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## Research on Editing Techniques for Broadcast News from the New Media Perspective (Post-print)

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

### Abstract

With the rapid proliferation of the Internet, the contemporary world has fully entered the new media era, wherein channels for information acquisition have become increasingly diversified and the efficiency of information access has been substantially enhanced. While this has provided tremendous convenience for people's daily work and life, it has simultaneously posed new challenges to radio and television news, with traditional editing methods revealing increasingly numerous problems. In this context, radio and television news editors must grasp the pulse of the times, strengthen knowledge acquisition, update editing concepts, integrate the actual needs of the audience, and rationally apply new media technology concepts to carry out editing work. Only through such measures can the interest and appeal of news content be effectively enhanced, thereby gaining broader recognition and favor from audiences and making greater contributions to the development and construction of a harmonious society. Given this circumstance, this paper first briefly introduces the importance of improving news editing skills, then provides a detailed analysis of the current state of radio and television news editing from a new media perspective, and finally proposes several optimization recommendations for radio and television news editing techniques within the new media context.

### Full Text

#### Preamble

**ChinaXiv Partner Journal**

**Research on Editing Techniques for Radio and Television News from the Perspective of New Media**

*(Shandong Radio and Television Station, Jinan, Shandong 250000)*

**Abstract:** With the rapid popularization of the Internet, the world has fully entered the era of new media, and people's access to information has become increasingly diversified, with greatly improved efficiency. While this provides tremendous convenience for daily work and life, it also poses new challenges for radio and television news, exposing more and more problems in traditional editing methods. In this context, radio and television news editors must grasp the pulse of the times, strengthen knowledge acquisition, update editing concepts, and apply new media technologies and ideas in their editing work based on audience needs. Only in this way can they effectively enhance the interest and appeal of news content, gain greater recognition and favor from audiences, and make greater contributions to the development of a harmonious society. In view of this situation, this paper first briefly introduces the importance of improving news editing skills, then analyzes in detail the current state of radio and television news editing from the perspective of new media, and finally proposes several optimization suggestions for editing techniques.

**Keywords:** Internet; new media era; new media perspective; radio and television news; editing techniques

**CLC Number:** G222.1

**Document Code:** A

**Article ID:** 1671-0134(2021)01-99-03

**DOI:** 10.19483/j.cnki.11-4653/n.2021.01.030

**Citation Format:** Zhang Xu. Research on Editing Techniques for Radio and Television News from the Perspective of New Media[J]. China Media Technology, 2021(01): 99-101.

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New media represents an emerging phenomenon based on Internet and computer technology. With the rapid development of information technology, new media has gradually become the primary method and channel for people to obtain needed information. Compared with traditional radio and television media, new media is characterized by its broadness, diversity, and convenience, and has been widely applied across all industries, greatly promoting the development and progress of human society. However, for radio and television, the widespread application of new media has brought new challenges, leading to significant audience loss and declining ratings. In this situation, to enhance their influence and ratings, radio and television news editors must grasp the pulse of the times, recognize the defects and deficiencies of traditional editing models, and comprehensively apply new media technology concepts to optimize and innovate their working methods and enhance the diversity of editing techniques. Only then can they provide higher-quality content for audiences, fully meet their personalized needs, better fulfill public opinion guidance, achieve greater social and economic benefits, and promote harmonious social development. Therefore, this research on radio and television news editing techniques from the perspective of new media holds important practical significance.

## 1.2 Further Stimulating Audience Interest

In actual practice, to further stimulate audience interest, news editors must shift their thinking, reasonably apply editing techniques, innovate content based on audience interests, and incorporate more diverse forms of expression into news editing to improve news broadcast quality and enhance the timeliness, authenticity, and ratings of news programs. Meanwhile, as the pace of modern life accelerates, many loyal audiences of traditional radio and television programs have begun to selectively watch news programs, and audience needs have become increasingly diversified. Moreover, in the new media context, audiences have more diverse choices. Therefore, radio and television news editors must continuously enhance their editing literacy through ongoing knowledge acquisition, select news manuscripts based on actual audience needs, and produce more diverse and richer programs to fully stimulate audience interest in news.

