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Research on the Application of New Media Technologies in Radio and Television News Gathering and Editing (Postprint)

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Abstract

Against the backdrop of sustained socioeconomic progress and development, the continuous innovation and evolution of new media have significantly impacted traditional television news. In the new era, comprehensive improvement of television news gathering and editing operations is essential for enhancing both the efficiency and quality of news production. At the current stage, increasing viewership and capturing audience attention represent the primary objectives for broadcast television news development, necessitating continuous innovation in news gathering and editing within television news programs to explore a pathway for sustained and rapid development. Based on this premise, this paper further investigates the application of new media technologies in broadcast television news gathering and editing, aiming to provide valuable reference and guidance for relevant institutions.

Full Text

Preamble

Research on the Application of New Media Technology in Radio and Television News Gathering and Editing

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Abstract: Against the backdrop of sustained socioeconomic progress and development, new media continues to emerge and innovate, significantly impacting traditional television news. In this new era, to enhance the efficiency and quality of news gathering and editing, it is essential to comprehensively improve television news production workflows. At present, increasing audience attention and capturing viewer interest constitute the primary objectives of radio and television news development. This necessitates continuous innovation in news

gathering and editing within television news programs to explore a path of sustained and rapid development. Building upon this foundation, this paper further examines the application of new media technology in radio and television news gathering and editing, aiming to provide references for relevant institutions.

Keywords: new media technology; radio and television; news gathering and editing; editorial characteristics; business adjustment

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The rapid development of new media technology inevitably impacts traditional media in multiple dimensions. To identify key integration points and better merge with internet technology and broadcasting requirements, traditional media must proactively innovate. By leveraging internet technology, media organizations can excavate news with profound implications and thought-provoking content, conduct more effective investigative reporting, maximize the role and value of new media technology, provide robust support for news gathering and editing, and achieve the goal of vigorous journalism development.

2. Characteristics of News Gathering and Editing in the New Media Era

For news gathering and editing operations in the new media era, the key and core lies in grasping public demand, analyzing the interests of different age groups and demographics in detail, and accurately understanding the age distribution of audiences. Currently, information exhibits characteristics of diversification and complexity, thus imposing new requirements on news gathering and editing professionals. They must continuously enhance their comprehensive competencies while precisely controlling news priorities based on the characteristics of network communication.

1. Advantages of New Media Technology

At present, continuous progress in science, technology, and economy has facilitated the emergence of new media technology. Compared with traditional media technology, new media technology enjoys superior conditions. It leverages internet technology to continuously improve its own capabilities, expand information service functions, and involve broader fields. The advantages of new media technology over traditional media are mainly manifested in the following aspects.

First, diverse platforms. Television and newspapers constitute the primary platforms of traditional media. Currently, new media builds upon these existing platforms and adds more channels, such as Weibo and WeChat. People's dependence on new media technology continues to increase in this multi-platform environment. Second, different communication methods. Traditional media disseminates information to users only through one-way or face-to-face communication. However, at this stage, based on new media technology, it can serve as a medium to simultaneously satisfy users' various information needs. Big data can comprehensively integrate information content from the user's perspective, which is highly beneficial for news gathering and editing professionals. The widespread application of these information technologies in television news gathering and editing business can significantly enhance news gathering and editing capabilities. Third, new media technology aligns with the information needs of the masses. At present, the accelerating pace of life has made people under great pressure more eager to release their inner stress. Mobile platforms enable people to access needed information and data anytime, anywhere. With the support of big data, news media uses mobile platforms as communication media to quickly and timely deliver news information to the masses. Consequently, this plays a positive role in strengthening news gathering and editing operations.

3. Improvement of Comprehensive Quality and Ability of News Gathering and Editing Personnel

3.1 Solid News Theory and Exquisite Operational Skills

At this stage, news gathering and editing personnel are significantly influenced by new media technology. The scientific and rational application of new media technology can not only enhance the overall effectiveness of news gathering and editing work but also increase news influence and maximize its positive guiding role. Therefore, in carrying out news gathering and editing work, practitioners must possess solid news theoretical knowledge and strong operational capabilities to handle various difficulties encountered in their work, continuously improve the effectiveness of news gathering and editing, effectively integrate news information, and create targeted and distinctive news programs.

