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Transformation of TV Directors in the Converged Media Environment of the Post-Print Era

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

Abstract

In the converged media environment, television media technology is continuously evolving, and television directors need to learn more innovative technologies to drive the transformation and upgrading of the entire industry. Practitioners in traditional media must keep pace with the developmental changes of the times, transform their traditional thinking patterns, and actively improve their professional competencies to meet the development demands in the converged media era. This paper will analyze and discuss strategies for the transformation of television directors in the converged media environment.

Full Text

How Television Directors Can Transform in the Converged Media Environment

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Abstract: In the converged media environment, television media technology continues to evolve, requiring television directors to master innovative technologies to drive industry-wide transformation and upgrading. Traditional media professionals must keep pace with developmental changes, shift their conventional mindset, and actively enhance their professional competencies to meet the demands of the converged media era. This paper analyzes and discusses strategies for the transformation of television directors within this context.

Keywords: Converged Media; Television Director; Transformation and Upgrading; Communication Characteristics

CLC Number: G224

Document Code: A

Article ID: 1671-0134(2021)07-120-03
DOI: 10.19483/j.cnki.11-4653/n.2021.07.036

Since traditional media came under impact from new media, television media's advertising revenue—its primary source of survival—has fallen sharply. The emergence of converged media formats has prompted the television industry to actively pursue transformation and upgrading. The professional competencies and development objectives of television directors have consequently changed. Only by combining the technical skills of new media practitioners with the experience of traditional media professionals can the television media industry regain its footing in the converged media era. Therefore, television directors must actively acquire new knowledge, summarize experiences, and achieve their own transformation and upgrading.

1. Role Positioning and Significance of Transformation for Television Directors in the Converged Media Environment

In the new era, television media faces greater temporal and spatial constraints compared to internet media, and television programs are characterized by their fixed scheduling and high production costs. Against this backdrop, the role positioning of television directors should focus on optimizing programs to mitigate these disadvantages, making television programs more attractive than typical online media content. Through rigorous logic, reasonable arrangement, and rich intellectual substance, directors must ensure program quality that not only entertains but also elevates viewers' intellectual and ideological horizons. Additionally, television directors can design and develop outstanding programs that disseminate positive energy to the public through television media, guiding public opinion in the correct direction.

Against the backdrop of media convergence, the innovation and transformation of television directors hold significant practical importance and value for meeting the developmental demands of the new era on television media. Younger audiences raised in this new era prefer internet media over traditional television. To broaden the audience base of television media, traditional media requires television directors with stronger innovative thinking to further achieve integrated development with new media, making television acceptable to younger demographics. Moreover, with China's rapid economic and social development in recent years, people's spiritual and ideological levels have reached new heights, placing higher demands on television media formats and content. This has propelled the deepening reform of television media.

2.1 Enhanced Speed and Breadth

The speed and breadth of information dissemination continue to increase, leaving traditional media far behind and necessitating reform of traditional televi-

sion program production processes.[1] In the converged media era, people can directly access news and related information via the internet, breaking through geographical and temporal limitations that constrained traditional media.

2.2 The Audience's Pivotal Role in Television Media Communication

In the converged media context, the media industry increasingly emphasizes audience groups. Converged media formats that rely primarily on advertising revenue require broad audiences to open markets. Consequently, television directors and related staff must prioritize audience attraction techniques during program production, mastering more skills to establish closer connections with viewers.

2.3 Increased Interactivity

Interactivity represents one of the main characteristics of the media industry in the converged media era. Throughout the development process, television directors must ensure both the rigor and authenticity of information content while maintaining a witty and humorous language style to attract broader audiences.[2] Under the influence of the current converged media landscape, audiences increasingly consume information in diverse forms on the internet. Therefore, television directors should actively interact with audience groups, leveraging traditional media advantages while accepting audience feedback to achieve breakthrough innovation in television media development through interactivity.

3. Issues Requiring Attention in Television Director Transformation

First, television directors in the converged media environment must recognize the growing influence of television media. As internet technology continuously develops, news media audiences expand rapidly, and influence increases exponentially in short periods—representing both opportunities and challenges for television media. Directors must fully utilize current development opportunities to transform traditional editing models. Under the influence of conventional models, television directors have maintained narrow perspectives, with overly traditional and rigid news content editing ideas that struggle to gain audience approval.

Second, television directors must understand the nature of news content and learn to correctly judge and process news information. In the converged media context, the volume of news information processing has increased substantially. Some unprofessional new media outlets demonstrate poor control over news information, making content authenticity difficult to verify. Moreover, large quantities of fake news and clickbait headlines also affect the development of television media itself.[3] Traditional radio and television industries have contin-

uously integrated new information technologies during their development, and mobile internet has become widely popularized during this integration process, significantly impacting the media industry. The emergence of mobile internet has transformed information dissemination patterns.

Finally, television directors must align with converged media development backgrounds and transform traditional work concepts. In daily operations, they cannot develop fixed mindsets based on conventional television media news content operation experience. The application of innovative technologies in the converged media context requires television directors' attention. Whether in information collection or news editing, entirely new models are necessary. Experience-driven approaches make it difficult to discover new hot topics and control audience attention points.

