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Analysis of Innovative Pathways for Television News Gathering and Editing in the Era of Media Convergence (Postprint)

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Abstract

With the rapid advancement of science and technology, new media is assuming an increasingly significant role in news gathering and editing, while information acquisition channels are becoming increasingly diversified. The application of new media technology to news gathering and editing and its integration into people's lives, facilitated by continuous improvement and enhancement of this technology, serve to meet people's needs and promote the development of new media technology.

Full Text

Innovative Paths for TV News Gathering and Editing Work in the Era of Media Convergence

Abstract: With the rapid advancement of science and technology, new media has become increasingly important in news gathering and editing, while information acquisition channels have grown more diversified. Integrating new media technologies into news gathering, editing, and daily life necessitates continuous improvement of these technologies to meet public needs and foster their further development.

Keywords: media convergence era; TV news gathering and editing work; innovative paths

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1. The Urgency of Innovation in TV News Gathering and Editing Under Media Convergence

1.1 Influence of National Policy

The integration of traditional and new media represents a crucial trend in contemporary media development and an inevitable path toward sustainable growth in the media industry. The “Central Kitchen” model serves as a significant symbol of this integration and transformation, achieving true convergence and reconstruction across various media platforms and playing a vital role in the development of television news. In the second quarter of 2015, the “Central Kitchen” launched by *People’s Daily* became an industry hotspot, attracting widespread public attention. The 2016 document “Opinions on Accelerating the Integration of Radio, Television, and New Media” explicitly called for promoting the construction of an integrated system for traditional and new media. Furthermore, in 2017, Liu Qibao emphasized that media convergence is inevitable given current development patterns. During this period of innovation and development in new media technology, we must adhere to a “mobile-first” development philosophy, create media suited to the new era, and actively promote the implementation of “Central Kitchen” projects. Consequently, news gathering and editing work must align with this development trend.

1.2 “Survival Crisis” Driving Transformation of Traditional TV News Gathering and Editing

Technological advances have enabled increasing numbers of people to access diverse information through mobile devices, and the development of mobile terminals has catalyzed tremendous growth in new media technologies. Regardless of location, individuals can easily send and receive information using mobile devices. With the emergence of “Central Kitchen,” “AR,” and “H5 news,” the media industry has developed effective methods to improve work efficiency and quality. In particular, the H5 news model, which combines advanced technology, has enhanced the efficiency of TV news editing, saved time, and effectively improved competitive advantages. This “survival crisis” has made transformation and integration of TV news gathering and editing work inevitable.

2. Characteristics of TV News Gathering and Editing in the Media Convergence Era

In the era of media integration, brand effects have become more significant in influencing TV news editing, information reception methods have grown increasingly diversified, and higher demands have been placed on information dissemination quality. Brand effects offer inherent advantages in new media transmission speed and patterns, while information disseminated by brand media demonstrates greater consistency and reliability. As audiences now have

more channels for receiving information, their initiative in selecting different types of information from various sources has strengthened, and their ability to judge information quality has improved, reducing their blind reliance on TV news information.

3. Required Capabilities for TV News Gathering and Editing Professionals in the Media Convergence Era

Political Literacy and Theoretical Capacity: TV news has a popular character, and TV news gathering and editing professionals represent the embodiment of TV programs' spirit and political consciousness. They must possess correct values and convey accurate national policies and guidelines to audiences.

Keen Observational and Analytical Skills: In the modern information-rich environment, news gathering and editing professionals must demonstrate keen observational and analytical capabilities to identify valuable news from vast amounts of information for their audiences.

Proactive Planning and Initiative: In the increasingly competitive TV news industry of the media integration era, professionals must possess proactive planning and initiative capabilities to ensure news broadcast quality and efficiency.

Capacity to Plan and Maintain Local News Characteristics: Local news characteristics constitute capital for TV news to compete with other media. Accordingly, TV news professionals should strengthen planning of topics relevant to local residents based on local realities, emphasize public concerns, and enhance the social benefits of TV news.

4. Innovative Paths for Domestic TV News Gathering and Editing Work in the Media Convergence Era

4.1 Shortening the Distance with the Masses

In the media era, shortening the distance with the masses is crucial for improving TV news gathering and editing efficiency. In practice, TV news professionals should focus on public needs and rationally utilize media resources to optimize and improve reporting models to achieve gathering and editing objectives. During the editing process, they should abandon traditional concepts, fully leverage local characteristic news, and maximize TV news reliability and authenticity. Editors must consider multiple factors, including news timing and audience receptivity. During news broadcasting, they can collect information from daily life and work, integrating it with real-life situations to improve broadcast efficiency.

4.2 Changing News Gathering and Editing Methods

Current news gathering and editing professionals should adopt forms that audiences enjoy, abandoning traditional dull and monotonous programs. While ensuring effective news coverage, they should broaden the width and breadth of news content, enrich news material, and continuously track and report on hot events to enhance news value.

