

The Impact of New Media on Television News Editing and Response Strategies: Postprint

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Abstract

With the continuous advancement of information technology, diverse forms of new media have gradually emerged, providing increasingly convenient channels for mass audiences to access news content, thereby establishing the new media era as a predominant trend in societal development. New media exhibits notable timeliness, enabling the real-time dissemination of television news updates and detailed content. Compared to traditional media, the efficiency of new media editing and transmission demonstrates a significant upward trajectory. In the context of new media, traditional television news media have experienced severe disruption. Consequently, television news editors must keep abreast of the evolving media landscape, provide audiences with rich and diverse news content, fully leverage their creative capacities in television news editing, and guide public opinion in a correct direction.

Full Text

Preamble

Title: Research on the Impact of New Media on Television News Editing and Countermeasures

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Abstract: With the continuous advancement of information technology, diverse new media forms have emerged, providing audiences with more convenient channels for news consumption and making the new media era a dominant trend in social development. New media offers real-time dissemination of television news developments and detailed content, with significantly higher editing and distribution efficiency compared to traditional media. In this new media landscape, conventional television news media face severe challenges. Consequently, television news editors must keep pace with the evolving media environment,

deliver rich news content to viewers, fully leverage their creative capabilities, and guide public opinion in the correct direction.

Keywords: television news editing; dissemination speed; interactivity; overall orientation; comprehensive content

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To meet the demands of new media development, television news editors must enhance their innovative capabilities and propose effective solutions to existing problems in their work, ensuring stable development of television news. Editors should actively transform traditional editing methods and appropriately innovate content based on audience preferences and actual needs. Therefore, television news editors must stay informed about the latest developments in the new media industry and innovate television news content, which will facilitate the rapid transformation of the television news sector.

1.1 Rapid Information Dissemination

In contemporary society, the accelerated speed of television news editing and information dissemination stems from the new media environment, where people can utilize network technology to access diverse content and acquire richer information. New media has risen alongside the rapid development of network technology and plays a crucial role in social progress. As network technology continues to update, the speed of television news information transmission has increased accordingly, significantly impacting the work of television news editors. Under these new media trends, television news editors must continuously improve their professional capabilities to adapt to the evolving social environment. They must also innovate diverse dissemination channels from a content perspective and accurately position their roles to achieve precise delivery of news content and information, thereby meeting the dissemination demands of modern news media editing.

1.2 Strong Information Interactivity

In traditional television news editing, editors needed to process and integrate collected news content to make events easily understandable for audiences, providing convenience for viewers. However, this editorial approach has gradually rendered traditional television news media obsolete in the market. Therefore, television news editors must proactively explore the new media environment and its demands, strengthen information interactivity, and promote diversified dissemination formats while audiences consume news content. In current televi-

sion news editing practices, editors can establish communication platforms with audiences through channels such as Weibo and WeChat public accounts, facilitating interaction between editors and viewers. This enables editors to better understand audience needs, improves audience satisfaction with news editing work, and enhances the efficiency and quality of television news editing.

1.3 Overall Guidance Orientation

Overall guidance orientation plays a critical role in news media work, focusing on audience interaction as the core while continuously expanding television news content. As audiences receive large volumes of news information when viewing content, television news editors must effectively integrate television news content and information, highlight key issues for audiences, and help them resolve these promptly. Editors can leverage the characteristic of frequent network usage in people's daily lives to broadcast news information, correctly guide the direction of social public opinion, and promote positive development of television news's overall guidance orientation. This requires television news editors to possess strong editing and innovation capabilities, continuously expand their thinking modes, and improve their comprehensive qualities and professional awareness. Simultaneously, they must clarify future development trends and demands of the news media industry to ensure television editing work plays a positive role in social development and further enhances the influence and competitiveness of news media in the market.

2.1 Lack of Timeliness in Work

In television news editing, timeliness is particularly crucial as it represents an important factor in enhancing market competitiveness for news media. For television news editors, timeliness requires simplicity, clarity, and certain social value. Timeliness also serves as a key indicator for measuring television news value. From the occurrence of a news event to its final broadcast to audiences, significant time and effort are required; less time consumption leads to better audience experiences, creating an immersive feeling that increases audience dependence on television news. However, in actual practice, news is increasingly trending toward fragmentation, creating a substantial gap between traditional news and new media platforms. Moreover, most television news editors perform secondary processing of news content and information from the internet, which fails to ensure timeliness and, more importantly, cannot guarantee content authenticity. This gradually reduces audience interest in watching television news, leading to declining quality and efficiency in news editing work and severely impacting the high-quality development and construction of television news [1].

2.2 Neglecting the Role of Headlines

In new media development, news headlines serve a summarizing and analytical function for entire content pieces and can attract more audience attention

to news reports. Headlines play an extremely important role in news reporting. Compared with traditional news media such as magazines and newspapers, headlines have become even more critical for news broadcasting. In the rapid development of new media, the importance of news headlines has gradually increased, with some media even resorting to sensationalist “clickbait” editing practices, particularly amid the diversification of new media platforms. While novel headlines can attract audience attention, significant discrepancies between content and headlines require standardized treatment. Therefore, television news editors must design news headlines rationally, strictly follow television news editing work requirements, and appropriately highlight headline importance to effectively meet audience demands.

