

## Innovation in Television News Editorial Work in the Media Convergence Era: Postprint

**Authors:** He Tiantian

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

### Abstract

In recent years, information technology and internet technology have experienced the most rapid development worldwide, a trend that equally applies domestically, thereby ushering in a rapidly evolving integrated media environment. Within this contextual backdrop, the public's habits of receiving news and information have undergone certain transformations, which has presented considerable challenges to traditional television news operations while simultaneously offering unprecedented development opportunities. To genuinely align television news work with contemporary developmental trends, it is imperative to innovate and reform television news editing practices in accordance with the public's information consumption habits and characteristics in the integrated media era. This endeavor holds significant importance for the daily professional and personal lives of the domestic populace and continually influences the stability and sustainable development of contemporary society. Consequently, this study undertakes relevant research and analysis on innovations in television news editing within the integrated media era, aiming primarily to facilitate the corresponding development of television news media in this new environmental context.

### Full Text

#### Abstract

In recent years, information technology and internet technology have developed most rapidly worldwide, and the same is true in China, ushering in a fast-growing converged media environment. In this era, the public's habits of receiving news and information have changed significantly, presenting substantial challenges to traditional television news work while also creating unprecedented development opportunities. To enable television news to truly adapt to the times, it is necessary to innovate and reform television news editing practices according to the habits and characteristics of information consumption in the

converged media era. This is crucial not only for the daily work and lives of Chinese citizens but also for the stability and sustainable development of contemporary society. Therefore, this paper conducts research and analysis on innovation in television news editing work in the converged media era, aiming to help television news media achieve corresponding development in the new environment.

**Keywords:** Converged media era; Television news; News editing; Information technology; Internet technology

**CLC Number:** G206

**Document Code:** A

**Article ID:** 1671-0134(2021)05-092-03

**DOI:** 10.19483/j.cnki.11-4653/n.2021.05.029

**Citation Format:** He Tiantian. Innovation in Television News Editing Work in the Converged Media Era [J]. China Media Technology, 2021(05): 92-93, 96.

## Introduction

As time progresses, China's socio-economic, cultural, and media environments have developed rapidly, with converged media representing one of the most important manifestations of this growth. As a primary form of new media, converged media is characterized by its conciseness, strong timeliness, and broad reach. It can effectively integrate relevant information and data content while achieving excellent promotional effects, aligning well with the information consumption habits of people living in today's fast-paced society. In modern television news media operations, it is essential to analyze the characteristics and advantages of the converged media era, address existing problems in practical development, and seize favorable opportunities for growth—all of which are vital to the development of television news work. The following sections will elaborate in detail on innovations in television news editing work in the converged media era and propose targeted suggestions and strategies to facilitate the innovative development of television news editing in the new era.

## 1. Challenges Facing Television News Editing Work in the Converged Media Era

In the new era, significant changes in the public's information consumption habits and characteristics have created numerous problems that need to be resolved in television news editing work. These issues directly impact the quality and level of television news [1]. The main challenges currently faced by television news editing in the converged media era include the following:

### 1.1 Overly Cautious and Traditional Content

At present, some television news editing work suffers from monotonous content and reporting methods that appear dull and uninteresting overall, failing to attract modern young viewers and even causing long-time audiences to lose

interest. In essence, television news editing has failed to achieve innovative transformation in the converged media era and cannot satisfy the audience' s increasingly high spiritual demands for television news, negatively impacting the development of television news media [2].

### **1.2 Lack of Format Innovation**

In the composition of television news editing work in the converged media era, television news format constitutes a crucial component. However, some television news editors have not adapted to the various changes brought about by the converged media environment and continue to work according to traditional mindsets and approaches. This results in overly traditional television news formats that cannot capture the attention of younger demographics, inevitably leading to severe declines in viewership ratings over time.

### **1.3 Low-Level Editing and Planning Capabilities**

While economic development has served as a driving force for growth across different sectors in modern society, the various demands of the general public have also increased significantly. However, the current level of editing work and planning capabilities in the converged media era remains relatively low, lacking multi-dimensional and comprehensive perspectives and failing to produce thought-provoking effects.

### **1.4 Insufficient Professional Ability to Identify Hotspots and Discover News Leads**

As is well known, traditional television news editing work has emphasized the reorganization and reproduction of news content. However, in the converged media era, the timeliness of relevant news and information is extremely important, and continuing to work according to traditional methods is clearly inadequate. Currently, some television news editing processes lack corresponding technologies and tools, making it difficult to guarantee rapid news production and maintain timeliness. This represents the so-called lack of professional ability to identify hotspots and discover news leads.

### **1.5 Lack of High-Level News Integration Capability**

A notable problem in television news editing work in the converged media era is the lack of high-level news integration capability, which causes severe delays in the dissemination speed of television news. Practical work has demonstrated that the effectiveness of traditional news dissemination lags behind that of new media, preventing production teams from obtaining effective feedback. Consequently, television news editors who cannot adapt to the converged media environment gradually lose their competitive advantages.

