名家论坛 论党媒"姓党"的理论基础及现实要求

传媒与法 习近平互联网思想体系的辩证分析

案例分析 《中国声音中国年》: 媒体融合 广播亦应抢夺"第二屏幕"

传媒观察 自媒体时代"舆论"一词误读现象的解析

特别策划

创意先行 全媒合作







NO.274 | 2016/04 人民币 15.00 元 港币 20.00 元 国内统一刊号: CN13074/G2

国际标准刊号: ISSN 1009061

CHINA BROADCASTS

办

中国广播 CHINA BROADCASTS

录 CONTENTS

卷首语

1 全力推动节目自主创新

高长力

特别策划

4 创意先行 全媒合作

---2015年度广播电视创新创优节目亮点解析

主题策划, 本刊编辑部

栏目主持: 覃继红 刘浩三 饶 雷

5 以声为根,以情为魂

——记中央电台广播纪录片《致我们正在消逝的文化印记》饶 雷

8 In Ba Ku Ba Gida (《有你就有家》) 栏目浅析

辛昱慧

11 科学让新闻有深度,新闻让科学有温度

——浅析北京电台新闻类科学广播节目《照亮新闻深外》段玉龙

14 成风化人讲故事,胸怀天下播文化

——谈《燕赵传奇》的创新

孙文洁 张 甜

17 凝心聚力,广播举起爱的旗帜

——记黑龙江交通广播《998大家帮》的爱心互助朋友圈

亓新莉 温宝明 赵 彧

20 《东广微话题》: 打造全媒体时代的广播新闻"微评论"

毛维静

23 在用户思维下广播评论节目生命力探究

——《连线快评》创新创优的思考与实践

26 大爱有声: 融媒聚力传播社会正能量

——记广东广播"大爱有声"大型公益行动 鄞映霞

30 《农牧天地》: 创新让节目常青 张 芸 王红权

32 广播大型报道活动创新浅析

——以《感受沧桑巨变 倾听幸福心声——全国广播记者两藏行》为例

西藏人民广播电台总编室

35 论党媒"姓党"的理论基础及现实要求

郑保卫

传媒与法

39 习近平互联网思想体系的辩证分析

朱 巍

42 坚持声音特色 坚守文化品位打造全媒体传播的广播精品节目

——以中央电台《中国声音中国年》为例 潘晓闻 魏胜利

46 媒体融合广播亦应抢夺"第二屏幕"

一浅析央广春节特别节目《中国声音中国年》"喊红包"活动

传媒观察

49 发挥"声音"特色、以全媒体呈现两会报道模式

赵 威 柴 婧 陈爱海 赵 净 黄立新 肖婧为

53 新媒体环境下中央人民广播电台品牌建设与评估诊断 宋 青

57 价值凝聚力量 智慧塑造品牌

64 2015年中国社会化媒体研究热点

——从"舌战金陵"谈新闻广播品牌创新 常珺官

60 区域性广播媒体突围的郑州实践

曾凡斌 陈 荷

68 自媒体时代"舆论"一词误读现象的解析

张婷

葛向阳

业务研究

71 诱讨听众视角 发现今日广播

75 音频客户端用户的"使用与满足"研究

79 浅议经济广播节目面临的变化及创新路径

82 媒体融合背景下音乐广播的审美趣味构建与引导 李晓东

86 广播文艺作品配乐中的"魂"与"情"

——以广播小说剧《爱在上海诺亚方舟》为例

额尔德尼·其木格

89 台湾青年的新媒体使用情况及对策建议

卢洪亚

92 系列涉台动画短片的角色类型化与叙事延续性模式探究 王 丰

倾听世界

96 创造抚慰自己心灵的蓝天

——广播特写《云游蓝天》赏析

97 附:云游蓝天(SKYLARKING)

媒介前沿

101 广电总局发布电视台、广播电台融合媒体平台建设技术白皮书

101 中央媒体云平台连接媒体融合

102 传统媒体深度报道部找到出路才是第一要务

102 用户经济:移动互联网时代的传媒经济新模式

41 上海广播广告精准定向用户,构建新媒体矩阵

95 广电总局: 许可管理主要针对网络平台单位

103 全国广电系统圆满完成2016年全国两会广播电视 宣传报道和安全播出工作

103 中外媒体发起成立"亚洲媒体合作组织"等

王健

2016.04 总第274期

Issue No. 04, Volume 274, 2016

1 Take the Initiative to Promote Program Innovation	Gao Changli
---	-------------

4 Innovate First, and Cooperate with Multiple Media: Highlights Analysis of Making Innovation and Excellence for Broadcasting Program in 2015

