

Innovative Thinking on Television News Editing and Production Methods in the Internet+ Environment (Postprint)

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Abstract

Since the proposal of the “Internet Plus” strategy, various major industries have embarked on the development path of networking, electronification, and informatization, adopting the “Internet Plus” development mindset, leveraging information means and network technologies to create new platforms and development domains, keeping pace with the times, and achieving transformation, upgrading, and innovation. The benefits and new platforms brought by “Internet Plus” are conducive to better understanding changes in people’s life behaviors, consumption needs, and ideological dynamics; whether in education or cultural perspectives, or in media or manufacturing, all have gradually shifted their core to the online domain. For TV news editing and production, the proposal of the “Internet Plus” strategy has not only promoted the development of news media and changed the environment of TV news dissemination, but has also given rise to new production technologies and dissemination channels. TV news editing and production in the “Internet Plus” environment is caught between opportunities and challenges, making innovation in editing and production methods imperative.

Full Text

Innovative Approaches to TV News Editing and Production Methods in the “Internet Plus” Environment

Abstract: Since the proposal of the “Internet Plus” strategy, major industries have embarked on paths of networkization, electronification, and informatization, adopting an “Internet Plus” development mindset. By leveraging information technologies and network technologies, they have created new platforms and development domains, kept pace with the times, and achieved transformation, upgrading, and innovation. The benefits and new platforms brought by

“Internet Plus” facilitate a better understanding of changes in people’s behaviors, consumption needs, and ideological dynamics. Whether in education, cultural horizons, media, or manufacturing, the core has gradually shifted online. For TV news editing and production, the “Internet Plus” strategy has not only promoted the development of news media and transformed the environment of TV news communication, but has also given rise to new production technologies and communication channels. TV news editing and production in the “Internet Plus” environment is caught between opportunities and challenges, making innovation in editing and production methods an urgent priority.

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The “Internet Plus” environment continues to evolve with innovations in information technologies and internet technologies. TV news media operating within this environment must also innovate communication forms and optimize planning processes along with technological advancement and the progress of the times. Based on audience demands for news information communication, interaction, and dissemination, TV news editing and production workflows must be reconstructed. TV news media must not only inherit traditional production methods but also continuously optimize them alongside innovations in new media technologies, internet technologies, and information tools. By reasonably utilizing emerging media forms such as WeChat, Weibo, and blogs, they must establish new production goals, directions, and communication forms oriented toward audiences, build an “Internet Plus TV News Editing and Production” platform, and foster innovative awareness to enhance TV news communication effectiveness and ratings.

1. The Impact of “Internet Plus” on TV News Editing and Production

The “Internet Plus” environment represents a new context where the internet intersects with various traditional industries and information develops in diversified ways. In this environment, all industries must adapt to the information era by repositioning their development directions and exploring future prospects in new platforms and domains, thereby achieving transformation and upgrading amidst the challenges and opportunities the environment presents. As a mainstream communication platform, TV news media must recognize the impact of the internet on people’s lives as information acquisition channels and demands change in the “Internet Plus” environment. Only through breakthrough and innovation can TV news media rapidly adjust internal structures and operational mechanisms to better adapt to current social needs, thereby overcoming

the dilemmas currently faced by TV news editing and production, especially as internet TV, Weibo, and other emerging media occupy market share.

In terms of the impact of the internet and “Internet Plus” thinking on TV news media development, TV news editing and production must address production goals, production optimization, communication forms, and production directions. While inheriting traditional editing and production methods, they must also leverage the advantages of various new media such as Weibo and WeChat, introduce modern information and network technologies and production concepts, and focus on exploring innovation in news editing and production to improve TV news ratings. This approach enables more audience groups to participate in news editing, production, and dissemination, optimizing TV news editing and production effects and addressing the dilemmas brought by the “Internet Plus” environment and technological innovation.

2. Objectives of Innovating TV News Editing and Production Methods in the “Internet Plus” Environment

Current TV news editing and production practices in material collection, content editing, production workflows, and production cycles do not meet “Internet Plus” environment demands for information dissemination speed, coverage, and personalized customization. While TV news editing and production possess strengths in originality, content authenticity, and sophisticated production, they must adapt to the new social environment by accelerating news production cycles and promoting interaction with audiences, thereby adjusting and optimizing news content based on audience feedback.

In view of this, innovating TV news editing and production methods serves two primary purposes. First, to enhance the overall efficiency of TV news work. The value of TV news mainly lies in its timeliness and freshness. The emergence of network communication technologies and new media technologies has expanded the dissemination scope of various information and accelerated dissemination speed. However, traditional TV news media’s information dissemination advantages are inferior to those of new media. To highlight the value of traditional TV news media, they must ensure news content freshness and accelerate dissemination speed. Only by revolutionizing TV news editing and production methods can they improve overall news production efficiency and present original, well-produced news to audiences at the fastest possible speed.

