

# Exploration of Strategies for Enhancing the Professional Competence of Radio and Television Editors in the New Media Era: Postprint

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## Abstract

With the rapid development of modern economy and society, competition in the new media industry is becoming increasingly fierce. As an important component of radio and television, radio and television editing is facing mounting challenges under the impact of new media. How to facilitate the radio and television industry's adaptation to new-era development, maintain its authority among audiences, and preserve its positive reputation has become the primary issue confronting the industry in the new media era. [1] This paper begins by examining the importance of radio and television, elaborates on the shortcomings and deficiencies exposed in the new media era, proposes reasonable strategies grounded in practical realities, and aims to enhance the professional capabilities of radio and television editors.

## Full Text

### Preamble

**Title:** Strategies for Enhancing the Work Capabilities of Radio and Television Editors in the New Media Era

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### Abstract

With the rapid development of the modern economy and society, competition in the new media industry has become increasingly fierce. As a crucial component of radio and television broadcasting, radio and television editors face mounting challenges from the impact of new media. How to facilitate the adaptation of the radio and television industry to the new era, maintain its authority among audiences, and preserve its good reputation has become the primary issue confronting the industry in the new media era.[1] This paper begins with

the importance of radio and television, elaborates on the shortcomings and deficiencies exposed by radio and television in the new media age, and proposes reasonable strategies based on practical considerations, aiming to enhance the work capabilities of radio and television editors.

**Keywords:** new media; radio and television editors; work capabilities; strategies

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Radio and television are news dissemination tools that transmit sound, images, and video through radio waves or wires. Since television became widely used in China, radio and television have become essential items in people's daily lives. Watching television not only provides spiritual pleasure and relaxation but also enables people in remote areas of China to understand national affairs.[2] Utilizing this mass communication medium, the Party's policies, ideologies, and people-friendly initiatives, as well as the achievements of people from all walks of life under Party leadership, can be promptly publicized. It can disseminate knowledge to audiences, particularly modern science and technology—for instance, agricultural channels can help people become prosperous, thereby continuously improving the living standards and spiritual quality of the entire nation. Moreover, radio and television as mass media can supervise public opinion across society, making government operations transparent, establishing healthy trends, and correcting all unhealthy practices. However, with the arrival of the new media era, traditional radio and television industries have faced significant impact, compelling them to reform and innovate their work.[3] The work capabilities of radio and television editors determine the quality of television programs. Good editors are crucial to television stations, as only excellent editors can create quality programs and enhance the station's reputation.

### 1.1 Timeliness and Public Opinion Guidance

New media surpasses traditional radio and television in both timeliness and public opinion guidance. The primary reason is that traditional radio and television have limited staff, whereas new media enables universal participation—basically anyone with a smartphone can contribute, and the review process is much less stringent than in traditional media. When events occur, local residents are often the first discoverers, enabling timely detection and immediate information dissemination. Furthermore, the diversification of information transmission

methods enhances new media' s timeliness.[4] When events happen, traditional media must go through various procedures such as reporting and review, while new media only requires uploading to the internet. Due to the unique nature of new media, netizens can freely express their views and opinions on major platforms, offering criticism and targeted suggestions on social phenomena.[5] Exposing problems can serve a public opinion supervision function. Although new media has only emerged in recent years and remains immature, we must continuously strengthen online supervision and attach importance to new media' s role in guiding public opinion in practice.

## **1.2 Decline in Traditional Media Distribution and Advertising**

The development of new media has affected the distribution growth of traditional media. New media content has become an important information source for traditional media, winning increasing audience favor and evolving into an open platform. Particularly in recent years, as new media users continue to grow, they redistribute events across new media platforms. Moreover, new media development has diverted a portion of traditional media' s advertising revenue. New media has gradually gained corporate attention, while traditional media' s advertising and marketing budgets have been reduced and redirected toward new media. This is evident in the increasingly longer advertisements appearing before online videos and the diversification of advertising formats. As the marketing value of new media continues to rise, it will further divert advertising revenue from traditional media.

## **2. Advantages and Disadvantages of Traditional Radio and Television**

Traditional media refers to media forms developed in contrast to internet media in recent years. Generally speaking, traditional media disseminates information to the public or provides education and scientific and technological propaganda through specific devices, such as Xinwen Lianbo (News Broadcast) and Wanjian Xinwen (Evening News).[6] The advantages of traditional media include a stable foundation, long history, and high authority; its disadvantages include high investment, declining revenue, small audience, poor interactivity, and limitations of time and space. Traditional media mainly includes newspapers, outdoor media, communications, radio, television, and so on. New media, by contrast, integrates sound, images, and animation while eliminating the limitations of time and space.

