

Exploring Innovation in Radio and Television Editing Operations in the New Media Era: Postprint

Authors: Sailike Hanikai

Date: 2023-10-08T00:00:00+00:00

Abstract

Since the dawn of the 21st century, human society has experienced rapid advancement in science and technology. Modern information technology, epitomized by computer application technology and internet application technology, has emerged as the principal driver of scientific and technological progress in the new century. The evolution of modern information technology has profoundly transformed people's production and lifestyle patterns, reshaped their philosophical outlook on life, and injected new vitality, fostered new momentum, and created new opportunities for the upgrading and transformation of various social sectors. Illustratively, in the development of the broadcasting and television media industry, the increasing maturity and widespread adoption of modern information technology have engendered novel communication media represented by official websites, WeChat official accounts, Weibo, and QQ Space. In contrast to traditional information dissemination media such as broadcasting and television, new media is characterized by rich content and diverse formats, offering users greater selectivity and personalized customization. Confronted with the formidable tide of new media technology, the traditional broadcasting and television media publicity industry faces the critical question of how to effectively leverage its distinctive features, explore new development opportunities, and defend its preeminent "big brother" status in information dissemination—an issue that has become the focal point of attention within the media sector. The author contends that editorial work constitutes the core driving force of broadcasting and television operations and represents the primary business component of broadcasting and television endeavors. In the information age, against the macro-context of new media, the broadcasting and television industry must prioritize the reform and innovation of editorial work as its strategic lever to achieve optimization and upgrading. This paper addresses the topic "Exploration of Innovation in Broadcasting and Television Editorial Operations in the New Media Era," presenting a comprehensive analysis of the fundamental

connotation of “new media,” an examination of new media technological characteristics, the current state of challenges confronting broadcasting and television editorial operations within the new media landscape, and strategies for the innovative development of broadcasting and television editorial operations in the new media era.

Full Text

Abstract

Since the dawn of the 21st century, science and technology have advanced rapidly, with modern information technologies—particularly computer and internet applications—emerging as the dominant forces in contemporary scientific development. These technologies have profoundly transformed people’s lifestyles, values, and worldviews, while injecting new vitality, momentum, and opportunities into the upgrading and transformation of various industries. In the broadcasting and television sector, the maturation and widespread adoption of modern information technologies have given rise to new media platforms such as official websites, WeChat public accounts, Weibo, and QQ Space. Compared with traditional broadcasting media, new media offers richer content and more diverse formats, providing users with greater choice and personalized options. Confronted with the formidable impact of new media technology, the critical question for the traditional broadcasting industry is how to effectively leverage its own characteristics, identify new development opportunities, and defend its dominant position in information dissemination. This paper argues that editorial work constitutes the core driving force of broadcasting and television operations and represents the primary business function of these media. In the information age and against the backdrop of new media, the broadcasting industry must take editorial reform and innovation as its starting point to achieve optimization and upgrading. This article explores the topic of “Innovation in Broadcasting and Television Editing Business in the New Media Era” by analyzing the fundamental meaning of “new media,” examining the characteristics of new media technology, assessing current problems in broadcasting and television editing, and proposing innovative development strategies for editing business in this new context.

Keywords: new media era; broadcasting and television; editing business; innovation strategies

1. Changes in Editing Work Under New Media Technology and the New Media Era

New media technology represents a novel information dissemination medium that builds upon traditional platforms like broadcasting and television, leveraging modern computer and internet applications to achieve faster transmission speeds, broader content coverage, and more diverse and random distribution

channels. Examples include corporate official websites, celebrity personal Weibo accounts, and WeChat public accounts commonly used in daily life. Unlike the programmed, singular content broadcasting of traditional media, new media technology emphasizes real-time reporting, open dissemination, and interactive communication. These revolutionary changes in information dissemination forms and content have imposed higher demands on the professional capabilities of broadcasting editors.

