

Exploring Innovative Pathways for News Gathering and Post-Production Editing in the Context of New Media Technologies: Postprint

Authors: Wang Lina

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

Abstract

In the context of the new era, new media technology has become widely prevalent in people's daily lives, which has exerted a significant impact on the development of traditional news media while concurrently presenting opportunities. To enable news content to better capture audience attention and favor, it is imperative that news interviewing and post-production editing actively undergo transformation and innovation, thereby ensuring that both content and delivery methods more effectively align with audience habits and needs. This article primarily investigates the innovative pathways for news interviewing and post-production editing techniques within the framework of new media technology, aiming to provide valuable references for related professional practices.

Full Text

Preamble

Exploring Innovative Paths for News Interviewing and Post-Production Editing Techniques in the Context of New Media Technology

(Rong Media Center of Dongfeng County, Jilin Province, Dongfeng, Jilin 136300)

Abstract: In the current era, new media technology has become widely prevalent in people's lives, posing significant challenges to traditional news media while also presenting opportunities. To better capture audience attention and preference, news interviewing and post-production editing must actively transform and innovate, making news content and delivery methods more aligned with audience habits and needs. This article explores innovative paths for news

interviewing and post-production editing techniques against the backdrop of new media technology, aiming to provide references for related work.

Keywords: new media technology; news interviewing; post-production editing; technological innovation; innovative paths

Classification Code: G222.3

Document Code: A

Article ID: 1671-0134(2021)12-086-03

DOI: 10.19483/j.cnki.11-4653/n.2021.12.026

Citation Format: Wang Lina. Exploring Innovative Paths for News Interviewing and Post-Production Editing Techniques in the Context of New Media Technology [J]. China Media Technology, 2021(12): 86-87, 96.

New media possesses distinctive characteristics that differ significantly from traditional media, gaining widespread adoption as people increasingly prefer obtaining and consuming news information through new media channels. To better satisfy public demands, the transformation of news interviewing and post-production editing work is crucial. Confronted with the advantages of new media technology, news interviewing and post-production editing must actively and effectively integrate with new media to innovate their work approaches.

1. The Necessity of Transforming News Interviewing and Editing Under New Media Technology

New media has become ubiquitous in daily life, with people increasingly relying on mobile phones, internet television, and computers to access information. This information dissemination primarily utilizes network, mobile, and digital technologies for processing and integration, offering advantages such as rapid transmission and easy reception. Against the backdrop of rapidly developing new media technology, traditional media industries—particularly the news sector—face profound impacts. To maintain long-term viability, news media must undertake transformation and innovation in interviewing and editing practices.

Traditional news media employed relatively simple approaches to news gathering, editing, and distribution, resulting in inherent limitations. For instance, many news organizations disseminated information through newspapers and television.[1] However, in the new media technological context, news production and distribution primarily occur via networks and mobile terminals, with audiences showing growing preference for obtaining news through online channels. Confronted with evolving information consumption habits across different eras, traditional news media faces significant challenges. To adapt to contemporary development trends, traditional news media must continuously innovate in news interviewing, post-production editing, and other areas, actively exploring and enriching interview formats, reporting methods, and editing techniques.

2.1 Advantages of New Media for News Work

The informatization development of the era has driven transformation and reform in journalism, demanding that news interviewing and editing personnel possess higher professional competencies. Beyond mastering solid foundational knowledge and skills, they must also be proficient in using computers and mobile devices to fully leverage new media functions for enhanced work efficiency. New media provides diversified channels for news information transmission, with an increasing number of new media platforms becoming important carriers for news work. For instance, new media can efficiently process and edit various news event elements such as photographs, audio, and video, facilitating timely and accurate expression of news events. Additionally, new media enables special effects editing of online news content, promoting innovation in both content and form to capture greater audience attention.

Furthermore, new media offers more possibilities for news work. The use of news websites enables accurate thematic planning and positioning, with many sites developing their own distinctive styles. In editing online news, greater emphasis is placed on expressing independent perspectives, providing audiences with channels for information exchange and feedback. This allows audiences to interact directly with news work, enhancing their sense of participation in and recognition of news content, thereby generating greater attention and traffic.[2]

2.2 New Requirements for News Interviewing and Editing Under New Media

In the new media era, traditional news media seeking greater attention must confront both the impacts and opportunities presented by new media, fully recognizing the new requirements imposed on news interviewing and editing work to ensure sustainable development. The new media context has introduced numerous demands on news interviewing and editing.

First, timeliness requirements for news media have become more stringent. Only news content with strong freshness and real-time relevance can effectively capture public attention. Consequently, news interviewing and editing staff must focus on improving their work efficiency to ensure the value of news reports.

