

Postprint: Strategies for Cultivating Innovative Consciousness Among Television News Editors in the Era of Media Convergence

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Abstract

With the advancement of Internet technology and socio-economic development, the television news industry has been significantly impacted by the new media industry. As media mediums continuously undergo convergence and transformation, various types of media forms all play crucial roles in the media industry. In the era of integrated media, the challenges faced by television news editors become even more formidable, thus requiring a higher level of professionalism. Based on this, television news editing professionals need to continuously enhance their own innovation awareness in order to promote the stable development of the television news industry. This paper discusses the cultivation strategies for innovation awareness among television news editors in the integrated media era, analyzing the importance of cultivating such innovation awareness, as well as the advantages and current situation of television news editors in this context, and finally proposes several effective strategies for cultivating innovation awareness among television news editors for reference.

Full Text

Strategies for Cultivating Innovative Consciousness Among TV News Editors in the Era of Media Convergence

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Abstract: With the advancement of internet technology and socio-economic development, the television news industry has faced tremendous impact from new media. As media platforms continuously converge and evolve, various forms of media have assumed vital roles in the industry. In the era of media convergence, TV news editors confront increasingly formidable challenges that demand greater professional expertise. Consequently, editors must continuously enhance

their innovative consciousness to promote the stable development of television news. This paper discusses strategies for cultivating innovative consciousness among TV news editors in the media convergence era, analyzes the importance of such cultivation, examines the advantages and current state of TV news editing, and proposes effective strategies for reference.

Keywords: media convergence era; TV news editing; innovative consciousness; authenticity and breadth; cultivation strategies

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The advent of the media convergence era has gradually blurred the boundaries between new and traditional media, imposing stricter requirements on the development of TV news editors. To strengthen the optimization and transformation of TV news media, editors must continuously enhance their professional capabilities and achieve innovation and upgrading through innovative consciousness. Cultivating this innovative consciousness can also enhance audience interaction with TV news, diversify audience choices, and make news reporting more efficient and valuable.[1]

Advantages and Current Situation of TV News Editing in the Media Convergence Era

In the media convergence era, new media continues to develop rapidly. However, as the most representative form of traditional media, TV news retains advantages that new media cannot quickly surpass. The first is the guarantee of content authenticity. Throughout its long development history, TV news has consistently maintained a commitment to reflecting the truth of events. TV news reporting places greater emphasis on the events themselves during content compilation, whereas some new media outlets, in pursuit of commercial value, ignore authenticity and publish sensational false content. Even though China has currently strengthened relevant regulations and enforcement, some unscrupulous new media still disseminate false information. If this situation persists, audiences will increasingly lose trust in online news and turn to TV news channels for information.[2]

More Authentic Reporting Content

TV news content must undergo strict review by regulatory departments before broadcast, with reviewers bearing corresponding responsibility. Consequently, TV news broadcasting follows stringent requirements, adhering to the goals of guiding correct values and reporting truthful events. This makes audiences more trusting of TV news authenticity and rigor. Most new media outlets cover various aspects of audience lifestyle hotspots, appearing more fragmented

compared to TV news. Furthermore, because different media outlets emphasize different content in their reporting, audiences cannot fully trust new media news, and new media fails to effectively guide public opinion.

Greater Authority in Reporting

Compared with other new media, television media has broader coverage and a longer development history. Most TV media organizations have established dedicated correspondent stations across the country and even globally, ensuring timely reporting of major events. Additionally, some news events involve extreme or dangerous environments during material collection, requiring TV news media to have political and financial support to comprehensively understand event development and truth. Moreover, TV news can achieve live broadcasting—a capability most new media lack.

Broader Reporting Scope

Current Development Status of TV News Editing in the Media Convergence Era

High Environmental Pressure and Severe Challenges

Against the backdrop of continuous media convergence development, the rise of new media has improved audience access to news, enabling timely delivery and real-time information sharing, thus gaining widespread popularity. This has seriously hindered the development of traditional media, particularly TV news. Facing this dilemma, TV news editors must actively respond with upgrades and reforms to maintain their market position. Some TV news programs add entertaining elements to attract audiences, but editors often neglect the intrinsic value of TV news in their pursuit of innovation, preventing programs from fulfilling their true social significance.[3]

