
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.01082

Analysis of Editing Skills for Radio and Television Stations in the New Media Era: Postprint

Authors: Zhang Aijun

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

Abstract

With the continuous progress and development of society, China has gradually entered the new media era. In this context, how to improve the quality and efficiency of radio and television station editing work constitutes a key issue that editing personnel must prioritize in consideration and analysis. Enhancing the effectiveness of radio and television program editing not only demonstrates the professional value of editing personnel, but also promotes the sound development of related industries while meeting the needs of the people. Therefore, guiding editing personnel to master various radio and television editing techniques is of great significance. Accordingly, this paper first investigates the development status of radio and television stations under the new media background, then elaborates on the characteristics and importance of editing work in radio and television stations within the new media environment, and finally proposes techniques for radio and television station editing work and measures to improve editing skills, for reference.

Full Text

An Analysis of Editing Techniques for Radio and Television Stations in the New Media Context

Author: Zhang Aijun (Suzhou Radio and Television Station, Suzhou, Anhui 234000)

Abstract: As society continues to progress and develop, China has gradually entered the new media era. In this context, how to improve the quality and efficiency of editing work at radio and television stations represents a key issue that editors must consider and analyze. Enhancing the effectiveness of radio and television program editing not only demonstrates the professional value of editors but also satisfies public demands while promoting the healthy development of related industries. Therefore, guiding editors to master various radio and

television editing techniques is of great significance. This paper first explores the current development status of radio and television stations in the new media context, then elaborates on the characteristics and importance of editing work in this environment, and finally proposes specific editing techniques and measures for improving these skills for reference.

Keywords: new media; radio and television stations; editing techniques; compliance principles; capacity improvement

Classification: G222.1

Document Code: A

Article ID: 1671-0134(2021)05-078-03

DOI: 10.19483/j.cnki.11-4653/n.2021.05.024

Citation Format: Zhang Aijun. An Analysis of Editing Techniques for Radio and Television Stations in the New Media Context [J]. China Media Technology, 2021(05): 78-79, 82.

As media power continues to strengthen, new technologies have gradually penetrated various industries. Radio and television station editors, as personnel who collect and disseminate information, face urgent questions about how to effectively perform editing work in the new media environment and adapt to the internet era. It is well known that radio and television stations occupy an important position in mainstream media, with greater credibility and authority in news and in-depth reporting compared to other media. Editors are central to program production and are closely linked to program quality. Therefore, how to improve editors' professional competence and expertise has become a hot topic of current concern. Based on this, in the new media context, radio and television editors must pay attention to enhancing their own collection and editing capabilities, keep pace with the times, as this is also key to the development of radio and television stations.

1. Current Development Status of Radio and Television Stations in the New Media Context

The advent of the information age has accelerated the development of the internet. In the new media context, based on internet platforms, everyone can become a journalist, expressing their views and opinions on public events and thereby attracting public attention [1]. Simultaneously, influenced by new media, the ways in which people follow news and information have undergone significant changes, shifting from traditional media such as newspapers, television, and radio to emerging media like smartphones and the internet. The reasons for these changes lie in the fact that, compared with traditional media, new media can achieve "aggregated broadcasting" and "instant news" in terms of communication mediums and technologies, while also enabling two-way interactive communication—advantages that traditional media lack. Marshall McLuhan, the original foreign media theorist, proposed concepts such as the "extension of man" and "the medium is the message," which also demonstrate this point.

Analyzing the current environment, the accelerated development of new media has transformed people's concepts of information dissemination, with many accepting and affirming this new information communication relationship, which has gradually become an extremely important component of people's lives. Additionally, in the current media environment, the decline of traditional media's audience attention is an undeniable fact. To capture a larger market share, radio and television stations must grasp the real needs of their audience, establish scientific and reasonable communication concepts, optimize operational models, and emphasize the accurate application of editing techniques to thereby enhance news value, satisfy audience demands, and align with the characteristics of the era's development.

