

A Preliminary Analysis of the Innovation and Development of Television Program Directors in the Context of New Media Convergence - Postprint

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Abstract

In recent years, China's new media industry has achieved sustained development. In particular, the increase in advertising professionals and film and television industry personnel has continuously elevated public aesthetic consciousness and cultural literacy. Providing abundant television programming and ensuring content diversification can offer greater development space for the television industry, while also contributing to the orderly construction of China's cultural market. In this context, television program directors face heightened requirements, necessitating multi-faceted innovation across the industry. Therefore, this article analyzes the communication characteristics of television programs under new media convergence, examines the current state of television program dissemination in this environment, and proposes effective implementation strategies based on practical considerations.

Full Text

A Brief Analysis of the Innovation and Development of Television Program Directors in the Context of New Media Convergence

Abstract: In recent years, China's new media industry has achieved sustained development, particularly with the increase of advertising professionals and film and television industry personnel, which has continuously elevated people's aesthetic awareness and cultural literacy. Providing rich television programs and ensuring diversified content can create greater development space for the television industry and contribute to the orderly construction of China's cultural market. In this context, higher demands are placed on television program directors, necessitating multifaceted innovation within the industry. Therefore,

this paper analyzes the characteristics of television program dissemination under new media convergence, examines the current state of television program dissemination in this context, and proposes effective implementation strategies based on practical considerations.

Keywords: new media; television programs; director; innovation

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In the era of new media communication, higher demands are placed on the comprehensive quality of personnel, requiring directors to master extensive knowledge and superior professional skills. Therefore, effective training is essential. Typically, an excellent television program director can analyze program themes and innovate program types and styles, thereby injecting greater vitality into television programs. Under the background of new media convergence, improving the comprehensive quality of television directors can also provide strong guarantees for the stable development of the entire television industry.

1. Characteristics of Television Program Dissemination Under New Media Convergence

First, fragmented dissemination has been realized. In modern society's continuous progress and development, internet technology has been widely applied. Many websites have added dedicated news columns, and platforms like WeChat or Weibo enable news browsing, interactive information exchange, and direct client downloads, providing users with effective information resources while reducing the limitations of fixed programming schedules inherent in radio and television broadcasting. Simultaneously, through mobile terminals, users can select program content according to their personal interests and hobbies. Under this new media construction model, the use of the internet has not only enabled people to access news information but also provided platforms for product promotion, enhancing advertising value while increasing product visibility and reducing investment costs for advertisers. The new media environment has achieved comprehensive diversified development, effectively compensating for the temporal and spatial viewing limitations of television programs and addressing deficiencies in traditional broadcasting development. This represents a primary characteristic of new media television culture dissemination.

Second, interactive dissemination has emerged. Currently, many users have begun using new media products such as Weibo and WeChat, which possess

substantial information capacity and enable real-time interaction while watching television programs. This was impossible with traditional radio and television broadcasting. For example, a certain television station established a music program public account on Weibo and WeChat, allowing hosts and listeners to discuss and interact. Through the host's distinctive commentary, many listeners actively participated, ensuring the effectiveness and realization of program interaction.

2. Current Situation and Problems of Television Program Directors Under New Media Convergence

2.1 Television Program Viewers Trending Toward an Aging Demographic

With the continuous progress and development of modern society, internet and computer technologies are increasingly utilized, and various terminals have become widespread, significantly improving people's quality of life. Against the backdrop of new media implementation, essentially everyone owns a mobile phone and computer, enabling them to watch online videos anytime with freely selectable picture quality. The use of the internet has synchronized television content viewing, posing considerable challenges to traditional television media. For instance, different age groups have different media preferences. Currently, the demographic primarily using the internet consists of those born in the 1980s and 1990s, who have been greatly influenced by the internet and predominantly use mobile phones to browse and read information. However, as the aging trend intensifies, people's voluntary television viewing continues to decline. Particularly in the new media development environment, innovative uses of new media have caused some television viewers to shift toward new media platforms, resulting in an aging television audience demographic.