4.3 Building a “Central Kitchen” Omnimedia Gathering and Editing Platform

With the rapid development of media convergence, the creation of the *People's Daily* “Central Kitchen” platform has gradually increased investment from central and local media, party organizations, and government departments, establishing the “Central Kitchen” as the “standard” for media integration and transformation. During this process, we must actively promote the creation of “Central Kitchen” projects to improve news gathering and editing performance and efficiency, enhance news timeliness, and optimize news workflows. In current new media development, the “Central Kitchen” represents the direction for the media industry. The proposed “Central Kitchen” model optimizes news content by placing news data into databases, processing information from self-media databases to increase news value, and further disseminating it through online platforms. Various explosive news stories are continuously increasing. Huang Xinyang, editor-in-chief of *Jiangxi Mobile Newspaper*, noted that through the “Ganpo Cloud” platform, *Jiangxi Daily* successfully completed approximately 63 MMS clients, 4 independent clients, and 16 “Central Kitchen” projects, achieving remarkable success in all aspects compared to traditional media.

4.4 H5 News Production Model

The H5 news model has also emerged alongside new media integration. Its low production cost, cross-platform compatibility, and large capacity provide TV news with a new appearance suited to modern media development needs. H5 involves broader scope, including text, graphic advertisements, and advertising policies, enabling full potential across wider fields. Media outlets such as *People's Daily*, *Xinhua News Agency*, and *NetEase News* have done extensive work in compiling and releasing H5 news, achieving what traditional media cannot in terms of cost and effectiveness. H5 news produced by experienced teams and software template teams can be completed in batches within two days and can play a positive role. In future media development, “strong content + light form (H5 format) + new channel (news portal channel)” will be the most popular method for broadcasting news and the standard for all news event reporting.

4.5 Innovating Work Concepts and Models

In 2016, Premier Li Keqiang proposed the S-curve during his visit to Peking University. The S-curve indicates that each method develops relatively slowly at the

beginning, but once mature, it experiences explosive growth. However, in the later stages of technological maturity, growth slows due to limited development space. In other words, TV news reporting in the media era also exhibits S-curve characteristics. New media is currently in a period of rapid development. Therefore, to ensure benefits from news gathering and editing work, it is necessary to reconstruct new gathering and editing forms throughout the entire process, relying on mobile internet platforms to achieve new economic growth points. On one hand, TV news professionals can systematically integrate front-end interviews and back-end editing according to the nature of the media era, conducting interviews within flexible operating systems based on news content needs. Simultaneously, they can create personalized, unique news reporting models by combining database resources. Based on previous interviews, TV news editors can use audio-gathering models to add sufficient news text content and dynamic information, supplemented with appropriate images and background content to enrich news material. Additionally, TV news editors can learn from their news editing experience and promote improvements in the news gathering and editing process based on TV news content work incentive mechanisms and production management workflows. When producing short video news, TV news editors can employ corresponding interview techniques to ensure reporting accuracy and editing efficiency. Previous news editing combined on-site activity perspectives with brand awareness, promoting and publicizing news through products and events to create hierarchical news material. Moreover, the media era has raised requirements for TV news topic planning. Therefore, during TV information editing, TV news professionals must prioritize valuable news information and content favored by audiences, while reconstructing relevant news based on their practical experience and creative thinking to improve the competitive advantages and competitiveness of the news industry.

4.6 Improving Program Ratings

Improving TV news program ratings and quality is directly inseparable from the comprehensive quality of TV news staff. The quality and attitude of journalists determine the overall quality and efficiency of TV news. Therefore, enhancing staff comprehensive quality represents a primary approach to improving competitive advantages. Staff must establish a strong sense of responsibility and mission toward TV news, along with a sense of time urgency—every minute and second is crucial for TV news. Even a one-second error may prevent the entire TV news program from broadcasting, imposing strict requirements on staff to establish sound professional ethics, work diligently and conscientiously, and maintain strong time urgency. Simultaneously, as TV news journalists, they must have a time consciousness, strong professional capabilities, and adaptability to ensure hot news broadcasts at the first opportunity. As journalists, they must ensure news timeliness, which is an effective way to improve competitive advantages. TV news workers are not isolated individuals but a team requiring mutual cooperation among members. Only through active interaction and collaboration can work be effectively completed with guaranteed quality and ef-

iciency. However, unexpected situations may arise during news gathering and editing, requiring professionals to possess adaptability while completing their own tasks to ensure effective problem resolution. This is inseparable from the professional skills and comprehensive quality of news gathering and editing professionals, which promotes innovative development and competition in TV news and achieves sustainable development.

4.7 Enhancing the Comprehensive Quality of News Gathering and Editing Personnel

In the media integration era, it is necessary to improve the overall quality of news editing personnel to enhance TV news program quality. To better meet social demands, current TV news gathering and editing professionals must not only improve their overall quality but also possess a sense of responsibility, high-level professional knowledge, and sound professional ethics and skills to quickly edit and adjust news content, thereby improving gathering and editing efficiency.

4.8 Focusing on Post-Production Details in Gathering and Editing

After completing TV news material gathering and editing, it is necessary to use software for post-processing of audio, video, and text to avoid inconsistencies between video content and audio data or incorrect subtitle timing. Detail processing determines news success or failure and constitutes the basic skill of news gathering and editing work. Detail selection should comprehensively represent news events, and the ability to discover and capture details should become a professional habit. Scientifically integrating news information creates strong dissemination power, thereby maximizing the benefits of multi-channel information transmission.

In the new media era, news gathering and editing professionals must change traditional concepts, emphasize interaction with the public, listen to people's voices, understand their spiritual needs, enrich news content, improve their own quality, and strengthen emphasis on TV news post-production to promote TV news innovation and development.

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

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