3.2 Innovative Professional Literacy

The most prominent characteristic of news information is its real-time nature. Utilizing this feature can play a role in correctly guiding the public and help satisfy their news needs. However, this requires news gatherers and editors to continuously innovate, actively learn advanced knowledge and skills, and comprehensively improve their professional literacy to effectively disseminate information and maintain the advantage of news timeliness. Furthermore, news programs cover extensive fields such as education, culture, sports, and society. Consequently, gathering and editing personnel must possess strong professional

literacy to grasp political trends, actively promote positive energy, report social events truthfully and completely from the standpoint of the nation and the people, and improve news quality.

4.2 Improvement of Economic Benefits in Radio and Television News Gathering and Editing

The application of new media technology in radio and television news gathering and editing can promote improvements in work efficiency and quality, align with the trend of the times, and meet the needs of new-era audiences. This can gain widespread audience recognition and acceptance, attract more traffic, enhance the influence and visibility of radio and television news, create greater economic benefits, and promote the sustained and healthy development of the radio and television industry.

5.1 Challenges from Various Media Forms

In the new media era, information technology has achieved leapfrog development, coupled with the rapid development of the internet and the continuous popularization of mobile terminal platforms, which have greatly enriched the ways for Chinese netizens to obtain news information. New media users have shown explosive growth. As early as March 2020, the scale of Chinese netizens had reached 904 million, including 897 million mobile netizens, with mobile internet users accounting for 99.3% of the total. The latest path for people to obtain news is through mobile device terminals based on smartphones. Video news is the most popular content, occupying at least 70% of total news browsing volume. The development and progress of the times have promoted the transformation of traditional gathering and editing methods into new media models, thereby achieving deeper integration between media and social news information. Therefore, it is necessary to apply new media technology in radio and television news gathering and editing.

5.2 Changes in Audience Demand

The fast-paced modern lifestyle has greatly increased people's life pressure, leaving them without substantial time to browse news information and forcing them to rely on fragmented time to read news. People now prefer concise and straightforward news information models. At present, people more actively browse news that interests them, promoting the formation of autonomous and personalized news browsing methods. Age is an important factor affecting news browsing content: young people focus on trendy information, while older groups pay more attention to current affairs and daily life. Simultaneously, people try to utilize WeChat, Weibo, and public accounts, spending considerable time forwarding content to social circles and news platforms. The new media era has changed audience demands and brought more challenges to news gathering and editing work. According to surveys, people prefer brief and lively information

that highlights personalized audience needs, with significant differences existing among different age groups.

6.1 Challenges from Online Media

From the perspective of media development prospects, the application of new media technology can improve the utilization efficiency and quality of information products while replacing original media methods and creating more opportunities. In the practical application of artificial intelligence technology, big data and cloud computing have played important roles in establishing new technology platforms to achieve media development goals. Therefore, the news industry must seize development opportunities, avoid unfavorable factors, and effectively utilize artificial intelligence technology to achieve comprehensive development and progress.

In the context of continuously improving science and technology levels, computer network technology has been widely applied across various social sectors. The new media industry's application of computer network technology can break through time and space limitations, facilitating the timely acquisition of the latest news information—a capability that traditional television news cannot match. However, using computer networks to disseminate news information poses enormous challenges to television gathering and editing operations. The urgent question currently facing television gathering and editing businesses is how to maximize the application value of this technology and bring new development opportunities to themselves.

6.2 Challenges from New Technologies

In recent years, numerous new media methods have emerged, including Weibo, QQ, and public accounts, facilitating the transmission of data and information. Through various modern and advanced communication methods, information can be disseminated quickly and effectively within a very short time. Meanwhile, using mobile phone searches allows users to find desired content—a capability that traditional television news media cannot surpass.

6.3 Television News Programs Unable to Keep Pace with the Times

The continuous development and widespread use of network technology and computer information technology have made it more convenient for people to obtain news information. Currently, traditional television media still demonstrates excellent performance in terms of credibility and influence. However, the reality is that television program updates are slow and cannot adapt to the development needs of the times. This is crucial and highly detrimental to the development of traditional media, hindering its progress toward deeper and broader levels.

6.4 Lack of Distinctive Program Personalization

In the process of carrying out their work, some gathering and editing professionals cannot effectively grasp news focus points, integrate news information with public preferences, or attract audience attention. In the new media environment, gathering and editing workers must base their work on audience age distribution preferences to perform better, simultaneously optimizing production to highlight news advantages and characteristics. At present, the main form of television news gathering and editing work still retains traditional characteristics with relatively low interactivity, making it difficult to satisfy audience demands for news information.