### **3.1 Single Talent Structure and Shortage of Professional Talent**

Due to the specific characteristics and nature of new radio and television media, which differ significantly from traditional media in terms of work methods and technical fields, the requirements for radio and television media professionals are higher.[7] On one hand, universities have enrolled fewer students in recent years, making it difficult to supply talent to the radio and television media industry and resulting in a shortage of professional personnel that hinders the

development of China's radio and television new media. On the other hand, the professional systems studied by talent in the radio and television new media industry are relatively outdated, and there is a lack of specialized training institutions. Additionally, influenced by internet celebrities and stars in recent years, many students aspire to enter the entertainment industry, exacerbating the talent shortage in the media sector. Furthermore, talent in the new media industry lacks innovative thinking and capabilities, and some staff members lack the professional spirit of daring to take responsibility, being proactive, and continuously pursuing excellence. These factors are detrimental to the diversified and innovative development of radio and television new media.

### **3.2 Lack of Content Innovation**

Through observation and statistics of various television programs in China, it is evident that most current TV programs, variety shows, and dramas are monotonous and formulaic, with few classic television series or films emerging. Even some popular TV shows and variety programs from recent years that were well-received by mass audiences merely imitated foreign content and formats. Additionally, although China now has numerous web dramas and variety shows that appear countless, their actual quality is questionable—they fail to provoke deep reflection after the laughter fades. Moreover, some small local stations broadcast programs without proper review, resulting in many unrestricted programs being aired that may adversely affect adolescents whose minds and bodies are still developing.[8] Furthermore, some programs lack any substantive value, serving no warning function for society or educational significance for the people. Although they may be popular for a short time, they are soon abandoned and cannot withstand repeated viewing. The phenomenon of mutual imitation among television stations across China is also rampant. However, during the imitation process, some innovation should be added by incorporating local cultural characteristics and promoting local cultural policies.

### **3.3 Insufficient Innovation Capability of Editorial Staff**

The rapid development of contemporary society requires the traditional television industry to have a professional team with high comprehensive capabilities and strong innovation capacity. However, China's radio and television editors currently lack sufficient innovation capability, with many programs being imitated or even plagiarized—simply changing the name and broadcasting according to the same pattern. This is mainly because before internet new media became popular, China's radio and television program content was relatively traditional and monotonous, with only a few conventional programs, and television editors held conservative traditional mindsets, resulting in insufficient program innovation. Over time, editors' creative abilities declined, programs became more ordinary, and a vicious cycle ensued. Additionally, editorial staff in the radio and television industry lack focus on key news points during news reporting, preventing audiences from immediately understanding the main points of

events through radio and television. Finally, because many editorial staff members have limited professional knowledge and lack systematic training, they fail to view matters objectively in news reporting, harboring many subjective biases.

#### **4. The Importance of Enhancing Radio and Television Editing Capabilities**

**4.1 Better Promoting Industry Development** With the emergence of new media, for radio and television media to gain more followers and attention, the first priority is to ensure program quality and the authenticity and reliability of news information. Many news media outlets extensively report on events without verification, only to have the truth turn out to be completely opposite, causing numerous adverse social effects. This demands that editorial workers possess strong professional capabilities. Deficiencies in work capabilities during actual news reporting can seriously impact the development of radio and television, causing them to lose reliability and authenticity, and in severe cases, leading to the industry being abandoned by the public. Therefore, television stations must currently emphasize the capabilities of editorial personnel, conducting regular and periodic training to cultivate their professional and business skills. This will continuously improve staff work capabilities, enhance the comprehensive strength of radio and television media, and promote better development of the industry.

**4.2 Necessity of the New Media Era** Under the rapid development of modern technology, traditional radio and television media must reform and innovate their work content and methods to achieve long-term development. They should continuously learn from external sources, introduce new talent, and develop their own talent cultivation theories. Strengthening the training of newcomers and optimizing and improving their own work is essential. In actual program broadcasting, editorial staff's work capabilities are particularly important as they are key to integrating news materials. Therefore, traditional radio and television media should strengthen their emphasis on editorial work and enhance editors' business capabilities and innovation capacity. The improvement of China's radio and television program quality cannot be separated from the enhancement of editors' capabilities. Only when editors' capabilities are improved can more meaningful forms be created to appear before us.