2.2 Intense Competition from Diversified Media Development

The new media era has enabled the diversified development of information transmission carriers, promoting innovative development of program content. In current society, internet technology is widely applied, especially the use of electronic products that have deeply penetrated people's production and daily lives, providing significant convenience for accessing information. Traditional television media still cannot meet the diversified needs of the public during actual utilization, as media such as computers and mobile phones offer greater advantages. Compared with television, these devices not only provide more convenient information access but are also portable in size. Even without network access, previously downloaded video information can be watched anytime and anywhere—advantages that television lacks. Traditional television media faces increasingly fierce market competition in practical application, generally manifested as competition between programs. During actual development, improving program ratings has become the primary condition for competition and

serves as the main standard under competitive pressure. In the new media era, electronic product categories have become more abundant, particularly with the downloading of numerous apps, placing television programs under tremendous competitive pressure. Under these massive competitive forms, network platforms and competitive structures have become more complex. In this intense background, to gain a favorable position, television media must achieve innovation, integrate with new media, strengthen interaction with social platforms, and ensure the attraction of more audiences.

2.3 Lack of Novel Content in Programs

Television programs remain insufficiently innovative with uneven actual development. Due to significant economic disparities between regions, cultural development within regions is also unbalanced. Based on analysis of China's actual television program development in recent years, economically developed regions such as Beijing, Shenzhen, and Shanghai feature more diverse program types with finer production quality, into which greater human and material resources have been invested, facilitating the effective cultivation of numerous television program director talents. Additionally, some personnel possess higher professional qualities and skills with extensive television program production experience. These individuals pursue more professional teams and higher salary benefits, leading to talent shortages in economically impoverished regions where produced television programs are rougher. Such programs not only fail to achieve higher ratings but also cannot guarantee program quality, creating a substantial gap with regional television program development. Television program review processes are stricter, and inserting advertisements into television programs requires higher costs, causing many advertisers to shift to new media platforms. Under the new media construction model, through internet usage, people can not only grasp news information but also conduct product promotion on these platforms, enhancing advertising utilization value. While product visibility increases, investors' costs decrease. Under new media development, many television program directors have recognized the necessity of television station innovation, with some television stations adding online broadcasting platforms that synchronize television programs with the internet. This allows audiences to choose from multiple playback forms according to their needs. However, program playback frequency faces certain restrictions, and repeated viewing is not possible, which fails to meet recognized demand conditions. This situation indicates that television program viewing modes remain imperfect, primarily because some television programs are broadcast only once. Due to time slot limitations, repeated playback is impossible, failing to meet certain viewing demands. In contrast, new media not only enables repeated playback but also allows for pausing and fast-forwarding anytime, with updated playback carriers achieving overall diversified development. New media has optimized the shortcomings existing in television programs and represents the primary force in information dissemination. Based on analysis of relevant experience, multimedia forms are more diverse but still cannot replace traditional media's position in the pub-

lic' s mind. Therefore, regardless of media form, it is essential to consider the characteristics of the era, promote the exertion of their significance, and provide overall innovation to achieve cultural product inheritance and development.

2.4 Low Personnel Quality

From a macro perspective, China' s television program production teams exhibit low quality, particularly in professional competence that requires further strengthening. Professional quality improvement generally needs to adapt to information dissemination demands in the modern media era, requiring professionals to master knowledge in advertising, video, and other aspects. Although some personnel have entered television program director work, they have not actually attended professional schools or undergone effective training. In television program director work, they cannot achieve systematic construction nor deeply engage in the field, failing to scientifically grasp television program creation processes and not achieving integrated learning of collection and editing. The primary reason for this situation is that television program talent teams are not from the original major. Under modern scientific and technological development, with the widespread application of multimedia, mobile phone functions have become more complete, particularly the use of single-lens reflex and mobile video functions. This has created a group of enthusiasts with higher enthusiasm for film and television creation. Nevertheless, under the development of network information culture, television program director work lacks certain professionalism.

3. Analysis of Innovation and Development for Television Program Directors Under New Media Convergence

In the information age, with the improvement of scientific and technological levels, new media has emerged and been utilized. As a traditional medium, television programs occupy a significant position in the media market. Only through innovation and the creation of unique television program brands can they gain a strong position in the fiercely competitive market and ensure active audience participation.

3.1 Diversified Innovation in Program Content

Under the diversified development background of new media and facing intense competition trends, traditional television media encounters even more fierce market competition in practical application. Generally, this manifests as competition between programs. During actual development, improving program ratings has become the primary condition for competition and serves as the main standard under competitive pressure. In the new media era, electronic product categories are more abundant, particularly with the downloading of numerous apps, placing television programs under tremendous competitive pressure. The widespread application of internet technology, especially electronic

products, has deeply penetrated people' s production and daily lives, providing significant convenience for accessing information. Traditional television media still cannot meet the diversified needs of the public during actual utilization because using computers, mobile phones, and other media offers greater advantages. Compared with television, these devices not only provide more convenient information access but are also portable in size. Even without network access, previously downloaded video information can be watched anytime and anywhere –advantages that television lacks.

