

On the Essential Qualities Required of Radio and Television Directors in the New Context: Post-print

Authors: Shen Qiong

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

Abstract

Under the strong impact of new media, the development landscape of traditional broadcast television media has undergone tremendous changes. Against the backdrop of diversified shifts in audience demand, broadcast television development has been compelled to respond. As the leaders of broadcast television media, television directors' qualities and capabilities directly determine the quality and influence of television programs, and even exert far-reaching impacts on the entire broadcast television media industry. Therefore, directors must continuously enhance their professional competence, actively adapt to the transformations of the era, and produce more television programs that satisfy audience demands, thereby facilitating the better development of broadcast television media.

Full Text

Basic Qualities Required of Radio and Television Directors under New Circumstances

Henan Radio and Television Station, Zhengzhou, Henan 450000

Abstract

Under the powerful impact of new media, the development landscape of traditional radio and television media has undergone tremendous transformation. As audience demands shift toward diversification, radio and television development must respond accordingly. Directors serve as the leaders of radio and television media, and their qualities and abilities directly determine the quality and influence of television programs, with far-reaching implications for the entire industry. Therefore, directors must continuously enhance their professional

competence, actively adapt to the evolving times, and create more programs that meet audience needs, thereby facilitating better development of radio and television media.

Keywords: Radio and television director; Professional capability; Cooperative awareness; Accurate judgment; Service improvement

CLC Number: G224

Document Code: A

Article ID: 1671-0134(2021)03-099-03

DOI: 10.19483/j.cnki.11-4653/n.2021.03.027

Citation Format: Shen Qiong. On the Basic Qualities Required of Radio and Television Directors under New Circumstances [J]. China Media Technology, 2021(03): 99-101.

In the past, traditional media tightly controlled the right to disseminate information, and audiences could only passively obtain news from newspapers, television, and radio through relatively monolithic forms. However, with the continuous integration of media, China's radio and television landscape is transforming, audience access to information is becoming increasingly diversified, and more television programs are revealing their specialized characteristics while developing toward high-quality, refined formats. As the leaders and planners of television programs, directors must comprehensively consider program positioning, thoroughly understand audience needs and social environments, and produce higher-quality, more professional television programs by continuously improving their own professional competence. Throughout the actual production process, they must align with public aesthetics, maintain firm political positioning, and expand program influence through their professional expertise.

1. The Professional Test for Radio and Television Directors in the New Era

As the era continues to evolve and the new media and integrated media landscape advances, directors—as chief creators—face a tremendous professional test in how to help radio and television break through development dilemmas. Drawing on years of directing experience, I believe solutions can be approached from two dimensions. First, directors must transform their mindset, objectively viewing the former superiority of exclusive information access enjoyed by traditional media professionals and abandoning the past “crownless king” sense of superiority. They must genuinely recognize that the television industry has undergone massive changes, with information dissemination and value standards demonstrating diversified trends [1], and the role of television directors has also shifted from educators to information disseminators and providers. Second, as core figures in radio and television programs whose creative activities span the entire production process from pre-production to post-editing, directors face higher demands for political ideology, professional competence, writing ability,

interpersonal skills, and post-production technology. Only by possessing these capabilities can directors better fulfill their guiding role and value in radio and television programs. Therefore, exploring the basic qualities required of directors and conducting in-depth analysis of directorial work against the backdrop of the new era holds practical significance.

2.1 Political and Overall Awareness

As the mouthpiece of the Party and government, radio and television serve as the primary platform for publicity and opinion guidance. Following the successful convening of the 19th National Congress of the Communist Party of China, China's entry into a new era has brought about significant social changes. In response, radio and television must keep pace with the times, always bearing in mind Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, and maintain high consistency with the Party and government in both thought and action. As the helmsmen of television programs, directors must possess political and overall awareness, actively study Party policies and guidelines, synchronize their actions with the Central Committee, strengthen publicity of various Party and government documents and ideologies, carefully plan television programs in light of current social conditions, enhance public opinion guidance, and exercise caution in information screening throughout the production process. They must uphold correct viewpoints on public opinion, especially when addressing sensitive topics, by promoting objective and fair commentary to avoid triggering adverse social reactions, truly placing people's interests first while solving problems for the Party and government and serving as pioneers in fostering a harmonious social atmosphere.

2.2 High Professional Sensitivity and Innovation Awareness

Currently, media market competition is fierce, and the radio and television industry must possess acute perceptiveness to capture valuable information accurately and quickly within complex social landscapes. While balancing Party policies with diversified audience demands, directors must excavate novel elements to produce uniquely crafted television programs that enhance brand influence and attract larger audiences. However, the rapid rise of new media has propelled the arrival of the integrated media era, and while television program types have become more diverse, traditional thinking constraints have stalled media development progress, resulting in widespread program homogenization and consistently uncompetitive offerings. If this situation remains unaddressed, television media influence will inevitably be weakened and gradually eliminated by the times. Therefore, television directors must embrace innovation consciousness, break free from traditional model constraints, actively explore new program formats, understand industry development trends, attach great importance to reshaping their knowledge structure, master cutting-edge television concepts and technologies, actively explore and accept fresh ideas, continuously broaden their horizons, consolidate new thinking, and improve their innovation aware-

ness to produce high-quality works with creativity and competitiveness [2]. For instance, during program production, directors should actively introduce modern technology, utilize big data analytics to comprehensively analyze audience needs, fully grasp audience demands, and adjust program formats and content accordingly to align with audience psychological needs and increase attention.