Lack of Appeal and Failure to Meet Audience Needs

With continuous socio-economic development and improving living standards, audiences' spiritual demands have become more stringent. Traditional TV news editing typically relies on simple broadcast methods, making information delivery monotonous and failing to capture attention or satisfy audience needs. Over time, this severely impacts program quality and effectiveness. Although TV news aims to transmit information simply, the expansion of news access channels means that failure to meet audience demands will cost TV news its competitiveness.[4]

Outdated Concepts and Neglect of Audience Needs

The value of news media lies in accurately delivering information to audiences and satisfying their needs. However, in the media convergence environment, traditional TV news often neglects actual audience needs, failing to consider editing

issues from the audience perspective, resulting in unappealing information delivery. The extremely fast information dissemination in the media convergence era means that delayed transmission can spread distorted or outdated information, causing significant negative impact. Therefore, TV news editors must make scientifically sound adjustments during content production to ensure healthy development.

Strategies for Cultivating Innovative Consciousness Among TV News Editors in the Media Convergence Era

Enhancing Adaptability

TV news editors must address media convergence challenges by improving their adaptability to the diverse demands of their profession and actively adapting to diversified audience needs brought by social changes. They should establish new concepts of scientific development to achieve clearer, more comprehensive understanding of editing work, thereby cultivating innovative consciousness. Editors must fully comprehend new audience requirements in the media convergence era and properly handle these increasingly stringent demands. Particularly amid the integration of new and traditional media, where news transmission speed and scope continuously expand, TV news must actively adjust its development concepts and explore new editing models.

When enhancing innovative consciousness, editors should integrate all stages—material collection, content organization, program planning, and editing—to satisfy personalized audience demands and improve reporting formats. Additionally, they should leverage social diversification trends to build their brand, establish proper brand awareness, and expand influence. Facing fierce industry competition, editors must completely transform traditional work thinking, actively integrate innovative concepts, cultivate innovative consciousness, and make diversified adaptations across all aspects. This continuously improves innovation capability and consciousness, promotes editing work innovation, and achieves stable, healthy industry development in the media convergence era.[5]

Achieving Personalized Development Aligned with Social Needs

Personalized development in TV news editing can effectively promote innovation. Facing the complex media convergence environment, editors must actively explore news potential, integrate innovative concepts, break through current development bottlenecks, emphasize personalized development paths, and enhance development awareness. In this era, editors face both severe challenges and broader development space. They must combine development goals with innovative concepts to maximize personalized development effectiveness.[6]

Editors should also mobilize news thinking, stimulate news sensitivity, broaden editing horizons, break traditional model shackles, expand innovative thinking, improve knowledge structures, and enhance comprehensive capabilities to

achieve organic integration of editing work and innovative consciousness. Furthermore, they must continuously update their knowledge systems, strengthen accumulation, absorb relevant work experience, and optimize knowledge structures. Starting from daily life and work, they should internalize and apply knowledge to better align with audiences, grasp audience concerns and demands from their perspective, and achieve superior communication efficiency and quality.[7]

Innovating TV News Editing Content

TV news programs serve as important channels for transmitting and interpreting news events. In the media convergence era, editors must innovate and optimize content to improve environmental adaptability. They should thoroughly explore original news information based on audience needs to enrich TV news content, ensuring comprehensiveness while maintaining rigor and authenticity, enabling audiences to emotionally resonate with news events and gain their attention and support.[8]

For instance, during program compilation, editors can collect audience opinions and suggestions on news dissemination, improve data collection and classification, and conduct multi-level editing based on audience preferences. They should select high-quality, attractive news material to ensure timeliness and innovative content. Moreover, as audience focus shifts rapidly in the media convergence environment, editors must ensure all broadcast content carries significant value and remains concise. They should understand audience-preferred platforms and channels, learn from successful features of other media, innovate editing work to match audience preferences, and actively innovate presentation methods to satisfy diversified needs.

Additionally, editors must comprehensively understand audience cognitive levels and perspectives, master professional skills in media carriers and communication methods under media convergence, and comprehensively improve transmission and presentation forms. By integrating innovative thinking, they can rationally process news information, screen valuable content from massive information that meets audience needs, elevate news value through planning and editing, and enrich modern presentation forms by combining images, text, audio, video, and other media formats.[9]

In summary, facing challenges in the media convergence era, TV news editors must continuously strengthen innovative consciousness and capability to establish themselves in the competitive media industry. Therefore, editors should actively improve adaptability, achieve personalized development, and innovate content to advance the TV news industry.

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