国家新闻出版广电总局认定A类学术期刊 全国广播影视十佳学术期刊 中国期刊全文数据库收录 中国核心期刊(遴选)数据库收录

中国广播

国内统一刊号: CN11-3074/G2 国际标准刊号: ISSN 1004-9061



NO.315 | 2019/09 人民币15.00元 港币 20.00元

CHINA BROADCASTS

要

闻 习近平对"记者再走长征路"主题采访活动作出重要指示强调 牢记党的初心和使命 牢记党的性质和宗旨 走好新时代的长征路

传媒视野

媒体融合再出发:需要抓住哪些"关键"?

移动音频的崛起与传统广播的选择

讲 坛 人工智能研发及在传媒领域的应用



本期关注

精彩视听,致敬新中国







万方数据

中国广播 CHINA BROADCASTS

目录 CONTENTS

卷首语

1 与共和国同成长

覃信刚

要闻

- **4** 习近平对"记者再走长征路"主题采访活动作出重要指示强调 牢记党的初心和使命 牢记党的性质和宗旨 走好新时代的长征路
- 5 黄坤明在第十五届精神文明建设"五个一工程"表彰座谈会上强调聚焦文艺精品创作更好满足人民精神文化生活新期待
- **6** 打通文化科技融合"最后一公里":科技部、中央宣传部等六部门印发《关于促进文化和科技深度融合的指导意见》

传媒视野

7 媒体融合再出发:需要抓住哪些"关键"?

杨明品

10 移动音频的崛起与传统广播的选择

申启武

本期关注

16 精彩视听,致敬新中国

主题策划: 本刊编辑部

栏目主持: 刘浩三 吕晓虹 肖婧为

17 这些"第一"了不起

中央广播电视总台央广经济之声

21 我家住在解放路

湖南广播电视台

00 AD ED 41/24/4/4/4

河南洛阳广播电视台

28 祖国,我对你说

湖北广播电视台融媒体新闻中心

30 真理的味道

24 心向红旗

浙江广播电视集团交通之声、义乌市广播电视台

33 我的当兵岁月

沈阳广播电视台都市广播

讲坛

36 人工智能研发及在传媒领域的应用

李 宇

传媒研究

39 广播模型的构建与分析

胡云杰 洪 燕

45 知识社会学视角下我国融媒体议题研究状况探析

——基于CiteSpace的可视化计量分析(2008~2018)

刘儒田 何 松

49 做好广播电视调查研究的几点思考

王离湘

52 试论人工智能发展态势下广播播音、主持工作的走向 张 超

数据与调研

56 2019年上半年广播广告市场数据及特征分析

牛存有

融媒聚焦

59 抓好县级融媒体中心建设 坚守基层舆论阵地

边 歌 边振虎

视听看点

62 刍议广播传播力建设

——以江苏省广播电视总台《初心——红色家书》传播为例

王海荣

65 主旋律宣传的创新与突破

——以浙江城市之声"一封家书·40年40封信"活动为例

邹 雯 农书荣

国际传播

68 美国广播公司打造多平台音频产业的实践与发展趋势

——以iHeartMedia公司破产重组及业务发展为例 张晓菲

业务探索

73 增强"四力",以真本领打造精品力作

戴天林

75 坚守"初心"、践行"四力",做声音的匠人

唐佳菲

78 短视频时代的传统文化传播与受众心理分析

郝玉佩

81 微广播剧在融媒体时代的传播价值分析

——以《吉林好人》系列微广播剧为例

怀 楠

84 媒体深度融合 助力经济发展

——河南洛阳地区广播电视广告经营思辨

范树宁

86 农村基层应急广播的建设与应用

罗贤东 张雅娟

89 县级广电媒体新闻报道质量提升策略探析 徐红晓 史静远

广播记忆

91 汶川抗震往事

孙崇峰

媒介前沿

95 要注意把握媒体融合的"势"与"能"

95 激活传播最佳发力点

95 传播沟通: 共识形成的必要条件和途径

96 客观看待中国在5G网络建设的领先位置

96 5G时代传媒业格局将发生翻天覆地的变化

业界动态

- 5 第十五届精神文明建设"五个一工程"获奖名单揭晓
- 51 庆祝新中国成立70周年精品网络视听节目展播季启动
- 51 中央广播电视总台启动"品牌强国工程"
- 58 中央广播电视总台5G+4K+AI科技创新成果亮相BIRTV2019
- **61** 中央广播电视总台开播CCTV-17农业农村频道和CCTV-7国 防军事频道
- 64 中央广播电视总台粤港澳大湾区之声广播9月1日开播
- 88 2019年"中国广播大会"论坛在北京举行等