> Theme Planner: Newsroom of China Broadcasts Column Hosts: Qin Jihong, Liu Haosan, Rao Lei

- 5 Take the Sound as Root, and Feeling as Soul: On Broadcasting Documentary of To Our Cultural Imprint that is Fading Away Produced by China National Radio
 Rao Lei
- 8 Analysis of the Show of In Ba Ku Ba Gida Xin Yuhui
- 11 Science Deepen the News, and Conversely the News Brings Temperature to Science: Analysis of the Scientific News Radio Show of Illuminate the Depths of the News Produced by Beijing People's Broadcasting
 Duan Yulong
- 14 Infect People with Stories and Spread Culture with Broad Mind:
 On the Innovation of The Legend of Hebei.Sun Wenjie, Zhang Tian
- 17 Radio Agglomerate Mental Efforts, Raising the Banner of Love: On WeChat's Circles of 998 Help Together Launched by Hei longjiang Traffic Radio Qi Xinli, Wen Baoming, Zhao Yu
- 20 Micro Topics of Shanghai East Radio: "Making Micro Comments" on Broadcasting News in the Era of Multiple Media

 Mao Weijing
- 23 Study on the Vitality of Commentary Radio Show from the Pro spective of Consumers: Thinking and Practice of Making Innova tion and Excellence for the Show of Lian Xian Kuai Ping

 Xiong Li
- 26 Gather Strength and Spread Social Positive Energy by Conver gent Media: Write for the Large-scale Public Welfare Activities of "Great Love with Sound" Launched by Guangdong Radio

 Yin Yingxia
- 30 Farming World: Innovation Make the Program Evergreen

 Zhang Yun, Wang Hongquan
- 32 Analysis of Innovation of Major Broadcasting Reporting in Tibet: In Case of the Program of Listening to the Voices of Happiness and Experiencing the Great Changes

Newsroom of Xizang People's Broadcasting

- 35 On the Theoretical Basis and Practical Requirements of Taking the Communist Party as the Surname for our Party-owned Media Zheng Baowei
- 39 Dialectical Analysis of Xi Jinping's Internet Ideology Zhu Wei
- 42 In the Purpose of Creating Excellent Shows, Adhere to the Char acteristics of Sound and the Taste of Culture with Multiple Media: In Case of the Special Program of Chinese Voice in Chinese Year Produced by China National Radio

 Pan Xiaowen, Wei Shengli

46 Radio should Snatch"The Second Screen"with Media Conver gence as well: Analysis of Interactive Activities of Shouting for "Lucky Money Envelope" Allocated in WeChat Launched by the Special Program of Chinese Voice in Chinese Year of China National Radio

- 49 Take the NPC&CPPCC Reports with Multiple Media to De velop the Characteristics of Sound
 Zhao Wei, Chai Jing, Chen Aihai, Zhao Jing, Huang Lixin, Xiao Jingwei
- 53 An Overview and Evaluation of Brand Development of China National Radio in the New Media Environment Song Qins
- 57 Gather Strength with Value and Construct Brand with Wisdom:
 On Brand Innovation of News Radio from the Contest of Jinling
 Debate Contest

 Chang Juny
- 60 Breakthrough of Regional Radio: In Case of Zhengzhou Practice

 Ge Xiangyang
- 64 Research Highlights of Social Media in China In 2015

 Zeng Fanbin, Chen He
- 68 An Analysis of the Misreading Phenomenon of "Public Opinion" in the Era of We-media

 Tan Ying
- 71 Discovery Radio Today from the Perspective of the Audience

 Zhang Ting
- 75 A Research on Users of Audio Client Applying the Theory of
 Uses and Gratifications

 Yang Yang
- 79 Analysis of the Change and Innovation of Economic Radio
- 82 Construction and Guidance of the Aesthetic Interest of Music Radio in the Background of Media Convergence Liu Xiaodong
- 86 "Soul" and "Emotion" of Soundtrack of Literary and Artistic

 Broadcasting: In Case of Radio Novel Drama of Love in Shang
 hai Noah's Ark

 Eerdeni Qimuge
- 89 Countermeasures and Suggestions of New Media Usage by Youngsters in Taiwan

 Lu Hongya
- **92** An Exploration on the Roles' Categorization and Narrative Continuity of Short Animated Series Regarding Taiwan Wang Feng
- 96 Create the Blue Sky to Soothe Our Heart and Soul: An Appre ciation of Broadcasting Feature of SKYLARKING Li Hong
- 97 An Attachment: SKYLARKING