4.1 Shifting Mindsets and Understanding Innovation Concepts

In the current media era, television directors face not only television audiences but also netizens. This requires directors to transform their concepts and thinking during work. Mindset transformation should begin with television program planning, where directors can conduct personalized customization based on analysis of audience preferences. The shift from mass-oriented to personalized customization can align mass communication directions with converged media development laws, enrich television programs, enhance audience participation experiences, and solidify the audience base.[4] Second, directors must strengthen their political literacy and professional ethics. Building upon existing professional competencies, they should study political knowledge of the new era to ensure television programs disseminate positive social energy while meeting audience demands, fulfilling television's proper influential role. Finally, they must enhance their sense of social mission. Television directors are responsible for news content delivered through television media and must ensure audiences gain greater spiritual satisfaction from news information while guaranteeing programs remain novel and outstanding.[5]

4.2 Actively Transforming Production Models to Attract Broader Audiences

Television media must actively transform production models under converged media influence to deliver news information to audiences more rapidly. First, television directors should understand why current new media formats become popular, identify elements in raw/authentic video content that attract audiences, and incorporate lighthearted emojis or internet language into existing programs to make news content more appealing to audiences.

Second, television directors must understand audience preferences during program production. In the current new media environment, audiences prefer authentic content. News information should reflect a concise style and provide op-

portunities for audience comments and feedback. Additionally, directors must actively facilitate smooth interaction channels with audiences, as diverse content production models require unobstructed communication channels. Under converged media influence, combining traditional television media experience with new technologies can create more scientific production models that better meet audience needs. Therefore, to become qualified communicators, television directors must actively transform editing models, integrate internet dissemination content, open public accounts on platforms like WeChat, Toutiao, and Douyin to receive more feedback, while simultaneously ensuring news information dissemination strength.

4.3 Broadening Perspectives While Retaining Core Advantages

Television media possesses inherent strengths, and directors must learn from new media formats while highlighting core program advantages. First, television directors should broaden their perspectives during program content collection and selection, actively exploring network domains. Second, directors must fully leverage news content advantages. While new media formats present a mixed bag with difficult-to-verify authenticity, television directors should exert authoritative power among numerous media outlets to present the most authentic and rigorous content to audiences. Finally, directors must recognize current editing content limitations, actively broaden their fields and perspectives, and understand audience needs and era development characteristics to continuously enhance their professional capabilities. Beyond this, exposure to new network technologies represents an important factor in leveraging television program advantages. Various technical factors in the internet era serve the media industry, and television directors must actively explore to achieve innovative development.

4.4 Promoting Media Convergence and Expanding Audience Groups

The new era has placed higher demands on traditional television media development, requiring television directors to correctly understand current new media development trends and future directions of media convergence for television media, formulating long-term plans and specific development strategies for television media's future.

Television directors must consciously promote integration between traditional television media and new media. For example, they can conduct WeChat interactions with audiences during television programs or incorporate live streaming platforms, enabling audiences of different age groups to engage with television programs through their preferred methods and expanding traditional television media influence. Additionally, directors can effectively utilize the internet as an information sharing platform to share traditional television program resources online, ensuring audiences can download and watch their favorite television pro-

grams anytime and anywhere, breaking through traditional television media's temporal and spatial limitations. For television program promotion, directors can conduct in-depth analysis and research on program audiences, cooperate with audience-favored network platforms, enhance promotional content appeal by editing interesting behind-the-scenes clips closely related to daily life, or writing vivid, empathetic promotional slogans to further expand traditional television media's audience base.

4.5 Enhancing Directors' Professional Competencies and Capabilities

With rapid era development, numerous new ideas and perspectives have emerged in the media field. Therefore, television directors should proactively learn and absorb excellent viewpoints and ideas from others in program production to enhance their innovation capabilities and avoid limitations from personal perspectives. To effectively enrich television directors' thinking and avoid personal viewpoint constraints, strengthening collaboration within television director teams is crucial. Only by enhancing communication and exchange among directors can more creative sparks be generated. This requires team leaders to continuously strengthen leadership cultivation and communication skills to timely understand each team member's ideas while screening and organizing effective suggestions.

Although media information dissemination speed is currently very rapid, program content remains a crucial factor affecting television program quality. Many television media programs now contain numerous knowledge errors during the arrangement process, greatly affecting program quality. Therefore, television program directors must continuously learn, enrich their knowledge reserves, expand and optimize their knowledge structures, and proactively understand information and knowledge in relevant fields according to program themes. This fundamentally increases program recognition and credibility, achieves knowledge updating in television programs, and ensures progress with the times.

4.6 Strengthening Television Program Interaction Functions and Promoting Program Optimization and Transformation

In the current media convergence environment, user groups constitute an important foundation supporting television media development. However, many television programs currently neglect interactive communication with audiences, making it difficult for programs and directors to timely and effectively grasp user preferences and interests. Moreover, the lack of interaction channels between audiences and television programs reduces users' sense of presence and respect during viewing, decreasing their engagement with television media.

Accordingly, to further promote television program development and achieve effective self-transformation in the converged media context, television direc-

tors can advance interactive communication between programs and audiences by opening multiple channels such as Douyin and public accounts. This enables directors to understand user preferences through comment sections while users gain sufficient presence and respect through interaction with media staff, strengthening their connection with traditional television media. Notably, although many television programs have opened interactive channels like Douyin accounts and public platforms, they often simply publish program information and schedules without timely responses to user voices. This frequently leaves users feeling unvalued by television media staff, producing counterproductive effects. Therefore, television directors must prioritize communication with users, enabling timely interaction and exchange between staff and user groups to further promote healthy and positive television media development.

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(Responsible Editor: Yang Hu)

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

Source: ChinaXiv – Machine translation. Verify with original.