2019.09总第315期

Issue No. 09, Volume 315, 2019

EDITORIAL

1 Grow with the People's Republic of China

Qin Xin'gang

TOP NEWS

4 Xi Jinping gave important instructions to the theme interview activity that take journalists retrace the route of the Long March, emphasizing the importance of the party's initial heart, purpose, nature and mission

5 At the 15th commendation conference on the Best Works Award for construction of spiritual civilization: Huang Kunming emphasized that focusing on the creation of literary and artistic with high quality to better satisfy people's new expectations for spiritual and cultural life

6 Get through the "last mile" of convergence: Six departments including the Ministry of Science and Technology of PRC, Publicity Department of the Communist Party of China etc. issued the "Guidance on promoting in-depth convergence of culture, science and technology"

MEDIA VISION

7 Media Convergence Sets Out Again: What are the "Keys" to Grasp?

Yang Mingpin

10 The Rise of Mobile Audio and the Choice of Traditional Broadcasting

Shen Qiwu

SPECIFIC TOPIC

16 Pay Tribute to the New China with Wonderful Audio-visual

Theme Planner: Newsroom of China Broadcasts

Column Hosts: Liu Haosan, Lyu Xiaohong, Xiao Jingwei

17 These "First" are Great

Produced by China Business Radio

21 My Family Lives on Jiefang Road

Produced by Hunan Radio&Television

24 My Heart Goes with the Five-Starred Red Flag

Produced by Luoyang Radio&Television

28 I Said to My Country

Produced by Convergent Media Center of Hubei Radio&Television

30 The Taste of Truth

Produced by Zhengjiang Traffic Radio, Yiwu Radio&Television

33 My Years as a Soldier

Produced by Shenyang Urban Radio

FORUM

36 Research and Development of Artificial Intelligence and Its Application in Media

Li Yu

MEDIA STUDIES

39 Construction and Analysis of Radio Broadcasting Model

Hu Yunjie, Hong Yan

45 An Analysis of the Research Status of China's Convergent Media Issues in the Perspective of Knowledge Sociology: Visual Measurement Analysis Based on CiteSpace

Liu Rutian, He Song

49 Thoughts on Survey and Research of Radio and Television

Wang Lixiang

52 On Development of Radio Broadcasting and Hosting in Context of Artificial Intelligence Zhang Chao

DATA AND RESEARCH

56 Data and Features of Radio Broadcasting Advertising Market in the First Half of 2019

Niu Cunyou

PRACTICE OF MEDIA CONVERGENCE

59 Enhance the Construction of County-level Convergent Media
Center and Strengthen the Party's Leadership over Public Opinion at
the Grassroots Level

Bian Ge, Bian Zhenhu

HIGHLIGHTS OF AUDIO-VISUAL MEDIA

62 On Construction of Broadcasting Communication Power - Case
Studies of Communication of Audio Series of "Initial Heart - Red
Family Letters" Wang Hairong

65 Innovation and Breakthrough of Theme Publicity - A Case
Study of an Activity of "A Letter Home · 40 Years and 40 Letters"
Launched by Zhejiang Urban Radio

Zou Wen, Nong Shurong

INTERNATIONAL COMMUNICATION

68 Practice and Development Trend of American Broadcasting Corporation's Multi-platform Audio Industry - A Case Study of iHeart-Media's Bankruptcy Restructuring and Business Development

Zhang Xiaofei

PROFESSIONAL EXPLORATION

73 Strengthen the "Four Abilities" to Create Masterpieces with Real Skills

Dai Tianlin

75 Sticking to the "Initial Heart" to Put the "Four Abilities" into Practice: On Being a Sound Craftsman Tang Jiafei

78 Traditional Cultural Communication and Audience Psychology
Analysis in the Short Video Age

Hao Yupe

81 Analysis of the Communication Value of Micro-radio Dramas in the Age of Media Convergence: Case Studies of "Jilin Good Man"
Series Huai Nan

84 Deepen Media Convergence to Help Economic Development: Thoughts on Luoyang Broadcasting Advertising Management

Fan Shu'ning

86 Construction and Application of Rural Grass-roots Emergency
Broadcasting

Luo Xiandong, Zhang Yajuan

89 Analysis on the Improvement Strategy of News Report's Quality of County-level Radio and Television Media

Xu Hongxiao, Shi Jingyuan

BROADCAST MEMORY

91 The Past of Anti-earthquake Rescue

Sun Chongfeng

国家新闻出版广电总局认定A类学术期刊 全国广播影视十佳学术期刊 中国期刊全文数据库收录 中国核心期刊(遴选)数据库收录



微信扫描二维码关注"中国广播"(ZggbZZ) 精彩内容尽在其中

中央人民广播电台

中国广播杂志

国内邮发代号:80-935 国际邮发代号:M3785 ISSN 1004-9061 CN11-3074/G2

零售订刊电话:13661076084(杨子刚) 010-86095305(黄老师) 网 址:http://www.cnr.cn/gbzz