

## Enhancing the Core Competitiveness of Television News Gathering and Editing in the New Media Environment: Postprint

**Authors:** Liu Yanhui

**Date:** 2023-10-08T00:00:00+00:00

### Abstract

With the continuous advancement of technology and the rapid development of the economy, contemporary media is also presenting new development trends. In the context of new media, traditional radio and television gathering and editing work faces greater challenges; not only must it satisfy audience requirements, but it must also address the competitive pressure brought about by ever-changing new communication methods. In such a fiercely competitive environment, how to enhance the core competitiveness of television news gathering and editing constitutes the primary issue elaborated and analyzed in this paper.

### Full Text

#### Preamble

**Title:** How to Enhance the Core Competitiveness of TV News Gathering and Editing under New Media

**Author:** Liu Yanhui (Songyuan Radio and Television Station, Songyuan, Jilin 138001)

**Abstract:** With continuous technological advancement and rapid economic development, contemporary media is exhibiting new developmental trends. In the new media landscape, traditional radio and television gathering and editing face mounting challenges. Beyond meeting audience demands, they must also confront competitive pressures from ever-evolving communication methods. This paper primarily analyzes the question of how to enhance the core competitiveness of TV news gathering and editing within this intensely competitive environment.

**Keywords:** new media; radio and television; news gathering and editing; innovation; core competitiveness

**CLC Number:** G222.1

**Document Code:** A

**Article ID:** 1671-0134(2021)12-099-03

**DOI:** 10.19483/j.cnki.11-4653/n.2021.12.031

**Citation Format:** Liu Yanhui. How to Enhance the Core Competitiveness of TV News Gathering and Editing under New Media [J]. China Media Technology, 2021(12): 99-101.

---

## 1. Overview of New Media

New media is a concept relative to traditional media, representing a novel communication form that builds upon internet-based networks as a foundation, using digital technology as its means, in contrast to newspapers, radio, television, and outdoor advertising. In China, the emergence and development of new media have brought considerable convenience and transformation to people's lives. In the past, television news primarily functioned to transmit information to audiences. However, with the changing times, technological progress, and societal advancement, the role of television news has become increasingly important. The evolution from the earlier model of "broadcasting" to the current paradigm of "viewing" and even "listening" is inseparable from new media.

## 2. Analysis of Current Situation and Existing Problems in TV News Gathering and Editing under New Media

The term "new media" originates from traditional media such as radio, newspapers, and television. It represents a new media form based on the internet and digital technology that enables information collection, publication, and interactive communication among users. In China, television news gathering and editing work is primarily undertaken by television stations. However, due to the rapid rise of new media, audience attention has gradually shifted online, making core competitiveness particularly crucial for television news.

Currently, while domestic television programs are numerous, their quality is uneven. All too often, they are repetitive and lack distinctive characteristics, resulting in low ratings and considerable audience dissatisfaction. In recent years, the continuous development of new media technology has enriched traditional television news program content and diversified their forms, yet certain problems and deficiencies remain.

First, program types are singular and lack innovation. Currently, Chinese television programs focus primarily on entertainment. However, many television news media audiences today are young people who favor novelties and possess strong curiosity and pursuit of fresh 事物. Consequently, program production often follows trends to attract viewers, leading to declining ratings and brand erosion. Second, there is a lack of effective audience guidance. Due to unclear position-

ing of television media and the absence of professional planning personnel, the entire television news broadcasting process remains in a state of blindness, creating an incongruous atmosphere that is detrimental to the long-term, healthy, and sustainable development of programs.

### **3. Strategies for Enhancing Core Competitiveness of TV News Gathering and Editing under New Media**

#### **3.1 Accurate Topic Selection and Rapid Intervention**

In the news planning process, topic selection must be precise, as ensuring topicality is paramount to news quality. For various news events, journalists must maintain firm positions and viewpoints, selecting stories that are topical, align with audience preferences, and reflect social discourse. News reporters and planners must be thoroughly familiar with audience responses, social impact, and attention levels of past news events to accurately and rapidly select topics while ensuring timeliness.

News is a media form that places extreme emphasis on timeliness; news reporting must comprehensively cover the entire process of news events and grasp their subsequent developments to achieve efficiency and promptness. Against the backdrop of online news' excessive pursuit of timeliness—which often results in relatively one-sided and simplistic analysis—television news editors can leverage temporal relationships to conduct multi-level, multi-angle, and diversified comparative analyses and excavations.