3.1 Innovating Television News Editing Models

Innovating news editing models can provide audiences with richer news content and viewing experiences, promoting diversified development of television news editing work. With the rapid development of information technology, diverse self-media platforms such as WeChat, Kuaishou, and Douyin have emerged, narrowing the distance between news and audiences. Audiences have become participants in self-media platforms, where they can publish relevant videos or personal views on events, with some even earning income through these platforms. Therefore, traditional television stations must innovate their existing work models by incorporating the online comment functions of self-media platforms to appropriately improve their own work patterns. When broadcasting news, audience comments can be inserted above or below the news content to make news more relevant to audiences’ actual lives. Editors must not only write content based on the authenticity of news events but also incorporate audience perspectives on news events, selecting representative comments that align with social values and inserting them at appropriate points in the news program.

Meanwhile, in news content creation, editors must first fully meet the actual demands of the new media development environment while ensuring dissemination efficiency and quality, guaranteeing news content authenticity and accuracy to help audiences solve real-life problems promptly. Therefore, when reporting major national news events, television news editors can demonstrate the advantages of television news media through in-depth interviews, further showcasing the unique charm of television news. Second, because television news editing requires a certain degree of seriousness and must establish a strong sense of social responsibility, editors must ensure event authenticity when delivering various news content. Consequently, editors need to actively recognize the significance of innovative editing models and approach news editing work from an innovative perspective to further ensure content specificity. For instance, when creating economic news, relevant chart information can be added to help audiences understand news content more intuitively, effectively transforming traditional television news editing models. When arranging various news content, editors can incorporate expert commentary to better present programs to audiences,

enhance audience interest in watching news programs, narrow the psychological distance between audiences and editors, and further improve the overall quality of television news editing work to meet the needs of more audience groups [2].

3.2 Raising Editorial Thinking Level

The core purpose of news editing work is to meet audience information needs, improve news dissemination efficiency, expand the reach of news content, continuously optimize news content, and enable more people to access news information promptly. First, editors must change traditional work concepts. In conventional thinking, audiences were merely considered receivers of news messages while editors were the disseminators of news content. However, under the current new media development background, traditional news concepts can no longer meet modern media era demands, as audiences are no longer just receivers but also disseminators and commentators of news. Therefore, when disseminating news content, editors must actively transform their social positioning of audiences, enhance their sense of professional responsibility, and write news based on audience needs to build audience loyalty to television news.

As television news editors, they must actively transform traditional editing concepts to achieve diversified editing forms and content. This requires editors to elevate their thinking level, develop innovative thinking modes through rich work experience, and deeply integrate diversified editing thinking with television news editing work to effectively enrich the basic content and forms of editing work. For example, when editing specific news content, editors can use the most representative current news content as core elements while ensuring headline novelty to arouse audience curiosity, attract audience attention during viewing, and encourage audiences to actively follow television news platforms. When creating news content, editors should abandon traditional news editing concepts and broadcasting ideas, utilize diversified methods to conduct news broadcasting, deeply explore news content themes and resources, and report limited news resources from more specific angles to better reflect the social value of television news and gain widespread audience recognition and praise [3].

3.3 Combining Time Slot Differences

In actual news broadcasting, content aired in different time slots produces differentiated effects. Therefore, television news editors must select appropriate broadcast times for news content based on audience preferences and specific characteristics. Simultaneously, editors must fully combine the styles of news content in different time slots and complete in-depth analysis and exploration of various news hotspots through interaction between hosts and audiences. With the development of the new media era, television news editors can fully utilize live connections to achieve communication with audience groups, which helps innovate television news program content and models and enhances audience attention to television news programs.

According to specific surveys, different time slots require targeted editing models for news content. Therefore, editors must pay attention to details in news editing work, promote meticulousness in editing, and continuously explore editing strategies for news content at different time nodes. Based on this, when editing news programs, editors must grasp the actual conditions and characteristics of news programs and actively innovate editing models that align with in-depth program development to further promote the sustainable development and construction of television news.

3.4 Promoting Aesthetic Quality in Editing Work

In the context of new media development, television news editing differs significantly from traditional television news editing, not only in information dissemination tools but also in artistic content expression. From an aesthetic perspective, television news editing work primarily includes sound, images, and other elements. During the integration of these elements, audiences can further experience the unique charm of television news. In the rapid development of new media, some media enterprises have not timely responded to market demands for aesthetic aspects of editing work, instead continuing to use single editing models, resulting in gradually declining editing efficiency.

In the process of new media development, television news editing work must be analyzed from an aesthetic perspective, enabling television news editors to focus on applying modern information technology in editing work to enhance the artistry of television news programs. When conducting editing work centered on aesthetics, editors must specifically analyze news layout and content presentation forms. Generally, high-quality news layout can generate greater reading interest among audiences. Therefore, news editors must improve their aesthetic abilities and personal qualities. To a certain extent, this not only demonstrates the aesthetic appeal of television news layout and forms in the new media context but also helps audiences maintain long-term interest in television news programs, further enhancing audience loyalty to news programs [4].

