

On the Post-Print of Television Program Post-Production in the New Media Environment

Authors: Qu Rong

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Abstract

With the prosperous development of the national economy, people's material living standards have significantly improved, advancing toward a higher level—the spiritual realm—which has consequently accelerated the progress of the film and television industry to a certain extent. The current domestic film and television media industry exhibits a trend of diversification and variety, particularly as the emergence of various new media in recent years has substantially provided the public with abundant choices in film and television content. How to deliver high-quality film and television works to the public more effectively against this backdrop has become a hot topic requiring investigation. This paper primarily analyzes and explores the relevant aspects of post-production for television programs within the context of new media, aiming to enhance the quality of television works in the new era.

Full Text

TV Program Post-Production in the New Media Environment: An Exploratory Analysis

Abstract: As national economy prospers and people's material living standards improve, they increasingly seek fulfillment at a higher level—the spiritual realm—thereby accelerating the development of the film and television industry. Currently, China's media industry demonstrates a trend of diversification and pluralism, with various emerging new media forms in recent years providing audiences with abundant viewing choices. How to deliver high-quality film and television works to the public in this context has become a pressing research topic. This paper analyzes and explores television program post-production in the new media environment, aiming to enhance the quality of television works in the new era.

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Author: Qu Rong

With the continuous advancement of new media technologies and the integrated development of “Internet Plus” in the media sector, traditional media modalities have acquired many new characteristics. Social development has prompted television audiences to demand greater variety in program types, content, and formats, while also imposing higher quality standards. Viewers expect works with strong visual and content impact, which has elevated the quality benchmarks for television post-production in the new media era. Determining how to adopt scientific methods to meet these diversified demands represents a critical issue requiring attention in contemporary post-production work. For television programs, a key metric for evaluating post-production quality is whether it satisfies public expectations. Only by firmly grasping audience needs can production teams implement targeted innovations.

1. Characteristics of TV Program Post-Production in the New Media Context

Contemporary television post-production under the new media background differs significantly from traditional approaches, exhibiting several novel features. Mastering these characteristics is essential for improving post-production quality.

1.1 Integration of Linear and Non-Linear Editing Platforms

Traditional television production primarily relied on linear editing platforms, where signals were arranged linearly as a function of time. The process of searching and applying production materials was also time-based, with videotapes requiring physical searching. This approach demanded substantial time and effort for material search and integration, severely limiting production efficiency. With the advancement and application of new media technologies, non-linear editing platforms have been increasingly adopted in television post-production, significantly improving both quality and efficiency. Current television post-production utilizes both linear and non-linear editing platforms, substantially enhancing overall quality and efficiency to better satisfy audience demands.

1.2 Expansion of Post-Production Content Scope

Traditional television post-production mainly focused on meeting relatively monotonous audience demands, a situation arising from the imbalance between early production requirements and supply. In the new media context, however,

audiences have gained greater autonomy in viewing choices, intensifying competition among programs. In this environment, only quality ensures success. The diversification of public demands has posed significant challenges to traditional post-production, which must now not only collect and organize video materials but also consider program editing. Consequently, the operational scope of post-production continues to expand, placing increasingly higher demands on practitioners' comprehensive competencies. They must possess both technical knowledge and skills, as well as a clear understanding of relevant editing theories.

2. Significance of TV Program Post-Production

Understanding the significance of television post-production can enhance innovation thinking and motivation among relevant personnel, enabling them to undertake program production reforms.

2.1 Post-Production Directly Determines Program Quality

For the entire television production process, post-production encompasses whether program concepts and designs can achieve desired outcomes through expected content and formats. Producers collect and organize program materials according to production plans, then integrate them through specialized video and audio editing methods to create final program content for presentation to audiences. Post-production represents the transformation and realization of programs from concept to content through specialized technical means. Therefore, the quality of post-production not only affects whether production plans can be successfully implemented but also determines whether programs can meet audience expectations.