3.2 Improvement of Personnel Quality

Television program directors need to fully analyze audience reactions and possess a strong sense of social responsibility, placing modern society' s core values in the primary position and transmitting them through different methods. Television program directors must have correct ideological values, understand the significance of television directing, and effectively communicate the values embodied in television programs to audiences. This can promote the high-quality completion of television program production. Therefore, ensuring the formation of a sense of social responsibility among television program directors can prevent the production of crude television programs solely for ratings. Instead, they can produce programs that incorporate the characteristics of the era and meet developmental demands, bringing different experiences to audiences and providing new spiritual sensations. It is also necessary to promote the improvement of television directors' social and communication abilities, as television program production requires a strong team, with television program directors playing important roles throughout event planning. During work execution, they need to coordinate multiple aspects and maintain relationships among various parties. Simultaneously, they must master the specific processes of television programs, learn planning and statistics, and ensure comprehensive control over the overall progress of television programs. Furthermore, they need to conduct detailed research on the value concepts and production plans proposed for television program content, disseminate the situation to team members, and strengthen communication and exchange with them. This not only improves the operational efficiency of television programs but also saves more costs and time.

To promote personnel quality improvement, professional training must be provided to enhance comprehensive personnel capabilities. Television program director work itself possesses strong professionalism. During the design and production of television programs, directors must not only master professional techniques but also possess good management methods. Particularly for television program production, certain professionalism and rich experience are required to learn content review and editing. Improving the professional level of television program directors will ensure the enhancement of television program content value and increase its interest. Therefore, in the new media convergence era, to improve television program production quality, television program director personnel must not only enhance their professional levels but also learn to fully

apply modern scientific and technological methods to form distinctive program styles and technical teams. Through the penetration of innovative thinking in work and practical execution, they can achieve technological innovation in the new era and ensure the active cultivation of television program director talents.

3.3 Strengthening Cooperation Between Media

The integration of television media and new media ensures better communication and cooperation between the two. Under the new media construction background, to achieve innovative development of television programs, it is necessary to leverage new media forms based on one's own deficiencies, actual conditions, and the characteristics of the era. By strengthening integration with new media and adopting diversified construction forms, common progress can be achieved. Under these construction conditions, not only can more effective broadcasting channels be provided for news and television programs, but audience-information communication can also be promoted. This new communication form has gradually been recognized and appreciated by people. The use of television program media requires more professional interview characteristics and possesses priority rights, with more professional equipment applied during usage. Although new media usage is more convenient in dissemination, it remains relatively fragmented and insufficiently professional overall. Particularly when compared with news interviews, it lacks higher professionalism. To address this situation, it is essential to ensure the exertion of television and new media advantages. Under the condition of ensuring program 观赏性 (viewability) and reliability, combining them with new media—for example, adding WeChat and Weibo as effective communication platforms—can enhance the popularity and publicity of television programs. This allows the public to recognize the necessity of traditional program exertion. Therefore, providing effective carriers between new media and traditional media plays an important role in improving information publicity efficiency. For instance, registering WeChat and Weibo accounts to promote program information on these platforms when programs are broadcasted, releasing relevant program topics for discussion, enables audiences to fully express their opinions and suggestions while appreciating programs. To encourage active audience participation, prize-winning quiz activities can also be added to ensure higher program ratings.

3.4 Building Brand and Adhering to the Mass Line

Forming brand awareness and taking the mass line as the foundation is essential. Under the new media construction model, the formation of brand awareness holds vital significance for the positive development of television programs. Strengthening brand construction and forming brand characteristics can fully reflect the value of new media. In the new era development, although combining era characteristics can demonstrate program popularity and fashionability, it is also necessary to integrate audience development needs, obtain active testing from the masses, and ensure that television programs achieve positive devel-

opment. There is also a need to form innovative thinking. While developing advantages are being exerted, advanced concepts can be utilized to ensure the formation of brand awareness.

Based on the above analysis and exploration, in the modern information age, with the widespread utilization of science and technology, information dissemination channels have become more diverse, bringing greater challenges to the communication market development. Particularly, the application of internet technology has enabled network media to optimize traditional media and promote the exertion of their significance. Under the foundation of traditional media conditions, integration with new media has been achieved, providing strong vitality for the overall construction effect of television programs.

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

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