

Postprint: Analysis on Enhancing the Convergence Capability of Television News Editing Programs in the Context of Media Convergence

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Abstract

Television news editing programs are designed to attract television media audiences by presenting news program content while rigorously ensuring the authenticity of television news content. At present, news editing television programs have been confronted with challenges posed by converged media platforms, resulting in a transformation of the original production and editing methodologies and conceptual approaches of television news programs. Therefore, news editing professionals within television media must develop a profound understanding of the challenges within the converged media context, appropriately address the converged media impact confronting television news programs, and substantially enhance the integration capability and attractiveness of television news editing programs.

Full Text

Preamble

Title: Analysis on How to Enhance the Integration Capability of TV News Editing Programs in the Context of Media Convergence

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Abstract: TV news editing programs aim to attract television audiences by presenting news content while strictly ensuring its authenticity. Currently, news editing television programs face challenges from media convergence platforms, and their traditional production and editing methods have begun to shift. Therefore, TV news editing professionals must deeply understand the challenges posed by media convergence, respond appropriately to its impact on TV news programs, and significantly enhance the integration capability and appeal of TV news editing programs.

Keywords: media convergence context; TV news editing programs; integration capability; enhancement measures

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TV news editing programs should focus on respecting journalistic truth and rely on television media platforms to present authentic news information and column content, thereby providing television audiences with a satisfying viewing experience. Current news editing television programs feature relatively rich content and complex external manifestations. Due to the influence of media convergence, news editing programs must focus on enrichment and innovation, fully utilizing media convergence to enhance emotional appeal and ensure that television audiences recognize and appreciate news columns.

1. Basic Meaning and Characteristics of Media Convergence

The fundamental meaning of media convergence lies in fully integrating television media, broadcast media, online media, and other media platforms, using intelligent data transmission and sharing technologies through network media integration to improve media convergence practice benefits and optimize existing network data dissemination pathways and resources. Essentially, media convergence technology should be reflected in the comprehensive integration of technical practice resources across media dissemination platforms to ensure mutual benefit and resource interoperability [1]. Current media convergence data transmission and processing technologies must be built upon network information platforms, manifesting the following technical characteristics.

First, media convergence platforms achieve rapid transmission and processing of network information and data. They fundamentally break through the limitations of single-medium communication pathways, using intelligent network transmission terminals to ensure stable and secure dissemination of data resources, shortening the time required for information transmission, and thereby significantly saving human resources and time costs in data transmission and processing. This facilitates effective interactive dissemination of resources, enabling terminal recipients of media convergence to accurately grasp and understand media data content [2].

Second, media convergence expands terminal coverage. The media convergence platform has become a crucial channel and pathway for interactive dissemination of network data resources, objectively allowing media disseminators to achieve broader coverage. Due to the influence of media convergence data transmission

channels, any user of network platform terminals can independently publish and disseminate network data, fully demonstrating the effect of expanded coverage in media convergence data sharing and transmission. Based on active participation in sharing and disseminating media convergence information, network terminal users can comprehensively promote the achievement of broader resource sharing goals.

Third, media convergence enhances interactive communication between information receivers and disseminators. A key function and value of media convergence platforms is connecting network data disseminators and receivers, ensuring close connections between data transmission and sharing terminals and promoting interactive communication in all aspects of data information dissemination. The broadly inclusive and open media convergence platform makes it more convenient for network media terminal personnel to engage in close interaction, enhancing mutual understanding among media terminal users and ensuring smooth implementation of information transmission and data sharing processes [3].

2. Main Changes Brought by Media Convergence to TV News Editing Programs

Under the influence of challenges posed by media convergence platforms, TV editing professionals have gradually begun to shift traditional television program editing implementation methods and thinking [4]. Current news editing television programs generally feature large information volumes, rich types of information data resources, and enhanced program interactivity, profoundly demonstrating the impact of the new transformation background of media convergence on TV news programs.

News editing programs in the context of media convergence are no longer limited to specific program formats and content but can broadly cover various aspects of daily life and social production for television media audiences. On this basis, television program audiences no longer need to wait for specific time nodes to watch program content but can freely choose to watch programs at any time and place. The data interactive transmission platform of media convergence allows television program audiences to participate in program interaction, expanding the coverage of data resource dissemination for news editing programs [5].

3. Challenges Faced by TV News Editing Programs in the Context of Media Convergence

The first challenge is the complexity of data information in media convergence dissemination. The most prominent characteristic of media convergence is its interactive dissemination nature, which enables extensive dissemination of massive media data resources and information [6]. Due to these characteristics of media convergence data resource dissemination, large amounts of complex television program data information integrate into existing transmission channels,

significantly increasing the load burden of media convergence resource and data transmission. Recording and compiling television programs of various themes constitute the basic responsibilities of television station personnel. However, if certain program planning, compiling, and recording personnel fail to comprehensively complete program compilation and planning tasks, television editing programs will demonstrate weak program planning, and relevant staff will neglect the integration of media convergence platforms [7]. Consequently, television station audiences find TV news programs dull and uninteresting, preventing them from achieving their intended broadcast effects.

