcast media in the aging society Useful exploration.

Research is helpful for in-depth exploration and promotion of media integration, promoting the new media transformation of broadcasting media, broadening the broadcasting channels and business space, enhancing the viability and innovation of traditional broadcasting in the era of mobile Internet, and expanding the communication power of mainstream media Influence, to achieve sustainable development in the Internet age. As an important media system in the social system, it reflects the mainstream media's media care for the elderly from the perspective of communication, assumes and strengthens the media responsibilities and functions of the aging society, discovers and seizes the development opportunities provided by the aging society, and better Responding to and serving an aging society.

The innovation of broadcast media and the development of benefiting the elderly can meet the needs of elderly listeners in information, services, entertainment, participation, communication and other aspects, and enhance the presence and vitality of the elderly. Improve the quality of the media life of the elderly, help the elderly audiences integrate into the new media communication environment, and promote intergenerational communication. Strengthen the interaction between the media and the elderly audience, improve the media literacy of the elderly audience and their integration into the new media society, and promote the sound development of the elderly individuals, groups and society in coordination.

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