Second, different audiences have varying requirements for news topics and presentation forms. New media offers audiences multiple choices, such as the internet and mobile client applications. Therefore, news interviewing and editing personnel must maintain a progressive work attitude, paying attention to public needs and promptly adjusting work methods to gain audience recognition of news content and gradually enhance its influence.[3]

3. Innovation in News Interviewing Under New Media Technology

3.1 Advancing Technical Innovation in Interviewing

In news media interviewing work, insufficient technology constitutes a primary factor limiting modernization. To promote the modern development of news interviewing, it is essential to proactively learn advanced new media technologies and apply them rationally based on organizational development conditions and needs, such as mobile client applications and news websites. Effectively integrating new media technology into news media can drive the development of news gathering and editing, infusing news media with greater vitality and attracting the attention and preference of younger audiences. For example, interviewed news content can be published on mobile clients in infographic format. This news interpretation model can effectively avoid the monotony of news reading and enhance audience attention and interest in the content.[4]

3.2 Advancing Language Innovation in Interviewing

During news interviews, various factors may lead to uncooperative respondents. To prevent such situations, journalists must pay attention to their interviewing language skills, ensuring both appropriateness and innovation. In traditional news interviews, journalists often adopted overly serious approaches that created pressure on respondents and compromised interview effectiveness.

In the new media context, news interviewing language should appropriately draw from the linguistic environment of new media. For instance, during the Rio Olympics a few years ago, CCTV5 reporters altered their traditionally serious interviewing style, using interesting and vivid language to enhance interview effectiveness. This approach made these reporters quickly popular in sports journalism, exemplified by the CCTV reporter's interview with swimmer Fu Yuanhui. Through witty and humorous language, the reporter alleviated tension and awkwardness during the interview process, leaving a lasting impression on audiences with Fu's "magical" voice. Therefore, skillful use of interviewing language can facilitate smooth interview activities, and journalists must actively innovate their interviewing language in the new media environment.

3.3 Advancing Presentation Method Innovation in Interviewing

News interviewing encompasses not only the conduct of interview activities but also the presentation of interview formats and content. Traditional news reporting methods tend to be monolithic and generally lack interactivity with audiences. Therefore, in news interviewing and reporting, it is necessary to leverage new media technology to innovate interview content and presentation methods.

Beyond traditional television and broadcast presentation modes, news interviewing can incorporate internet, mobile, and PC-based display methods, uti-

lizing various presentation techniques including text, video, audio, animation, and web pages. For example, during the Two Sessions, CCTV interacted with audiences through big data technology, launching new online columns via internet technology to showcase national progress in real time.[5] Consequently, active innovation in interview content presentation constitutes an important component of news media development in the new media era. Effectively fusing traditional interviewing formats with new media technological means holds significant meaning for improving work efficiency.

4. Innovation in Post-Production Editing Under New Media Technology

4.1 Thinking Innovation in Editing Work

The primary objective of post-production news editing is to produce news programs for audiences and satisfy their information needs. To achieve this goal, editors must adhere to professional standards while recognizing the impact of new media on their work. They should actively transform and continuously liberate their editing mindset, enhance their professional sensitivity, and actively improve work concepts and methods to achieve effective integration between news editing and new media. Simultaneously, in news editing work, it is essential to strengthen audience interaction with and feedback on content, using communication processes to grasp audience news interests, thereby laying a solid foundation for subsequent work.[6]

4.2 Promoting Integration of News Editing and New Media

In the new media era, editorial staff must continuously learn to use network interaction platforms and related software, such as social media like Weibo and WeChat.[7] They should communicate and discuss with audiences around news content to timely and accurately grasp public news needs and ideological trends. Meanwhile, news editors must proactively apply new media in their work, changing the limitations of traditional news output methods and actively utilizing new media-related channels to expand news editing work paths and avenues. Integrating news editing with new media aligns with contemporary development trends and requirements.

4.3 Effective Utilization of New Media Editing Technologies

The application of new media technologies in news editing primarily involves the news editing and production workflow, as well as different stages of news editing. Regarding the news editing and production workflow, this encompasses topic selection, planning, editing, and broadcasting. Currently, news gathering personnel utilize mobile terminals and computers to filter news, delivering it to audiences at greater speed. After obtaining news materials, editors can quickly conduct news planning and complete review processes via mobile phones,

laptops, or tablets, thereby optimizing traditionally cumbersome review procedures. Following news editing completion, broadcasting can be accomplished through various new media tools, such as mobile terminals and computer web pages, with mainstream news broadcasting tools currently including news apps, WeChat platforms, and Weibo.[8]

In different stages of news editing, new media technology utilization primarily involves three phases: pre-editing, post-editing, and organized reporting and broadcasting. During pre-editing, news editors can use computers to compare and filter various news topics, determining news subjects, shooting outlines, and workflows. After confirming news topics and notifying relevant personnel for review, shooting begins with timely coordination and resolution of issues that arise during filming. Upon completing news shooting, post-editing work commences. Through new media technology, news can be rapidly edited and audio can be mixed, with playback terminals used for timely review and correction to ensure news quality.[8] During the organized reporting phase, new media technology is employed to reorganize and broadcast completed news pieces.

4.4 Actively Enriching and Developing News Editing Platforms

In news editing work, as new media technology continues to develop, more new media technologies are being researched and applied. News media must fully leverage the functional capabilities of new media to actively enrich news editing platforms. For example, numerous television programs now establish official accounts on mobile clients such as WeChat or Weibo to push unbroadcast news content and program previews, enabling audiences to access more news information.

In summary, the rapid development of new media technology has profoundly impacted traditional news media operations. News media must effectively integrate new media technology and actively innovate news interviewing and post-production editing techniques.

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

Source: ChinaXiv – Machine translation. Verify with original.