3.5 Enhancing Comprehensive Quality of Editors

Television news editors must continuously improve their comprehensive qualities to ensure the stable development of news media enterprises. In the new media context, television news editors must clarify the development direction of the new media era and specific requirements for editing work while ensuring the accuracy and effectiveness of news content to create deeper impressions on audiences during viewing [5]. When editing news content, editors must avoid incorporating excessive subjective opinions and ensure objectivity and authenticity. In daily work and life, news editors should enhance their news writing abilities, use more professional news knowledge to write about objective news events, and thereby improve their practical application and analytical skills.

News is like a double-edged sword: while it enables people to understand relevant

information, it can also cause problems in normal life. For example, in 2009, a television station broadcast news about students being abused by teachers. During the investigation, the news editor, sympathizing deeply with the victimized students, added excessive criticism of teachers in the news writing, which adversely affected social development at the time. This resulted in teachers being afraid to discipline students in classrooms, leading to increasingly chaotic school teaching order. Therefore, news editors must improve their professional qualities and writing abilities when composing news content. As excellent television news editors, they should always adhere to correct work principles, persist in providing the most authentic news content to audiences and citizens, master audience psychological changes, clarify actual audience needs, and gradually transform their own editing work. In practical work, editors must actively improve their practical abilities, establish professional knowledge systems, uphold professional ethics in the new era, treat news editing work with objective and impartial attitudes, and cultivate excellent ideological qualities and moral character to better adapt to future work requirements. This demonstrates that editors should utilize information technology to continuously improve editing work forms and content, master various modern software applications, further strengthen news editing capabilities, and enhance innovative thinking.

3.6 Correctly Guiding Social Opinion Direction

Complex social public opinion significantly influences news editing work. In the continuous development of new media, news editors must promptly grasp social opinion dynamics and further improve news editing content and forms. In the context of modern social development, people increasingly use mobile phones and other devices to access news information in daily life and express their views on platforms [6-7]. Therefore, television news editors, as leaders and promoters of public opinion, must actively guide the correct direction of social opinion when arranging and integrating news content to prevent negative developments in social discourse. When editing corporate media information, editors must highlight the positive role of enterprise development, particularly enabling audiences with unclear perspectives to gain clearer cognition of news information through television news, thereby promoting the formation of sound social values among audience groups. Simultaneously, editors must maintain a firm stance and avoid content with subjective consciousness during editing. They should analyze and explore from the perspective of the general audience and provide authentic, objective news content [8-9].

3.7 Strengthening Training of News Editors

In the selection of news editors, priority should be given to news staff with strong professional capabilities and comprehensive qualities. Simultaneously, publicity efforts must be intensified, a complete training system established, and attention paid to training in professional capabilities, legal ethics, and theoretical knowledge. Editors should be actively guided to interact with the public, en-

abling them to participate in frontline interviews. This allows editors to obtain richer news information on-site, summarize it using their work experience and practical knowledge, deeply explore key news information, improve their thinking and information integration abilities, and develop awareness to distinguish news content. Since news content materials generally originate from people' s actual lives, news editors must expand the scope of news information collection, dare to confront unhealthy social trends, and possess the courage to reveal truth, thereby enhancing overall television news program effects, continuously attracting more audiences, and improving program social influence.

3.8 Ensuring Comprehensiveness of News Content

With the arrival of the new media era, people' s ways of understanding information are no longer singular; they can comprehensively grasp news events through multiple channels. Television news editors can improve news content based on online information to ensure comprehensiveness [10-12]. When conducting specific news collection, editors must maintain high attention, deeply research the latest national policies and news information, utilize modern information technology to change traditional news writing methods, and particularly focus on comprehensively studying news content in relation to hot topics of public concern. Through on-site interviews or live broadcasting, editors can gradually push news program broadcasting effects to climax, presenting audiences with more complete and highly thoughtful news content. Based on this, news editors must resist unhealthy social ideologies, help audiences establish correct values, adhere to political orientation as guidance, carry forward the excellent quality of hard work, and contribute to the national television news industry. Simultaneously, editors can attract audience attention through diversified news content on online media platforms, report and arrange news content from different angles, attract more audience groups, and expand the reach of news dissemination. Therefore, in the development of internet information, television news editors must innovate editing forms according to different audience needs, adding new elements to television news to promote better development of television news [13-16].

In the continuous development of new media, television news editors must effectively innovate their editing work based on the different needs of audience groups to accelerate the transformation of news editing work. Simultaneously, news editors must improve their innovative capabilities, diverge their thinking modes, appropriately adjust the value concepts of editing work, continuously enhance their practical abilities in actual work, and promptly grasp social development dynamics to ensure they can meet the specific demands of television news editing work in the new media context, thereby promoting the sustainable development of television news.

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv –Machine translation. Verify with original.