## 2. Current Status of Radio and Television News Editing from the New Media Perspective

### 2.1 Relatively Low Technical Level

New media is a new form of media that has evolved from traditional media such as television, radio, and newspapers by integrating Internet and computer technology, with main manifestations including digital television, mobile media, and online media. Compared with traditional media, new media's editing and dissemination methods are relatively more flexible and diverse, and its editing means are more scientific and advanced. Meanwhile, radio and television news programs are only broadcast at fixed times with clear normative requirements for broadcast procedures. Therefore, radio and television news programs have relatively low timeliness. Additionally, radio and television news editors themselves have relatively low technical levels and relatively traditional editing skills, making it difficult to break through traditional work bottlenecks. Consequently, with the continuous emergence and rapid development of new media, radio and television news program ratings are rapidly declining, their dissemination scope is becoming increasingly narrow, and their influence is continuously diminishing. Radio and television news editors must recognize the defects and deficiencies of traditional editing techniques and keep pace with the times to effectively improve editing efficiency and quality and enhance the influence of news programs.

### 2.2 Difficulty Meeting Personalized Audience Needs

Radio and television news programs are audio-visual arts that integrate video, images, and sound to provide audiences with unique news content. However, in actual editing, if editors always adopt traditional and singular forms, it will inevitably make news program content overly rigid and monotonous, lacking freshness and interest, reducing the overall artistic effect of programs, creating stereotypical impressions among audiences, and leading to aesthetic fatigue.

From the new media perspective, meeting personalized audience needs has gradually become a key objective for news editors. Since new media employs more advanced technology, its content is more diversified and can provide audiences with more varied information content to fully meet their actual needs. If radio and television news editors rigidly adhere to traditional editing models and cannot reasonably integrate new media technology concepts into their advantages to optimize and innovate editing forms, they will inevitably fail to meet audience needs, resulting in news content that remains less attractive and timely than new media, ultimately causing continuous declines in program ratings and influence.

### **2.3 Excessive Pursuit of Economic Benefits**

In modern society, severely influenced by utilitarian thinking, many people excessively pursue money, and numerous industries prioritize economic interests. In this context, radio and television news editing has also been affected to a certain extent, with excessive pursuit of economic benefits not only causing continuous declines in news information quality but even leading to false and exaggerated misinformation that affects normal public opinion guidance and threatens harmonious social development. Meanwhile, against this backdrop, many television stations insert large amounts of advertising during news broadcasts, greatly diminishing the influence and appeal of radio and television news.

## **3. Optimization Suggestions for Radio and Television News Editing Techniques from the New Media Perspective**

### **3.1 Establishing Correct Internet Thinking**

Before the emergence of new media, radio and television were the main channels for people to obtain news information, helping them accurately grasp hot events in society. However, radio and television news programs had relatively low timeliness, and audiences could only watch news information at fixed times with content that would not change according to their preferences. In the new media era, through effective utilization of new media channels, people can obtain corresponding news information from more diverse channels according to their interests, posing a serious impact on traditional media such as radio and television and causing massive audience loss, even gradually fading from people's view. Meanwhile, in the new media era, smartphones and the Internet have gradually become the main carriers for information acquisition, with more novel and diverse information that better captures people's attention, relatively stronger timeliness, enabling people to quickly understand and grasp the latest hot news of the day in a short time, completely breaking free from the constraints of traditional dissemination models and saving time spent obtaining news information. Therefore, to keep pace with new media development, fully meet people's actual needs, further improve editing work efficiency, and enable people to understand news information more timely and efficiently, radio and

television news editors must break free from the constraints of traditional thinking, innovate editing awareness, and conduct editing work through the effective application of new media innovative concepts and technologies. Only then can they improve overall program quality to a greater extent, enhance the interest and appeal of program content, and gain more audience favor and recognition. Additionally, from the new media perspective, Internet thinking is receiving increasing attention and has greatly influenced the media industry. News editors must establish correct Internet thinking to enhance their creativity, edit more novel and diverse news content, further expand news dissemination space, better complete public opinion guidance, and promote harmonious and long-term social development.