**4.3 Enhancing Media Attractiveness** New media has quickly attracted large audiences and gained numerous followers through its novel approaches, becoming widely popular among the masses in a short time. In contrast, although traditional media has a strong mass base from long-term operation and serves as a fixed source of information for many people, its single form and lack of innovation make it less attractive to audiences. Therefore, facing the challenge of new media, traditional media must continuously strengthen the work capabilities of radio and television editors, constantly innovate television programs, re-attract audiences, and enhance the appeal of traditional media to the

public.

## 5. Effective Measures to Improve Television Editing Capabilities

**5.1 Improving Incentive Mechanisms and Work Attitudes** In any profession, attitude determines everything, and editorial work is no exception. Without enthusiasm and seriousness toward editorial work, one cannot excel. Editors' attitudes determine the conscientiousness of their work, which in turn determines program quality. We can improve editors' enthusiasm and attitudes through multiple approaches. We can not only improve incentive mechanisms but also divide rewards into material and spiritual forms, using both methods simultaneously. Material rewards should be primary. With continuous social development and the improvement of people's living standards in China, stronger material needs inevitably arise, making material incentives even more necessary. For outstanding employees at television stations, we must use material rewards to retain them, providing appropriate material incentives to enhance editors' enthusiasm. At the same time, spiritual incentives should not be neglected. Using both approaches together will retain talent, improve editors' enthusiasm and work attitudes, and thereby enhance program quality.

**5.2 Measures to Improve Editorial Work Efficiency** Strictly speaking, an editorial staff member's work competence determines the quality of radio and television broadcasting. Editors are core figures at television stations, so improving their work efficiency and professional capabilities is crucial. Several factors affect basic competence: First, knowledge storage. For an excellent editor, the amount of stored knowledge is extremely important. The reserve of knowledge determines the quality of television editing by providing a continuous stream of creativity and ideas that help editors better complete their work and improve quality. Second, professional capability is also vital for editors. An excellent editor must complete multiple tasks such as interviewing and manuscript review, and must be familiar with all processes to perform better. Third, imagination and creativity. An outstanding editor needs rich imagination and creative ability. A major reason for the poor quality of modern Chinese television programs is that editors lack imagination and creativity. When editorial staff possess imagination and creativity, hold their own viewpoints and perspectives, and do not blindly follow trends, they can capture audiences' attention and attract viewers, thereby improving the station's ratings.

**5.3 Enhancing Political Thinking and Guiding Public Opinion Correctly** To improve the editorial capabilities of radio and television stations, every staff member must possess good ideological qualities to be fully competent in editorial work. As a publicity journalist at a radio and television station, one must first understand the Party's basic line. Only in this way can correct life values and worldviews be presented to audiences, thereby maintaining healthy work practices. In television program broadcasting, attention must also be paid to the reasonable arrangement of programs, with timely and accurate

reporting of news programs. Additionally, corresponding publicity journalists should effectively cultivate their own orientation awareness, holistic awareness, and sense of responsibility. Only in this way can we ensure that produced programs have strong public opinion guidance functions, enabling them to guide people' s public opinion effectively. As a radio and television station in the new era, its editorial capabilities should continuously advance toward new goals through learning as times develop. Since the new era has been identified, the most important aspect is to innovate and develop along the direction guided by the times.[9] As the saying goes, innovation is the primary driving force for development, and this principle equally applies to improving editorial capabilities at radio and television stations. Reform means innovation, and changing outdated development patterns to create new enhancement models is particularly crucial. This involves not only the skills and intelligence of editorial staff but, more importantly, advanced development concepts and correct foundational principles. From individual responsible personnel to the entire radio and television station, all should follow correct development thinking, truly achieving "people-centered" approaches from the audience' s perspective and based on practical realities. Only by consolidating fundamentals, integrating practical considerations, and improving all aspects can we effectively enhance the editorial capabilities of radio and television stations. To continuously improve the work capabilities of radio and television workers, we must enhance editors' comprehensive qualities, attitudes, and professional capabilities, thereby ensuring that editors continuously improve their work capabilities through ongoing learning and practice.

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

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