2.2 Post-Production Influences Program Innovation

Television program innovation should occur throughout the entire planning and production process. Compared with planning innovation, post-production innovation demonstrates more significant effects, as creative inspiration often originates from practical work. During post-production, numerous practical and typically highly effective innovative ideas emerge, which frequently contribute substantially to overall program innovation. A sudden inspiration during production can greatly enhance program value—for instance, a simple interlude in an emotional program might substantially improve its impact.

3. Shortcomings in TV Program Post-Production Under the New Media Context

In today's data explosion society, television programs without solid quality and timely promotion are easily forgotten by audiences. Program quality constitutes a key factor ensuring stable development. This section examines common

deficiencies in new media era post-production.

3.1 Poor Coordination Between Primary and Collaborative Creators

The primary creator (director) of television programs has always been a crucial role in determining program quality and remains involved throughout the production process, thus requiring high professional competence. Collaborative teams also play vital roles in ensuring program quality and broadcast effects. However, coordination between primary and collaborative creators faces considerable challenges. First, communication between these groups needs strengthening. In some production settings, collaborators cannot clearly understand the director's vision, leading to misinterpretation during editing and failure to achieve expected effects. This creates friction between parties, and if not properly addressed, inevitably causes numerous problems in subsequent editing and degrades program quality. Second, the division of responsibilities remains unclear. While directors serve as primary creators, they may not fully understand other production aspects. If collaborative creators fail to fulfill their duties promptly, problems arise that compromise program quality—a common issue in current television editing.

3.2 Lack of Innovation in Post-Production

Post-production effects significantly influence audiences' first impressions of television programs, making innovation enhancement critical for practitioners. However, current post-production quality varies considerably. While some programs demonstrate exceptional post-production that highlights program quality and boosts audience interest, others show clear deficiencies. Despite good content, poor post-production prevents audiences from grasping the intended message, substantially affecting ratings. To expand promotional impact and achieve favorable viewership, post-production quality must be ensured.

4. New Requirements for Post-Production in the New Media Era

New media's impact on traditional television programs manifests in numerous aspects, including producers, production methods, content, distribution channels, and feedback mechanisms, with particularly profound effects on post-production and editing. First, with the popularization of mobile electronic devices, television usage continues to decline as smartphones become the primary viewing platform. As national economies grow, audiences' time becomes increasingly fragmented—mobile devices perfectly accommodate fragmented viewing under 4G networks, such as during commutes lasting anywhere from a few minutes to 40-50 minutes. Consequently, short-video apps have emerged as dominant players in internet activities, becoming contested territory among tech giants. This places higher demands on traditional post-production methods, requiring content delivery that captures audience attention quickly. Editing is no longer

a uniform process but requires tailored approaches for different demographics. In essence, new demands include: (1) mastering and applying new media technologies; (2) developing appropriate editing and production plans for different media platforms; and (3) selecting and condensing new materials. Take Tencent's NBA coverage as an example: to meet modern lifestyle demands, it provides not only complete game replays but also highlight reels and daily game summaries. This allows different audiences to choose viewing formats based on their needs—those with time but unable to watch live can view full replays, while those wanting only brief overviews can browse highlights. Naturally, this demands higher standards for material selection and new technology application, but proper implementation yields significant benefits.

5. Effective Strategies for Enhancing TV Program Post-Production in the New Media Context

Achieving satisfactory program effects requires substantial effort in post-production. Developing scientific solutions to improve post-production in the new media era is therefore crucial.

5.1 Improve Team Collaboration Levels

First, primary production teams should strengthen cooperation and develop good rapport to ensure program effectiveness. Second, each production process stage should be clearly defined with departmental responsibilities clarified. Only by editing programs based on these established roles can problems be minimized.

5.2 Enhance Post-Production Innovation

To attract audiences and achieve high ratings, innovative post-production is essential. If post-production captures public attention, ratings will inevitably improve. To achieve innovation, the comprehensive quality of post-production staff must be ensured. First, employ highly professional post-production editors to guarantee quality. Second, departments can invite specialized instructors to provide technical guidance, learning from past successes while adapting to program characteristics to enhance innovation and prepare for attracting larger audiences.