2. Characteristics of Editing Work in the New Media Environment

2.1 Diversity

During the development of radio and television stations, new media can facilitate the smooth progress of editing work and expand its domain. Consequently, editors must conduct in-depth research on processing models, integration of communication channels, and acquisition of news information, focusing on the shortcomings of new media equipment while accurately leveraging the advantages of new media technology to compensate for weaknesses based on actual conditions. By keeping pace with the times, stations can secure a favorable position in the fierce market competition.

2.2 Innovation

At present, as people's pace of life continues to accelerate and urbanization achieves considerable development, radio and television editors should actively innovate and optimize their ideas and concepts when conducting their work to enhance the brand influence of television news programs [2]. To this end, radio and television station editors need to innovate based on the following aspects: First, innovate work thinking. Under the continuous impact of new media, broadcast editors face numerous challenges. In actual editing work, they should innovate their thinking approaches. Regarding complex information, they must possess strong market sensitivity and policy acuity, comprehensively excavate and integrate various data information, and conduct scientific analysis to improve the value of news reporting. In this process, they should also reasonably apply new media technology to change traditional thinking patterns and editing habits, ensuring that form exploration and language use can meet public demands and increase influence [3]. Second, enhance the artistry of news creation. Currently, public aesthetic concepts have undergone many changes; they not only focus on news content but also propose new requirements for news broadcasting modes, making artistic aesthetics closely related to radio and television ratings and click-through rates. Therefore, editors should continuously

improve their own artistic appreciation levels and conduct in-depth research on China's traditional culture to enrich program connotations through traditional culture.

3. The Importance of Mastering Editing Techniques for Radio and Television Stations in the New Media Context

In the new media era, the full integration of internet and other information science technologies into radio and television station editing work has brought tremendous challenges and hindered the sustainable development of these stations. Moreover, as national material living standards continue to improve and spiritual and cultural life becomes enriched, the people's demands for spiritual needs are increasing. To satisfy modern social development requirements, radio and television editors must proficiently master various editing techniques [4]. Based on specific circumstances, the enhanced mastery of editing techniques by radio and television station editors holds the following values.

First, the scientific application of radio and television editing techniques can ensure good program quality and thereby consolidate the foundation for long-term development. For example, radio programs primarily use sound to transmit text, images, and other information to the audience, with sound presentation forms being highly diverse, including live connections, broadcaster relays, and simultaneous sound broadcasting. When compiling program content, relevant personnel must correctly grasp and reasonably apply editing techniques to simplify complexity, make content more interesting, and effectively improve the overall quality of radio and television programs.

Second, the reasonable application of various editing techniques can enhance audience interest. This can not only effectively attract audience attention but also help radio and television stations establish a good brand image and achieve long-term development goals. The overall program quality and style of radio and television stations all affect audience attention to program content. In the new media context, as audiences have more channels for receiving information, the stickiness of attention to the same platform continues to decline. By reasonably applying editing techniques, relevant personnel can thoroughly research audience interest points and compile content that viewers find more engaging, thereby fully stimulating audience reading interest and laying a solid foundation for the healthy development of radio and television stations.

4. Editing Techniques for Radio and Television Stations

4.1 Title Editing Techniques for Information Content

When radio and television stations edit program content, titles play an extremely important role and, to a certain extent, determine overall program quality and effectiveness [5]. Based on specific circumstances, it can be observed that information content titles affect audience interest in program content. To capture

audience attention and improve program content quality, radio and television editors must develop strong sensitivity to information content, identify value points within the information, and design corresponding titles based on core elements. Additionally, when editing titles, editors must emphasize imparting a certain degree of interest, because as people' s production and living quality continues to improve, their spiritual and cultural demands also increase, with a preference for content that is interesting and valuable. Therefore, editors should conduct interesting and valuable screening of vocabulary used in titles. In this way, titles produced by radio and television editors will not only be closely related to the information content itself but also quickly attract audience attention.