2.3 Keen Thinking and Solid Professional Capability

As the saying goes, “the calligraphy reflects the calligrapher,” and for writers, “the writing reflects the writer.” The same applies to directors: “the program reflects the director.” For any program, a director’s thinking mode directly determines its overall style. However, different television programs vary in form and content. For example, news programs require rigorous thinking and factual content; lifestyle programs need distinct themes, life relevance, and authenticity; arts and entertainment programs should combine artistic quality, ideological content, and social significance with certain aesthetic value. In short, directors must possess strong social and life sensitivity to highlight different program characteristics [3]. Particularly during live television broadcasts, directors must demonstrate solid professional competence to switch various image contents timely. A robust professional capability is not only a basic quality that television directors should possess but also an important indicator for measuring their professional level. Therefore, under the industry’s new circumstances, television directors must strengthen their professional competence, mastering not only planning and editing but also coordination and scheduling. First, they should possess solid professional knowledge. Radio and television program production is a comprehensive process involving planning, creation, editing, and production, and producing high-quality television programs requires directors to have solid theoretical knowledge and skills. Simultaneously, as new media gradually dominates, television directors should follow the trend, master new media technologies, understand new media characteristics, and independently complete program directing and production. Second, they must have good appreciation ability. A director’s thinking and aesthetic sense directly determine a program’s final style. Even for the same program type, different directors present different styles due to varying life experiences, living experiences, and ideological cognition, resulting in different expressed themes.

2.4 Cooperation Awareness and Leadership Qualities

A successful television program relies on team effort and cannot succeed through individual effort alone. For every television professional, cooperation awareness is the most basic professional ethics. As television directors, they encounter various people in daily work where problems inevitably arise, requiring them to possess good internal and external communication skills. They must not be narrow-minded or lose their temper on set, but rather address issues with professional attitudes and scientific methods, make swift decisions, ensure coordinated work across all segments, and lead the team toward common goals. Program

production is an open process that embodies collective wisdom, requiring coordination and cooperation among all departments to maximize effectiveness. During pre-production, directors must consider all aspects comprehensively, clarify division of labor, and enable each department to fulfill its responsibilities. During recording, directors need to coordinate overall arrangements to ensure orderly implementation of all segments and make dynamic adjustments based on possible on-site situations. Moreover, directors should control post-production quality, strengthening management of editing, soundtrack, special effects, and subtitles to achieve desired objectives.

2.6 Deep Cultural Accomplishment

As a media industry, television products inherently possess strong cultural character. Directors cannot simply transmit program content and information to audiences but must use programs as a vehicle to provide audiences with aesthetic experiences and edification. Meanwhile, television program scheduling, production, and recording involve various aspects, requiring directors to have artistic vision and understand artistic creation. On one hand, they can draw artistic nourishment from music, art, and dance to continuously improve their cultural accomplishment and lay an artistic foundation for program creation through diversified knowledge structures. On the other hand, directors can flexibly apply artistic forms to ensure programs are both refined and popular, achieving both internal and external excellence.

3.1 Current Professional Status of Radio and Television Program Directors

Surveying the current radio and television industry, many production teams still adopt the master-apprentice model to train new directors. However, what master-apprentice teaching conveys is often limited to program processes, script writing, and non-linear editing, while deeper-level aspects require directors to explore independently. Obviously, mastering these basic skills alone is insufficient to support a director's work. Furthermore, radio and television production teams generally suffer from uneven professional quality and inconsistent professional levels, coupled with a lack of comprehensive and systematic training systems that prevent directors from achieving effective improvement. Especially in an era where everyone can be a journalist, only by adhering to the philosophy of "what others don't have, I have; what others have, I excel" can the industry secure a place in fierce market competition and build personalized program brands. We must remember that an excellent director alone cannot create a branded television program; it requires a team of outstanding television directors working collectively to push radio and television programs forward against the current of the times and achieve better development.

3.2 New Approaches for Radio and Television Program Directors in the New Era

3.2.1 Firm Confidence, Precisely Grasp the Development Direction of Television

Facing the impact of new media, the development strategy of radio and television must change, striving to build a comprehensive transmission coverage system integrating mobile radio and television reception and fixed intelligent terminals. In this regard, television directors must elevate their ideological cognition, accurately grasp industry development direction, and walk on two legs: on one hand, strengthen intelligent upgrades of various transmission and reception terminals while promoting the transformation of radio and television programs toward mobile broadcasting, and accelerate the construction of a radio and television interconnection and sharing platform through multiple approaches to build a mobile radio and television grand pattern [5]. Directors must actively integrate with new media, leverage their professional capabilities, utilize modern information technology to conduct comprehensive analysis of audience groups, create more innovative program formats, fully realize fragmented value, and produce high-quality, positive, and novel programs.