### **3.2 Enhancing Technical Proficiency**

In the editing process, radio and television news editors must recognize the defects and deficiencies of traditional editing models and optimize original editing forms if they want to further expand their development space, break free from traditional constraints, lead the trend of the times, fully exert their public opinion guidance responsibilities, and achieve full dissemination of positive energy information. For example, when processing images, editors can learn from new media dissemination patterns, recognizing that new forms of expression such as animation, short videos, and bullet comments are increasingly popular, and audiences can achieve real-time interaction and discussion on topics through sending bullet comments. Meanwhile, when producing short videos, editors can optimize and improve traditional news dissemination forms and expression methods, create animated news content, vividly restore the complete scenario of events, fully stimulate audience interest, and gain more audience favor and recognition. Additionally, to further improve content presentation, editors must enhance their editing capabilities and skills to fully capture audience attention. For example, when selecting shots, editors can use multiple shot combinations to present complete scenes visually, editing images in the process to fully meet audience appreciation needs. When editing and cutting images, editors should scientifically select news content and enhance editing logic. When processing images, they must ensure that upper and lower segments connect reasonably and select shot cut points according to thematic needs to further enhance the vividness of news images. When selecting news topics, they should emphasize topic novelty to ensure news titles can attract public attention, and editors can use computer technology and related software to modify manuscripts, thereby greatly enhancing work efficiency and quality.

### **3.3 Reasonable Application of Fuzzy Editing Techniques**

In news editing, to comprehensively and objectively reflect social development and people's real lives, radio and television news editors must follow principles of objectivity, clarity, timeliness, authenticity, and accuracy. However, in actual editing, editors inevitably encounter special situations where certain news

may cause adverse social impacts and threaten normal social order. Directly broadcasting such news content may also affect the role of radio and television news in learning, education, and supervision, making it difficult to disseminate positive social energy. Therefore, when encountering such situations, news editors can apply fuzzy editing techniques. Fuzzy editing techniques are absolutely not blurred mosaic-like images but rather the blurring of secondary news content that may cause side effects in reports of emergencies or major disasters, completing objective and authentic reporting with positive energy and humanistic care, and clearly presenting content beneficial to the nation and people. In news editing, the reasonable application of fuzzy editing techniques can achieve two effects: First, important news information can be accurately conveyed through indirect and clear language. For example, when editing news about the 2008 Wenchuan earthquake, editors should focus on reporting rescue efforts and actual disaster conditions to meet audiences' urgent need to understand the disaster. Second, fuzzy editing techniques have a confidentiality effect that can effectively prevent the leakage of state secrets. For example, when reporting political and military news that may involve state secrets, news editors can reasonably apply fuzzy editing techniques to achieve balanced processing of information broadcasting and confidential relationships, accurately highlight the real progress of events, and blur units and personnel that may be involved.

### 3.4 Conducting News Editing Based on Audience Needs

First, editors should establish a lifelong learning concept, enhance their professional ethics through knowledge acquisition, and scientifically select news content to accurately disseminate positive social energy. Simultaneously, editors should also enhance their judgment of right and wrong to better guide audiences to view related news events rationally and accurately. In image editing, editors must not only be proficient in handling various tasks but also maintain a correct learning attitude, enhancing their new media technology and software application capabilities to better complete news editing and processing. When editing images, editors should also control image detail information well, promote full integration of images and sound, create more distinctive news content, and better meet actual needs to improve the influence and guidance of news content. Second, with the rapid development of digital information technology, new media has sprung up like mushrooms after rain, and news publicity platforms have become more diverse. Although new media has a relatively short history, it has now become the main channel for people to obtain information. Faced with this situation, to further enhance their competitiveness, radio and television news editors should reasonably apply in-depth excavation techniques in news editing to produce more classic and high-quality news, enhance the competitiveness of radio and television media, and promote their long-term sustainable development. If other media have already reported news information, editors can report the news from other angles to provide audiences with novel experiences, attract more audience attention, and increase news content attention. Additionally, in real life, using interesting editing techniques to broadcast more interesting news

content can further enhance the competitiveness of radio and television media and gain more audience favor. However, practical analysis shows that interesting editing techniques are relatively difficult to apply and are not suitable for reports on major disasters and emergencies, and forced application may even cause counterproductive effects.

In summary, in the new media environment, with the continuous emergence of various new media channels, audience demands for radio and television news are constantly increasing, and their access to news information is becoming more diversified. Traditional editing methods are exposing more and more problems, not only failing to attract more audiences but also causing massive loss of existing audiences and continuous declines in news program ratings. Meanwhile, practical analysis reveals that radio and television news editing is essentially an artistic creative technique. Therefore, to more efficiently perform their duties and edit more attractive and creative news content, news editors must transform editing concepts, enhance their new media technology application capabilities, and reasonably apply image language and new media technology concepts to promote perfect integration of art and technology, thereby ensuring authenticity of news content while completing intuitive and comprehensive presentation of related content and correctly guiding public opinion.

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

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