4.2 Lead Paragraph Editing Techniques for Information Content

The editing of information content lead paragraphs is closely related to the quality of radio and television information content. The title serves as the core of information content, performing functions such as clarifying the main idea, while the lead paragraph, as a guiding statement for information content, can organize the entire information context, enabling audiences to quickly grasp the basic content of the information. The editing techniques that can be applied in editing information content lead paragraphs involve the following aspects: First, understand the scope of lead selection. When editing leads, editors should first master the specific sources of leads to facilitate optimal selection and ensure the quality of the entire manuscript. Typically, leads can be directly excerpted from the main text by using organizational content nodes to form a paragraph. Alternatively, relevant statements from the information content can be used as leads to simply and clearly organize the information context. Second, lead content must be concise. In the new media context, people can receive information content through multiple channels, which easily leads to a preference for concise language. To align with audience preferences, editors should process lead content to make it refined, thereby strengthening the ability of information content leads to attract audience attention. Third, attach great importance to the overall construction of leads and actively build a good brand image. Firmly controlling the overall construction of leads is extremely beneficial for radio and television editors to develop unique personal language expression styles.

4.3 Fuzzy Processing Techniques

With the accelerated development of new media, information dissemination speed has been comprehensively improved. While providing people with various channels for receiving information content, it also facilitates convenience for radio and television editors to better collect various materials. In this process, editors will inevitably face the challenge of handling private information content. How to adopt fuzzy processing methods to effectively handle such information content, ensuring information authenticity while not infringing on the privacy rights of the individuals involved in the information content and avoid-

ing secondary harm, is an issue that radio and television editors must attach great importance to. Based on this, when processing such information content, editors need to grasp the important role of fuzzy processing, take protecting the privacy of the parties involved as the starting point, and avoid excessive description of scenes unrelated to the content of the event.

5. Measures for Improving Editing Techniques

5.1 Adhering to the Principles of Party Spirit and Mass Character

Although many radio and television stations have gradually transformed from traditional public institutions to enterprise-oriented entities during their long-term development, the process of improving editing techniques should uphold principles such as Party spirit and mass character, and adhere to the mass line. When broadcasting news programs, radio and television stations should maintain Party spirit. Regarding various news and information, they must take the Party's interests as the starting point and report events correctly and clearly. As the main public opinion front for the Party, radio and television stations must not violate the Party's interests in news content. Simultaneously, as the primary bridge connecting the government and the people, radio and television stations should attach great importance to the official media's perspective on news events when compiling manuscripts, providing audiences with sufficient space for interactive discussion.

5.2 Improving the Utilization Ability of News Materials

The ability to collect news materials plays an extremely important role when news personnel use various news materials. After completing news material collection, how to correctly apply them is also a question requiring in-depth exploration. Editors should comprehensively excavate the news knowledge contained within news materials. In terms of applying news materials, the focus should be on cultivating the logical thinking ability of news personnel to broaden their knowledge horizons. When contacting some news information, news workers should possess strong logical thinking abilities to efficiently process various types of information involved in news materials, continuously enhance their ability to apply news materials, and maximize the value of news materials.

5.3 Rational Application of Innovative Thinking

At present, the new media industry is flourishing, and the interaction rate and activity of news information are gradually increasing. Meanwhile, the fragmented characteristics of news information have affected people's information reception habits. To this end, when excavating news resources, editors need to possess good internet thinking and grasp audience feedback opinions in a timely manner. Radio and television stations must ensure that information receivers and disseminators can achieve interaction. In the all-media era, editors and audiences are only separated by a screen. Audiences hope to resonate with

editors, find relevant information they need in the content, or develop goodwill through participatory experiences. This demonstrates that the responsibilities of radio and television editors are not merely single-direction output but require integration into audience groups. Based on experiential and interactive aspects, they should carry out collection, editing, publishing, and other work to improve stickiness and cultivate loyal fans. In short, in the new media context, radio and television editors must not only perform editing work well but also complete planning, collection, production, dissemination, reception, and feedback work, comprehensively integrate and utilize news resources, and deeply excavate valuable information. Additionally, radio and television editors should emphasize the productivity brought by innovation and attach importance to new ideas and technologies.

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

Source: ChinaXiv –Machine translation. Verify with original.