3.2.2 Firm Confidence, Seize the Opportunity to Build New Media

Currently, to better publicize ideology and culture, the primary task is to promote the transformation and upgrading of traditional mainstream media and accelerate reform proactively and timely. As television directors, we should clearly recognize that new media development has gradually shifted from explosive growth to market clearance, with government authorities intensifying rectification efforts of the new media market. Meanwhile, some new media enterprises, facing increasingly fierce market competition, have had to choose cooperation with traditional mainstream media, thereby driving the development of the integrated media era. At present, traditional mainstream media and new media have formed a window period during integration, with competition reaching a fever pitch while providing enormous opportunities for both sides. Television directors must seize this opportunity with firm confidence, calmly and objectively examine existing problems in current radio and television programs, view the status quo with a dialectical perspective, and clearly recognize that new media is not a competitor or friend of traditional media but an inseparable and important part of radio and television industry development. In this light, television directors should fully utilize new media resource advantages to build distinctive television brands and serve audiences with high-quality content. However, brand building is no easy task, requiring directors to identify positioning, break through program characteristics, always speak for the people, view issues from the people's standpoint, resolutely support Party decisions and guidelines, continuously enhance responsibility awareness, strictly manage program recording effects and picture quality, control program outcomes, and lay the foundation for building new mainstream media from traditional media.

3.2.3 Good Topic Selection, Create Quality Radio and Television Programs

Topic selection and planning constitute important work for television program directors. As chief creators, directors shoulder heavy responsibilities for artistic guidance and quality control. In the new era, directors must emphasize topic selection by, on one hand, precisely grasping entry points. Directors should deeply explore the nature of news, identify appropriate entry points for television program topics, fully consider audience needs, combine collected audience information, carefully plan television programs based on topic selection results, provide audiences with higher-quality programs, and ensure program effectiveness [6]. Simultaneously, considering that people from different social strata have different television program needs, plus varying lifestyles and social experiences, directors should pay attention to these differences during topic selection. On the other hand, they must respect facts and meet diversified audience needs. Directors should always adhere to the principle of respecting facts, use online platforms to collect topics of audience interest, enable television programs to resonate emotionally with audiences, excavate news information with valuable connotations, and improve topic selection quality. Meanwhile, directors should continuously update their knowledge systems, break free from traditional thinking constraints, grasp program positioning characteristics, and excavate materials from different levels and perspectives.

3.2.4 Enhance Responsibility Awareness, Improve Service Awareness

Regardless of media form, all bear the heavy responsibility of information dissemination, thus imposing high requirements on program information accuracy and authenticity. Against the backdrop of new media, radio and television directors must strengthen their sense of responsibility, objectively view current industry development situations, recognize the mission entrusted by the times, always proceed from the audience perspective, deeply understand audience needs and preferences, create high-quality television programs, fulfill their role as the Party and state's mouthpiece while actively voicing for the masses [7], listen more and adopt more suggestions to make television programs closer to people's lives, thereby attracting more audiences and enhancing audience stickiness. During program filming, directors must strictly control television program quality, ensure good recording effects, picture quality, and post-editing quality, improve service levels, and promote vigorous development of radio and television under new media impact.

In conclusion, the radio and television industry is advancing to new heights, and the new situation has placed brand-new demands on television directors. To create competitive, high-quality programs, directors must keep pace with the times, possess basic professional qualities, continuously improve their capabilities alongside era development, give full play to the value of radio and television, and produce even better television programs for audiences.

References

- [1] Li Yuanyuan. Exploring Innovative Directing of Radio and Television Programs in the New Media Era [J]. Satellite TV & Broadband Multimedia, 2019(23): 50+52.
- [2] Chen Banghua. Analysis on Quality Improvement and Business Innovation of Radio and Television News Editors in the New Media Era [J]. Research on Transmission Competence, 2020, 087(03): 102+104.
- [3] Luo Chen. Discussion on Innovative Directing of Radio and Television Programs in the New Media Era [J]. Research on Transmission Competence, 2019, 3(36): 156.
- [4] Liang Qin. Analysis on Basic Qualities of Radio and Television Editors in the New Period [J]. New Writing: Teaching Research, 2018, 000(004): 175-175.
- [5] Wu Fan. Analysis on Professional Qualities of Radio and Television Directors in the New Period [J]. West China Broadcasting & TV, 2019, 000(004): 174-175.
- [6] Shi Yun. On Qualities and Capacities Required of Radio Editors under the New Era Background [J]. Global Premiere, 2019, 119(07): 140.
- [7] Sun Jingbo. On the Improvement of Comprehensive Qualities of Radio and Television Editors [J]. News Window, 2018, 000(003): 70.

Author Bio: Shen Qiong (1987-), female, from Anyang, Henan, Editor (intermediate level), Research direction: Television directing.

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

Source: ChinaXiv –Machine translation. Verify with original.