Second, to promote coordinated interaction among departments. TV news editing and production is a highly complex project that requires active cooperation among various departments to complete successfully. However, in actual news editing and production work, Chinese TV stations suffer from insufficient coordination among departments, numerous disputes in personnel organization and arrangement, and unclear responsibilities between positions and departments, which reduces work efficiency. Improving and innovating TV news editing and production methods can enhance departmental coordination and rapport, pro-

mote communication among departments, strengthen editing and planning capabilities, and build high-level editing and production teams. This approach maintains high-level editing and production while shortening news production cycles, strengthening timeliness, and better interacting with audiences.

3. Challenges Facing TV News Editing and Production in the “Internet Plus” Environment

TV news editing and production should re-determine production directions and processes based on the integration of old and new media in the “Internet Plus” environment and the transformation of mass news information demands. By reasonably leveraging new information tools, network technologies, and new media technologies, they should accurately position audience needs and publicity directions, optimize news editing and production workflows, and promote audience participation to adapt to the “Internet Plus” environment. In reality, however, innovation in TV news editing and production methods faces numerous difficulties. They must not only properly position production themes in a constantly changing news editing environment but also optimize news editing and production workflows while comprehensively considering netizens’ comments on news and events, which undoubtedly increases workload.

3.1 Problems Triggered by Changes in the News Communication Environment In the “Internet Plus” environment, the rise of new media has compressed the living space of traditional media and seized its resources, creating a huge survival crisis. According to statistics, audiences now spend progressively less time watching TV, with news information acquisition channels related to networks or new media, and TV news ratings declining year by year. As audience information reading behaviors and habits change, traditional news media must leverage internet advantages to expand TV news dissemination scope. However, competition for audience numbers forces TV news media to cooperate with new media and the internet while leveraging their own advantages, requiring a reshuffling of news editing, production, management, and talent, which triggers a series of developmental changes and poses significant market risks during transformation.

3.2 Disputes Arising from Optimization of News Editing Processes The internet has become an indispensable part of people’s lives, work, and study. The promotion and emergence of various new media have increased audience discourse power and expanded channels for comment publication. Expressing opinions in various self-media has become normal in the media environment. To narrow the distance with audiences, TV news media have added segments for netizen comments and interaction during news dissemination, which increases workload for news editing and production. They must not only write manuscripts and edit videos but also insert netizen comments in real-time, strictly screen and control comments, and promptly adjust directions during program production. This also presents new requirements for TV news editors and producers,

compelling them to adapt to the “Internet Plus” environment, develop habits of reading online comments, and master information technologies and editing skills. Consequently, this leads to fluctuations in personnel, management, and content, unclear departmental and position functions, and further intensifies internal disputes and transformations in TV news editing work.

4. Re-positioning TV News Editing and Production in the “Internet Plus” Environment

Facing numerous challenges in the “Internet Plus” environment, TV news media must re-position their development in the new environment to overcome current dilemmas. In the digital and spatial era, they must propose new TV news editing and production goals, directions, and processes, revolutionizing traditional TV news media editing and production methods to meet audience diversification demands.

4.1 Clarifying Production Goals In the “Internet Plus” environment, TV news editing and production must evolve with technological progress and production concept innovation to meet audience demands for digital and conceptual news reporting in the new era. They must change TV news communication methods, leverage the mainstream public opinion role of traditional TV news media, propagate correct values through news, and fulfill socialist ideology cultivation work. Furthermore, TV news editing and production should change traditional TV news production methods according to the characteristics of different news communication media to satisfy audience diversification demands.

4.2 Establishing New Production Directions “Internet Plus” TV news editing and production should start from industrial innovation and cross-boundary integration, clarify new directions for news production, and promote innovation in TV news editing and production. Nowadays, many journalists have realized that changes in the times and technology have triggered transformations, and news production should combine with the internet to create a new news reporting environment and revolutionize news models. Therefore, the direction of TV news editing and production should be to promote integration between the internet and TV news media, create TV news based on internet thinking, and drive innovation in TV news media communication forms to activate the vitality of TV news communication and achieve TV news program reform and innovation.

4.3 Optimizing Production Processes The transformation of TV news editing and production must comprehensively consider the absolute dominant position and public opinion influence of TV news editors, changes in audience information acquisition demands, and the value of audience participation in information editing. They must transform the positions of editors, producers, and audiences and reconstruct TV news editing and production workflows. TV

news editing and production must serve audiences, consider how to edit content and realize program production from the audience perspective, determine editing themes and program forms, and involve audiences to further enhance the openness of news editing and production, allowing netizens to participate in production to optimize production effects, determine editing themes, and improve TV news ratings. Therefore, in the “Internet Plus” environment, TV news editing and production should start with online surveys and online participation. Editors and producers should determine news content based on audience information needs, consider audience information acquisition habits, provide news customization services across different media platforms and information official accounts, deliver preferred information to audiences directionally, and provide basis for the next program based on audience comments.