5.3 Integrate Content and Art

In the new media era, though technology's role continues growing, excellent content remains fundamental. Technically, post-production must emphasize raw material selection, choosing high-quality content that meets aesthetic demands and socialist core values from numerous options. Excellent materials can significantly streamline post-production. For instance, the film *Born in China* selected natural, 原生态 (primitive/ecological) animal footage without lavish sets yet achieved remarkable success through content and post-production.

Artistically, post-production should adhere to principles of harmony, consistency, comfort, and cleanliness. A representative example is Ningxia Television's innovative program *The Yellow River*, produced against the “Belt and Road” background in collaboration with Japan's NHK. Throughout production, technical personnel incorporated innovative elements in visual technology based on the new media environment. The program featured extensive footage of sheep flocks, snow-capped mountains, and rapids, enabling audiences to experience the Yellow River's magnificence through new media with strong visual impact.

5.4 Rational Use of Modern Technology

Modern technological products can facilitate efficient post-production work, saving considerable time while ensuring editing effects and maintaining balanced overall distribution—neither too heavy nor too light—to prevent audience boredom and ensure ratings. Post-production encompasses extensive tasks: recording CTL control information onto tapes, sound design and mixing, incorporating background music at appropriate time points, editing visuals, and recording dialogue and narration. However, due to differences in creators' overall competence and equipment limitations, some post-production work remains inadequate. Only by improving post-production capabilities can overall program effectiveness be guaranteed. During sound design, operators must ensure recording quality so that audio integrates effectively with programs without feeling abrupt. When selecting background music, post-production staff should ensure it complements rather than conflicts with content, allowing programs to be fully presented to audiences and thereby guaranteeing overall viewing quality.

5.5 Improve Post-Production Staff Competencies

Operators' overall competencies play a crucial role in post-production, directly affecting program quality. Innovation should begin with continuously improving staff quality. First, provide regular training on production skills to enable comprehensive mastery of new post-production methods and further summarize practical experience to continuously improve capabilities. Second, conduct theoretical training in editing and production to help staff master the entire production process and key points, enabling holistic understanding and continuous generation of innovative ideas.

5.6 Strengthen Interaction Between Editors and Post-Production Staff

In the overall production process, editors primarily handle planning and design, while post-production staff are responsible for presenting these ideas through specialized methods. Communication between these groups directly affects program innovation quality. Therefore, editors and post-production staff should engage in frequent interaction during design and production phases to optimize and adjust program plans based on audience requirements. For some comprehensive programs, editors and post-production staff can appreciate content

from multiple perspectives and provide timely feedback on production status, enabling scientific adjustments before broadcast to maximize program effectiveness.

6. Development Trends in Post-Production

Post-production primarily involves using footage from actual shooting, creating special effects through 3D animation and compositing, editing film and television clips into complete works, and editing sound. As film and television production methods continue advancing, post-production must maintain its original responsibilities while undertaking another critical task: creating various special effects shots. Since special effects shots cannot be obtained through direct filming, post-production must perform relevant technical operations to ensure program effectiveness and broadcast quality. Due to technical limitations, early television special effects were mostly achieved through relatively primitive methods such as analog production, special photography, and optical compositing, primarily during shooting and development. Currently, computer popularization has introduced numerous excellent technical methods for special effects creation, enabling faster post-production development. In summary, film and television media represent the most popular and influential media format today—from the fantasy worlds created by Hollywood blockbusters to real-life situations presented in television news to pervasive advertising programs, all profoundly influencing people's lives. To achieve desired program effects, more scientific and technical processing must be applied in post-production to attract broad audiences and thereby improve program quality and ratings.

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(Author Affiliation: Shanghai Vancouver Film School, Shanghai University)

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

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