

Role Positioning and Functional Innovation of Television Editors in the New Media Era: Postprint

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Abstract

Driven by advances in network and information technologies, China has entered the era of new media. During this new developmental period, people's mindsets and concepts have undergone significant transformations, substantially intensifying competition within the media industry. Television editors must align themselves with the developmental trends of the era and promptly establish their role positioning while innovating their functions to secure a foothold in this intense competition. Based on this context, this article expounds upon the demands placed upon television editors in the new media era, analyzes their role positioning, and proposes pathways for functional innovation, aiming to provide valuable insights for relevant practitioners.

Full Text

Research on the Role Positioning and Functional Innovation of TV Editors in the New Media Era

Abstract: Driven by network and information technologies, China has entered the new media era. During this transformative period, people's mindsets have undergone significant changes, intensifying competition within the media industry. TV editors must adapt to evolving trends and promptly redefine their roles and innovate their functions to secure a competitive position. This article elaborates on the requirements of the new media era for TV editors, analyzes the appropriate role positioning for TV editors in this context, and proposes pathways for functional innovation, aiming to provide valuable insights for relevant practitioners.

Keywords: new media era; TV editor; role positioning; functional innovation

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The rapid development of network technology has profoundly impacted the television industry, prompting audiences to demand higher quality content and more diverse formats. Currently, the role positioning of TV editors remains ambiguous, hindering smooth role transitions in practice and compromising the effectiveness of television programs. In the new media era, the healthy development of the television industry depends on strengthening role positioning and functional innovation, integrating and leveraging existing advantageous resources, and pursuing innovation across multiple dimensions to ensure stable industry growth.

1. Requirements of the New Media Era for TV Editors

The advancement of network technology has spawned a proliferation of media forms. New media offers significant advantages in convenience, speed, and interactivity, quickly gaining popularity—particularly among younger demographics. While this trend aligns with the times and brings great convenience to people's lives, it also presents considerable challenges for TV editors.

New media enables more comprehensive and instantaneous communication, breaking temporal and spatial boundaries and allowing people to disseminate and interact with information anytime and anywhere. This has disrupted the traditional television industry. For a long time, audiences had limited information channels, with television serving as a critical source for news, entertainment, education, sports, music, and film. In the new media era, however, information channels have diversified, offering audiences more immediate and targeted access to resources, which poses substantial challenges for TV editors. Previously, when content options were limited, editors controlled television programming decisions while audiences passively consumed content. Today, as audiences enjoy richer information access methods, their preferences decisively determine program survival. Fundamentally, the new media era's requirements for TV editors primarily manifest in several key areas: news opinion guidance capability, credibility, high communication value, originality, and novelty.

Simultaneously, we must recognize the opportunities that new media presents for TV editors. Focusing solely on challenges presents an incomplete picture. New media represents the crystallization of technological progress, bringing universal convenience across industries and ethnic groups. The opportunities for TV editors include: broadening horizons through fast and comprehensive information channels; enhancing editing efficiency; and providing diversified editing solutions that enable audiences to experience varied editorial effects.

2. Role Positioning of TV Editors in the New Media Era

2.1 People-Oriented Approach

In the new media era, TV editors must shift from traditional role positioning by prioritizing audiences in their work and focusing on improving communication methods, content quality, and effectiveness. As both recipients and evaluators of television programs, audiences should be the starting point for editors to analyze what content will capture attention and inform programming decisions. Editors must establish correct worldviews, values, and outlooks on life; make sound cultural judgments; strictly control program information content; ensure richness and authenticity in their work; and steadily enhance their professional capabilities. Only then can they deliver content that genuinely meets audience needs, maximize communication effectiveness, and increase program influence.

2.2 Optimizing Manuscript Organization

In the new media era, audiences receive more diverse information at faster speeds. As collectors, organizers, and integrators of manuscripts, editors must ensure novelty in headlines and content to meet fundamental audience needs. The workflow can be divided into three key steps: First, rational manuscript selection involves quickly identifying high-value information while verifying authenticity to ensure content truthfulness. Second, manuscript revision requires deep processing of information materials, refining and streamlining content to satisfy audience needs and align with social development. Third, manuscript integration involves selecting appropriate release timing and communication pathways based on news characteristics to maximize information value.