5. Innovation Paths for TV News Editing and Production Methods in the “Internet Plus” Environment

5.1 Establishing New News Communication Concepts and Improving Program Quality Traditional TV news media should establish a new communication concept. Thinking guides action, and ideology is the power of action. In the media era, traditional TV news media must establish an “audience-oriented” news communication concept to truly achieve continuous improvement in news communication power. TV news production aims to meet the real needs of news audiences. Taking this as the new work concept will continuously innovate editing and production methods for TV news media. News communication promotes the development of new technologies. Meanwhile, traditional TV news media should always stand at the forefront of awareness in promoting excellent news products. This is the only way to disseminate excellent news reports to TV audiences and increase the audience size of traditional TV news media. To ensure effective news publicity, the primary issue traditional TV news media must consider is how to attract more people’s attention to gain public recognition.

On the one hand, they must continuously improve program reporting levels and content based on active publicity and typical reporting, keep pace with the times where public interests converge, report more on current social hotspots in China’s public relations field, and strive to let audiences know the truth. After doing sufficient publicity work, they should focus on improving news program quality. On the other hand, they must select innovative breakthroughs for radio and television public relations activities and adopt innovative production methods to do program packaging well, enabling traditional TV news media to develop better and create broad communication space for TV news media.

5.2 Building Online TV Platforms and Innovating News Media Programs American communication scholar Roger Fidler once said, “By examining the communication system as a whole, we will see that new media do not arise spontaneously and independently—they gradually emerge from the morphological changes of old media. When newer media forms appear, older media

forms usually do not die—they continue to evolve and adapt.” Therefore, facing the rise of new media, traditional TV news media have not adopted a passive exit approach but have instead based themselves on their own media forms, absorbed new media technologies, continuously evolved and developed, built online TV station platforms, broadened news information release channels to make them easier to unify, integrated and managed relevant information, improved their own shortcomings, and continuously improved from pilot to promotion.

As a new media form, online TV stations not only possess multiple functions of traditional TV but also add new functions that traditional TV lacks, such as global coverage, massive content, instant messaging, and interactive sharing. They organically combine the advantages of network platforms and TV platforms to build a new online video media platform that precisely meets the transformation requirements of networks for traditional TV industry survival and development. According to statistics, there are currently thousands of radio and TV websites operating online in China. From the perspective of current industrial development, the integration and development model of traditional TV and new media should be guided by massive information, two-way interaction, and specialization. Providing new interactive new media platform networks through the internet, cable TV networks, wireless transmission networks, and broadband is an important guarantee for the integration of traditional TV and new media and also crucial for sustainable development. Therefore, in the “Internet Plus” era, traditional TV news media must actively innovate media programs to achieve transformation and development, creating programs that match audience tastes based on their demands. For example, enabling bullet comments during news broadcasts, screening good comments to display in programs, and analyzing and discussing certain comments can better attract audience attention, receive substantial praise, and promote the transformation and development of traditional TV news media. The “Internet Plus” era provides possibilities for news media program innovation, and traditional TV news media departments should conduct more market research and actively innovate program forms to promote their own transformation and development.

5.3 Innovating News Media Management Models and Optimizing Talent Team Construction The “Internet Plus” era provides possibilities for the transformation and development of traditional news media. To meet the media market demands of this era, corresponding changes in management models are necessary. First, they must strengthen management of various media resources. The “Internet Plus” era has greatly increased the amount of information news media can obtain. Although the information volume is large, undesirable information also fills the space, requiring news media to be able to promptly screen effective information for dissemination. Second, news media platforms should improve their business models, open audience interaction channels, listen more to audience opinions and voices, and better understand audience thoughts. Obtaining feedback information from audiences in a timely manner benefits media platform improvement and innovation and facilitates media platform transfor-

mation and development. To promote news media transformation and development in the “Internet Plus” era, they must actively innovate broadcast media management models to lay the foundation for TV news content and production innovation. Finally, new technological reforms have changed media operation methods and placed higher requirements on journalists. They are the media that publish diversity. In the information era, fake news floods and journalist professional ethics deficiency incidents occur repeatedly. A new generation of journalists must not only have professional capabilities but also possess high professional ethics standards and have a sense of responsibility and mission toward their profession.

Cultivating a group of journalists who are good at thinking, discovering, and expressing plays a key role in optimizing news work talent team construction. This is also the starting point and goal of news production and media work in the media convergence era because news media audiences are no longer traditionally vague, general, and conceptual groups but individuals with personalities and emotions. Broadcast hosts should be able to correctly express their love, compassion, excitement, and other emotions to others, think rationally, provide reasonable suggestions, and communicate peacefully with audiences.

Conclusion

Due to the influence of “Internet Plus,” TV news editing and production are actively exploring innovative paths to produce TV news programs that meet modern audience aesthetic perceptions, news communication channel innovations, and the information dissemination requirements of various platforms. Therefore, innovating TV news editing and production methods in the “Internet Plus” environment holds strong practical significance for both the self-development of traditional TV news media and their internal work situations.

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

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