## 2.1 Strengthening Ideological Innovation

As television news editors in the converged media era, it is essential to possess strong innovative consciousness in practical work. First, practitioners must enhance their news sensitivity, maintain keen interest in various social events and news stories, and improve their knowledge and skill reserves. Only then can they grasp key points and main subjects in television news editing work and increase public interest in television news [3]. Second, television news editing work requires a highly concentrated work attitude and the ability to view different types of news events from multi-dimensional and comprehensive perspectives for more in-depth analysis. This enables editors to understand audience needs for news and information in practical work and enhance work relevance. Finally, television news can guide public opinion to a certain extent and is directly related to long-term social stability and development. Therefore, television news editors in the converged media era must possess a spirit of daring to question, reform, and innovate unreasonable aspects of traditional media work. When conditions permit, regular innovative thinking training should be provided to relevant practitioners.

## 2.2 Strengthening Content Innovation in Television News Reporting

In the converged media environment, audiences have access to significantly broadened channels for receiving news and information, with various new media and streaming media competing with traditional television media for traffic. Under these circumstances, targeted content innovation in television news editing work becomes necessary. First, it is essential to transform news reporting methods to be concise and succinct, aligning as much as possible with contemporary public habits of receiving news and information. News material selection must be more flexible to gain audience recognition [4]. Second, television news editing work needs to conduct deeper excavation of news content because, in the converged media era, the public cares not only about news content but also about the depth of reporting. Television news editors must effectively extract valuable and meaningful information and present it to audiences. Finally, innovation and reform of news genres are required. Relevant work should boldly employ novel genres and news formats to change audience viewing experiences and thereby gain their recognition. To achieve this, attention must be paid to the visual and auditory aspects of television news in the converged media era, providing audiences with certain impact to arouse their interest in watching television news. For example, micro-videos or combination modes can be adopted to align news editing work with audience viewing habits.

### 3. Measures to Enhance Television News Editing Capabilities in the Converged Media Era

In the process of television news editing work in the converged media era, proficient editing techniques are a basic requirement and prerequisite. Beyond this, relevant practitioners must possess good language organization skills and solid picture editing capabilities to effectively meet the higher spiritual needs of modern audiences.

#### 3.1 Targeted Improvement of Picture Editing Capability

In the converged media era, pictures and images constitute the most important part of television news and represent one of its distinctive features, differentiating it from other media types. It must be recognized that picture and image editing in television news is a highly complex and systematic endeavor. The actual creative process requires perfect integration of life and art to provide viewers with good watching experiences and display news text information from multi-dimensional and comprehensive perspectives [5]. Currently, several points require attention in picture and image editing for television news in the converged media era:

First is picture selection. During the selection process, pictures must strongly correspond to the expressed news information while completely matching selected pictures and images with the textual content. This provides audiences with an authentic experience. Additionally, picture selection must consider audience visual habits and thinking patterns. When necessary, dedicated staff can be assigned to conduct sufficient market research to investigate audience habits of receiving news and information. During this process, intelligent technology and information technology can be applied to obtain more accurate results.

Second, effective linking of pictures and images must be emphasized. This work mainly includes two aspects. For example, when conducting satellite connections with anchors, the other end of the satellite may feature appearances by reporters or guests. When anticipating that a guest may speak for an extended period, to prevent the picture from becoming dull [6], directors can design split screens. In addition to the appearing guest, the screen can display a small window showing news-related pictures that loop continuously and can be cut away at any moment. Although this involves seeing cyclically played news pictures, it enables smoother linking of television news pictures and images, which also represents one of the converged media era audience's demands for information comprehensiveness that television news media development must address.

#### 3.2 Improving Language Organization Capability

In the converged media era, various information and hotspot events emerge endlessly, resulting in audiences receiving large amounts of information daily. Under these circumstances, television news editing work must emphasize improvement

of language organization capabilities. Faced with various news events, editors must distinguish right from wrong, examine the information and value of news content, and exclude news content lacking value and significance as much as possible. Editing practitioners must also carefully verify news content to ensure its authenticity, report facts truthfully, and absolutely avoid blindly reporting news content for the sake of ratings. Special attention must be paid to the manuscript review process in television news editing work in the converged media era, verifying elements such as the time and location of news events.

Second, regular training programs should be conducted for television news editing practitioners with corresponding reward and punishment measures established. This both ensures the language and writing capabilities of television news editing practitioners in the converged media era and motivates practitioners to participate in training. During training, attention must be paid to the standardization of language use, reducing the application of overly specialized vocabulary to make content more easily recognized and accepted by audiences.

Finally, material constitutes the most important part of television news reporting. Therefore, in the process of innovating television news editing work, attention must also be paid to accumulating news materials, improving the professional quality of television news editing practitioners, gaining more news reporting experience, and promptly adapting to various changes in the converged media environment.

#### **4.1 Establishing a Comprehensive Information Service Platform**

In the internet era, television news editing work requires content innovation. Therefore, it is necessary to establish a comprehensive information service platform to coordinate relationships among networks, newspapers, television, and broadcast terminals. For instance, through a comprehensive information service platform, print media platforms can combine with internet technology to more efficiently transmit relevant news editing content [7]. Beyond this, after establishing a comprehensive information service platform, it is also necessary to establish organizations such as market supervision groups and market analysis groups, clarify their work content, promote corresponding improvements in supervision and management levels, and actively conduct information exchange.

#### **4.2 Transforming Work Concepts**

The converged media era imposes multiple high requirements on television news while also presenting new and higher demands on editing practitioners. Faced with these requirements, television news editing staff must actively innovate their work concepts. With various capabilities and technical levels meeting standards, they must possess good logical thinking and promptly adapt to various changes brought about by the converged media environment. All of this must

be conducted on the foundation of “serving the people” to effectively manifest the value and positive role of television news.

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

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