6.5 Insufficient Specificity of Program Information

To collect more data and information, news gathering and editing workers often neglect the specificity and individuality of news information, resulting in overly generalized collected information. Although television can broadcast program information in a timely manner, it fails to attract audience attention and reduces audience interest and enthusiasm. More critically, if television programs cannot highlight their timeliness characteristics and miss the optimal broadcast window, re-watching becomes nearly impossible. If audiences cannot be provided with dynamically developing events, they will use other times to watch recorded broadcasts, forcing people following certain hot news to wait frequently.

7. Strategies for Strengthening the Application of New Media Technology in Radio and Television News Gathering and Editing

In news program production, news gathering and editing business constitutes an indispensable step. Currently, many problems still exist in this work. It is essential to deeply recognize the adverse effects of these issues and subsequently apply advanced technologies and methods to implement news gathering and editing operations, thereby promoting improvements in the quality and efficiency of news gathering and editing work, substantially enhancing the comprehensive capability level of news gathering and editing, and ultimately enabling the media industry to flourish and better serve the people.

7.1 Big Data Technology

Against the backdrop of rapid digital network development, people attach greater importance to the hidden connotations within news. Data information in platforms provides support for relevant staff to deeply develop data related to audience needs. For example, at this stage, through full utilization of technology, journalists can research and evaluate existing data and closely connect it with traditional media characteristics and audience preferences. News gathering and editing workers must attach great importance to audience

news interests and reading trend patterns, use technology to filter useful data information, extract required content, effectively organize data information, and promote work capability enhancement to achieve integration and development. Most importantly, technology can quickly capture what people need and think, and through gathering and editing analysis, promote the generation of useful and needed news. In this process, it is necessary to further apply internet digital technology to implement data development work, thereby accurately grasping the connections behind entire events, identifying new communication forms as carriers, rapidly conveying news information, and attracting more attention. For instance, artificial intelligence can scan massive amounts of network information to find needed data, autonomously research and analyze various characteristic news information, capture focus points, and subsequently carry out a series of tasks such as adding sound and video to enrich program connotations.

7.2 Mobile Short Videos and Live Streaming

Supported and facilitated by technological forces, mobile short videos and live streaming are advancing at full speed. The receiving end has added mobile and intelligent functions, enabling this terminal to use video that organically combines sound and images as the communication carrier, greatly improving various performance aspects such as program reading and appreciation. Traditional program media were relatively single, consisting only of text. However, currently, sound and images can be added to form an integrated whole, giving programs more unique styles and colors. Mobile short video news can reveal on-site situations firsthand and excavate substantive news with connotations, thereby gaining widespread user favor. At this stage, more and more audiences recognize and accept mobile live streaming because it can bring immersive experiences to viewers, display the entire news process in real-time and vivid fashion, and comprehensively cover people of different age groups, educational backgrounds, and professions. Live streaming can enhance interactivity between audiences and programs, facilitate audience participation, and continuously improve user experience.

7.3 Artificial Intelligence Technology

First, artificial intelligence technology can dynamically monitor and control the entire process of news clues. Traditionally, network search served only as an auxiliary tool in news gathering and editing processes, unable to timely develop useful news clues, while information acquisition was slow and could not consider various characteristics of news information. However, with the power of artificial intelligence technology, needed information and materials can be quickly collected, providing more news clues that help news gathering and editing workers perform better and enrich topic selection content. Second, against the backdrop of rapid artificial intelligence technology development, news production has begun to widely apply writing robots. Finally, artificial intelligence tech-

nology facilitates rapid distribution of news information. After enriching news content, the key question is how to let more people know about it. Currently, many news applications use personalized recommendations. Taking Toutiao as an example, it primarily provides accurate user profiles based on individual user needs. Moreover, the backend can send news information that interests users in the shortest time based on similarity, thereby continuously increasing their attention to news.

Conclusion

In summary, the current rapid development of new media brings both opportunities and challenges to traditional news media. In this context, the key and core to achieving sustainable development in the media industry is the rational application of new media technology. This requires increased attention to strengthening the connection between technology and news gathering and editing business. Meanwhile, it is necessary to continuously improve and perfect news gathering and editing methods to substantially enhance the comprehensive capability level of news gathering and editing, ultimately enabling the media industry to flourish and better serve the people.

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

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