Television news gathering and editing personnel must monitor market conditions and social responses to various news events and topics in their daily work. They should proficiently track click-through rates for news topics, primarily reflected in readings and play counts of related topics on new media platforms, categorized in units of ten thousand. For instance, readings and play counts below 100,000 can be classified as “some attention,” between 100,000 and 1 million as “minor attention,” between 1 million and 10 million as “majority attention,” between 10 million and 50 million as “widespread attention,” between 50 million and 100 million as “hot topic,” and above 100 million as “viral topic.” When various news events and topics emerge, journalists can use big data tools to rapidly classify them, filter topics with attention value, and rank them by attention level.

Furthermore, it is essential to track likes, comments, and shares for each topic to reflect audience participation levels across new media platforms. The same classification and ranking method can be applied based on quantity. Generally, topics with high participation are those with topical value, and news editors should pay close attention to such topics, promptly following related news event trends and dynamics to discover and excavate hot topics in a timely manner.

When news events occur, editing staff must intervene rapidly. They should promptly understand the situation, follow up with news videography, and collect various news materials related to on-site audiences, including videos, audio

recordings, and photographs. They must conduct high-definition filming of on-site conditions and interview and record statements from parties involved and bystanders. Through these materials and clues, they should thoroughly understand the background and course of news events, compare similarities and differences with similar incidents, determine whether similar events exist in other regions, and comprehensively follow up on subsequent developments. These subsequent developments include not only twists or outcomes of news events but also perspectives and reactions from various social strata, online public opinion, and expert analysis and predictions regarding the events. All these journalistic tasks require editing staff to emphasize the timeliness characteristic of news, efficiently and rapidly sort out news events, and present them graphically and textually to provide audiences with timely access to news information.

### 3.2 Innovative Perspectives and In-Depth Excavation

Television news inevitably lags behind online news in dissemination speed. To compensate for this speed deficiency, it can only achieve this through high-quality news from innovative perspectives, requiring editing staff to improve news quality and conduct in-depth excavation of news events. For the same news event, online platforms may have already reported it before television news coverage—a common industry situation in the new media era. In response to such time-lag situations, television news must avoid repeating online information and prevent homogenization and plagiarism.

To bring innovative and unique analytical perspectives to audiences' known news, helping them excavate hidden meanings and deep value within news stories and making television news content more profound and distinctive, editors must strengthen core competitiveness. Online news, in its excessive pursuit of timeliness, often provides relatively superficial and singular analysis. Television news editors can utilize temporal relationships to conduct multi-level, multi-angle, and diversified analyses. For instance, for the same news story, editors can more meticulously excavate its causes and effects, conducting a series of rational logical analyses from origin to present status. Events occur for reasons, with inherent complexity and concealment. Online news reporting sometimes only sees superficial phenomena but lacks further analysis to see the essence through phenomena.

Television news editors must adhere to the principle of seeing the essence through phenomena, analyzing step-by-step from the origin the causes and effects of events, the behavioral logic of parties involved and bystanders during the event occurrence process, the possible attitudes and viewpoints held by the public regarding related behaviors, and even the social influence and driving forces behind these viewpoints. Editors' logical reasoning and analysis of behavior must not be baseless; they should conduct professional excavation based on expert analytical opinions, such as psychological analysis, behavioral analysis, and sociological analysis. Additionally, they should retrieve historical related events, local related events, and non-local related events from national

databases as reference cases and analytical basis for in-depth excavation. They must learn from history, absorb its essence and discard its dross, draw lessons from historical events, avoid erroneous analysis to the greatest extent, and achieve diversified analysis.

In the multi-dimensional analysis process, editors can employ multiple logic frameworks. For example, when analyzing news events, they can analyze from individual, organizational, national, and social levels; from perspectives of gender, age, region, education, and economic status; and from political, economic, social, environmental, technological, cultural, legal, and moral dimensions. Editors' news reporting must align with China's socialist core values, providing positive energy and upward guidance to audiences through advocacy and appeal.

### 3.3 Technical Enhancement and Packaging Follow-Up

On the basis of ensuring news quality and respecting facts, television news reporting must maximize its technical content and employ near-perfect packaging methods to mobilize audience consciousness. Post-production packaging is a crucial factor in successful news broadcasting, requiring decorative post-production packaging from various presentation angles to achieve perfect presentation of television news broadcasting. Due to the particularity of television news broadcasting, editing staff must conduct post-production packaging from perspectives of sound, visuals, editing, and creativity to enhance news visualization and help audiences easily and pleasantly receive information and values conveyed in news.