2.3 Enhancing News Opinion Guidance

News media possesses strong credibility, and hot news reports often spark widespread discussion and sustained attention, gradually becoming focal points of public opinion. Therefore, news editors must leverage their opinion guidance role to help audiences develop correct understandings of news and prevent negative impacts from false information. Editors should enhance their political discernment capabilities and strictly control opinion guidance. For instance, when reviewing news information, they must clearly understand the actual situation, ensure news quality, and continuously improve credibility and audience loyalty.

2.4 Strengthening Content Discernment Ability

An editor's cognitive ability directly influences judgment and plays a critical role in overall news quality. Editors with high information sensitivity can promptly identify the essence and truth of issues, seize news opportunities, and deliver high-value information to audiences. Conversely, weak discernment abilities result in missed key points and lost competitive advantages. Therefore, discernment capability significantly impacts editorial competence. Editors must grasp

overall direction, adhere to party and state policies, develop clear understanding of current social development, enhance information sensitivity, and fulfill their editorial roles effectively. In daily work, editors should actively improve their knowledge, cultural literacy, and theoretical levels to strengthen recognition abilities. Moreover, they must closely follow global developments and maintain a holistic grasp of news trends to continuously enhance their editing capabilities.

3. Pathways for Functional Innovation of TV Editors

3.1 Innovation in Editing Methods

Driven by technological progress, television editing methods have transformed dramatically. For a long time, physical editing was the norm—an inefficient approach prone to malfunctions. With technological advancement, electronic editing gained widespread application, and today, non-linear editing has become mainstream, offering higher automation and significantly improved efficiency. Traditional editing required specialized equipment and video recorders, whereas contemporary TV editing demands effective application of montage thinking, mastery of time and space coordination, and seamless shot transitions. Under new media influence, TV editors must continuously enhance their editing techniques, expand editing methods, and improve overall editing effectiveness.

3.2 Innovation in Communication Functions

In the new media era, communication technologies and methods have advanced alongside network development. Traditional TV editors could ignore communication factors because television signals delivered identical content to all audiences, who had no alternative selection or delay options. In contrast, new media offers audiences multiple communication forms, such as smartphones and computers. TV editors must strengthen functional innovation to enhance television communication effectiveness.

3.3 Innovation in Content and Plot

In the new media context, people's thoughts and concepts continuously evolve. TV editors must extend content and plotlines according to audience needs to build viewer loyalty. In reality, programs without distinctive features are quickly forgotten. The new media era provides massive data resources, and TV editors should effectively utilize these resources, align with development trends, and drive industry progress by paying attention to changes in similar program content and plotlines, continuously innovating beyond traditional formats, and incorporating fresh elements to improve ratings. Against a diversified backdrop, program materials have increased substantially, requiring editors to consider audience personalization needs, intensify news innovation, and emphasize diversified program content development. Editors must enhance their initiative and proactivity, adhere to people-oriented principles, and report on issues that concern audiences. Furthermore, TV editors should fully leverage audience

participation by strengthening interaction through Weibo, WeChat, and other platforms, adopting valuable suggestions, and embodying the “everyone is an editor” characteristic.

3.4 Grasping Public Demand and Leading Mainstream Culture Development

TV editors must clearly grasp the development direction of China’s mainstream culture, ensure correct value orientation, and lead the public in developing mainstream culture. At all times, TV editors should align with development trends, match contemporary themes, and establish correct values and worldviews. In terms of work content, TV editors not only edit and transmit information but also shoulder the mission of inheriting and promoting excellent traditional Chinese culture while practicing core socialist values. Editors should make promoting socialist thought their communication mission, vigorously advance advanced socialist culture, and embed socialist ideology deeply in people’s hearts. Moreover, TV editors must actively respond to government calls and develop thorough understanding of the people’s thoughts to lay a solid foundation for disseminating socialist ideology.

Conclusion

In the new media context, people’s lifestyles and mindsets have changed significantly. TV editors must emphasize diversified development to meet basic audience needs. In practice, editors should clearly recognize their positioning, continuously innovate work content and forms, achieve functional innovation, maintain program creativity and relevance, provide audiences with rich and colorful program information, and enhance both the economic and social value of television programs.

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

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