The second challenge is the significant impact on traditional television media. Before the emergence of media convergence platforms, newspaper media and television broadcast media constituted the only channels for obtaining news data resources. However, the current situation has seen new data transmission methods integrating various media channels replace single transmission platforms. Compared with traditional media platforms, media convergence offers greater advantages in timeliness, speed, and interactivity, objectively weakening the audience appeal of traditional media. Program recording and planning personnel fail to recognize the true value and significance of television editing programs, causing them to lose their role in guiding and educating audiences ideologically. Television editing programs generally have vague program planning and positioning, with some editing personnel overemphasizing program entertainment and visual appeal while neglecting the most fundamental content and themes of television editing programs.

The third challenge is the urgent need to improve the professional competence of TV news editing personnel. Whether news editing professionals demonstrate good professional competence fundamentally determines the emotional appeal of media dissemination channels and methods. The basic implementation standard for news editing business is ensuring the authenticity and objectivity of news editing content while guaranteeing that television news content can be widely understood and recognized. Currently, many news editing professionals urgently need to improve their comprehensive competencies, particularly their information technology practical operation skills and capabilities. If television editing programs tend toward identical external manifestation forms, television program audiences will feel bored and weary, causing many television media audiences to shift toward watching novel column content on new media platforms. Some news editing personnel tend to select outdated news editing themes and content, lacking creative conceptualization in the process of selecting editing program themes, resulting in television programs becoming detached from the real-life scenarios and emotional experiences of television media audiences. Therefore, to maintain and guarantee the audience appeal of television editing programs, the most critical improvement path lies in highlighting program content and thematic characteristics to avoid the dull visual effects caused by convergent external manifestation forms of television programs.

4. Pathways to Enhance Integration Capability of TV News Editing Programs in the Context of Media Convergence

News editing programs in the context of media convergence should ensure significantly optimized emotional appeal effects. News editing personnel must be adept at using media convergence thinking and perspectives to complete news editing tasks, ensuring that the best practical effects of news editing business are fully demonstrated and manifested [8]. Currently, the pathways and thinking for enhancing the integration capability and appeal of TV news editing programs are reflected in the following key points.

4.1 Innovating Program Format and Content

To meet the needs of new media audiences for television stations, column planning personnel must be skilled at transforming and adjusting column content topic selection angles, using novel column topic content directions to increase column appeal and ensure that television columns form emotional attraction for a broader range of television station audiences. Television column content filled with daily life situations and atmosphere more easily creates audience infection power. Column planning and arrangement personnel should also be adept at combining regional humanistic customs to prevent television columns from demonstrating convergent style characteristics.

In daily work, compilation staff for television editing columns should frequently conduct field visits, avoiding stagnation in imitating established column compilation frameworks and thinking patterns. Column compilation staff must regularly engage in intimate communication with local grassroots masses, deeply understanding and experiencing their true inner emotional needs. Through such optimization and innovation, television program compilation personnel can use creative and novel thinking perspectives to complete program compilation and writing processes, thereby presenting brand-new television editing program content for television station audience groups. When selecting recording and compilation angles for television programs, television editing professionals should comprehensively highlight novel and unique perspectives in program topic selection and planning, preventing program recording and arrangement personnel from being hindered and limited by established thinking frameworks.

4.2 Flexibly Combining Traditional TV Media with Online Media

Traditional television media currently possesses objective conditions and guarantees for integration and penetration with new online media. Therefore, TV news editing must flexibly adopt and select online media platforms, striving to maximize the integration of two different channels and resources: traditional television media and online media. New media platforms allow recording personnel for special programs to flexibly transform shooting perspective angles and innovatively use existing new media network intelligent software tools. Network media convergence platforms can deliver special column information and con-

tent to a broader range of television station audiences, effectively ensuring that television column audiences obtain brand-new special program appreciation experiences.

If program shooting personnel reasonably utilize technical means of new media network intelligent platforms, they will achieve three-dimensional and dynamic column shooting visual effects, benefiting broader television column audience groups to be fully attracted. Media convergence methods should currently be integrated into program recording and shooting processes. When creating dynamic three-dimensional program recording and shooting scenes, television program shooting and recording personnel must focus on dynamic scene visual effects, using intelligent processing technical means of new media to achieve these goals and effects. Program shooting and recording personnel should be adept at cleverly transforming planar scenes, ensuring that special program audiences can appreciate more diversified three-dimensional spatial scenes and stimulating their strong interest in television special columns. In the process of achieving innovative selection of program shooting perspectives, television editing professionals and program shooting and recording personnel should focus on flexible expansion and innovation, breaking through the narrow recording and shooting perspectives of original television special programs.

4.3 Enhancing Interaction Between Editing Personnel and News Audiences

If television news programs can present brand-new editing forms and content, audiences will perceive them as novel and lively. News editing personnel should be skilled at flexibly selecting news editing content with life atmosphere, ensuring that television media audiences feel intimacy and stimulating and mobilizing their affection for television programs. Due to the obvious role and influence of media convergence, television station audience groups are no longer simply satisfied with watching television column content but increasingly pursue the external manifestation forms of television columns and their interactive features. Only by closely connecting with media convergence audiences can news editing personnel accurately and profoundly observe their interest orientations, enhancing communication between news editing personnel and online television media audiences. Television news editing must be adept at using media convergence to understand audience feedback and suggestions, thereby comprehensively collecting and obtaining feedback content from media convergence audiences to reasonably improve and optimize television news program editing processing methods. The most important way to highlight the characteristics of television editing programs should lie in emphasizing program regional features and program formats.

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

Source: ChinaXiv – Machine translation. Verify with original.