When packaging sound, it is best to select concise yet distinctive music that can increase the pleasantness of news broadcasting and help audiences receive news information more relaxedly and attentively. On the one hand, news broadcasting vocals must be prominent, with clarity being the primary requirement. For live news, independent sound cards and audio reception equipment should be used to reduce noise interference and ensure clarity. During live news broadcasting, formal studios must be entered to eliminate all possible noise and sound interference. For recorded news, such as interview clips from the same day, post-dubbing methods are preferable, and news broadcasters must pay attention to lip-syncing.

A corresponding evaluation mechanism should be established for broadcasting clarity, scoring and evaluating broadcasters' oral errors and clarity, incorporating these into performance assessments. Broadcasters with unclear delivery should be replaced or retrained; only qualified broadcasters can anchor news programs. For broadcasters who make obvious errors with significant impact, punitive measures such as suspension or salary deduction should be implemented. For broadcasters with excellent performance assessment results, promotions and salary increases can serve as incentives. Quantitative performance assessments encourage broadcasters to continuously refine their skills, work conscientiously, improve sound clarity in television news broadcasting, and reduce broadcasting errors and live news accidents.

When packaging visuals, basic elements must first be included, such as clear subtitles, news broadcasting studios, and on-site footage. Visual quality is the most important factor in judging a television program; therefore, editing staff must make adequate pre-production preparations, creating scripts and related procedures in advance for news broadcasting, using relevant technical means to ensure visual clarity during broadcasting and smooth visual transitions. In selecting broadcast visuals, high-definition, most representative, and shocking images should be chosen, reducing 铺垫式画面 and peripheral footage. News visuals must precisely target news themes, and visual switching must correspond one-to-one with broadcast content.

Post-production editing is also crucial, requiring relevant technical personnel to edit and splice key clips, arranging news segments in ways that maximize visualization and audience comprehension. Generally, this follows chronological order or causal relationships of news events, which is the clearest, most straightforward arrangement method.

### 3.4 Strengthening Publicity and Enhancing Quality

In the new media era, audience needs are diversified, personalized, and multi-level. To meet these varied and multi-level needs, news service levels must be improved. Under the new media environment, traditional news media work methods are no longer suitable for modern development. Facing new situations, news reporting must keep pace with the times and continuously innovate to attract more readers.

The core competitiveness of television news programs lies in their ability to conduct in-depth reporting and control events. Without core competitiveness, it is impossible to win market share competition. Television workers must not neglect this point, or they will only be eliminated. The audience for television news is the broad masses of people; therefore, to broaden the audience base, they must first understand the advantages of new media. In the new media era, people can receive information anytime and anywhere, not limited to traditional newspapers and magazines. Consequently, new media platforms must be utilized for promotion, such as Weibo and WeChat, where everyone can see news content and reports.

Television news media staff should also strengthen their ability to keep pace with the times, continuously updating their knowledge reserves and learning advanced experiences from other news media—for instance, through networks, television station websites, or forums—to transmit the latest information to more audiences. Television news reporting methods are also diverse; cultural differences, regional characteristics, customs, economic levels, and living environment differences across regions all lead to variations in social problems and choices of communication pathways and methods. For television programs, it is necessary not only to focus on improving program quality but also to emphasize self-promotion work, as only this can attract more audience attention.

With the arrival of the information age, the field of news communication has witnessed a new media upsurge. Within this wave of era development, television news faces new opportunities and challenges. Television news gathering and editing personnel must face difficulties head-on, courageously advance, and earnestly adopt various measures to enhance the core competitiveness of television news. Maintaining high-quality news topicality and timeliness is essential. Simultaneously, news editing staff must innovate editing perspectives, fully excavate the depth of television news, utilize various advanced media technologies, and present multi-level, multi-angle, and diversified, finely packaged television news to broad audiences, thereby enhancing the unique characteristics and core competitiveness of television news.

- 
- References:** [1] Technology Drives Media Progress [J]. China Media Technology, 2020(1): 13.  
[2] “China News Technology Alliance” Boosts Development of Media Technology [J]. China Media Technology, 2019(10): 6.  
[3] Chen Xuguan. Using Evolution Theory as a Tool to Explore the Nature and Development Patterns of Media—Transcript of “China News Media Technology Development” Salon [J]. China Media Technology, 2019(10): 7-9.

**Author Biography:** Liu Yanhui (1978-), female, Mongolian ethnicity, from Songyuan, Jilin, senior news editor. Research interests: news gathering and editing, documentary production, and research on the integrated development of new and old media.

**(Responsible Editor: Yang Hu)**

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

*Source: ChinaXiv –Machine translation. Verify with original.*