The 21st century is an era of information explosion, driven by new media technology that has diversified communication methods, multiplied dissemination channels, accelerated transmission speeds, and exponentially increased information volume. Looking back to the 20th century, when computer and internet technologies were less mature, radio and television represented the most advanced information dissemination media. Radio transmitted information through audio, while television integrated both audio and visual elements. However, in the new media era, the convergence of multiple media technologies has threatened the dominant position of broadcasting and television, potentially displacing them from their leadership role. This crisis stems primarily from the traditional broadcasting industry's failure to update its development model and keep pace with information technology advances, rendering it unable to satisfy audiences' growing needs. Consequently, the industry must revolutionize its traditional technical concepts, using editorial work—the core business function—as the starting point for reform. By innovating editorial forms and content and focusing on audience needs, broadcasting organizations can comprehensively transform their editing practices, concepts, equipment, and operations, injecting fresh momentum into their upgrading and transformation.

2. Analysis of New Media Technology Characteristics

Traditional radio and television reporting featured monotonous forms, inflexible content, and severely limited interactivity between audiences and editors. The unidirectional nature of information transmission made these traditional media ill-suited to modern needs. In contrast, new media technology has undergone tremendous innovation and transformation from form to content, exhibiting new characteristics of diversity, timeliness, richness, autonomy, and interactivity.

2.1 Diversity

In terms of form, new media technology's diversity encompasses various social media and self-media platforms such as official websites, public accounts, and Weibo. Regarding content, since new media returns the initiative to individual users, its content is randomly determined by different users and can take multiple forms including text, video, and images. From a transmission path perspective, new media technology relies on the developed internet system, whose interconnectivity and high degree of sharing provide countless information dissemination routes.

2.2 Timeliness

Previously, people obtained information through broadcasting and television, but the entire process—from information acquisition, screening, integration, and editing to final publication and broadcast—consumed substantial time. By the time news reached audiences, its timeliness was significantly diminished, resulting in serious information transmission delays. In the new media context, the internet interconnects the entire world, enabling transnational and cross-regional information dissemination. Moreover, new media technology provides multiple dissemination channels, further accelerating information transmission speed.

2.3 Richness

New media technology offers more optional forms and transmission paths, stimulating information richness. Taking self-media applications as an example, many individuals currently prefer using social software like WeChat public accounts. Due to their simple operation and diverse formats that meet different users' needs, these platforms have become mainstream methods for information dissemination. When editors compose articles using WeChat public accounts, they can freely and flexibly express their viewpoints and emotions within legal boundaries, much like how WeChat Moments displays advertisements, personal diaries, essays, news, and social hotspots—all demonstrating remarkable diversity.

2.4 Autonomy

The most significant technological breakthrough in new media is self-media technology. With traditional broadcasting media, users could only passively consume whatever content was delivered. Self-media technology returns the initiative of information broadcasting entirely to users themselves, granting them absolute autonomy in information acquisition.

2.5 Interactivity

The interactive characteristic of new media technology has transformed information dissemination from one-way to two-way communication, doubling the frequency of information exchange. Traditional broadcasting could only achieve “editor → user” unidirectional transmission. With new media technology, editors and users can communicate through backend operations and message functions, enabling media editors to better absorb user opinions and suggestions, thereby making broadcasting work more responsive to audience needs.

3. Current Problems in Broadcasting and Television Editing Business Under the New Media Era

In the new media era, traditional broadcasting media cannot adequately meet current user needs and face obsolescence because, compared with new media technology, conventional broadcasting and television editing work suffers from overly monotonous information arrangement formats, insufficiently rich content, serious delays, and immature related editing technologies.

3.1 Overly Monotonous Information Dissemination Forms

The operational model of traditional broadcasting information dissemination is excessively monotonous. Radio transmits information to listeners through announcers' audio broadcasts, while television uses "audio + visual" methods. This approach has gradually become programmed information delivery lacking flexibility and adaptability. Editorial work, constrained by institutional systems and business norms, features largely uniform content design and arrangement that easily feels rigid and stereotypical. Over time, audiences develop aesthetic fatigue and even aversion toward broadcasting content.

3.2 Insufficiently Fresh Content

Before new media technology fully penetrated the information communication field, radio and television bore primary responsibility for social information transmission with massive and complex information volumes. However, a prominent problem was poor content flexibility—rigid, inflexible, and lacking adaptability. For instance, when people previously listened to daily news via radio and television, the delivery method invariably employed standard Mandarin, with content primarily consisting of text accumulation that overly emphasized objective news reporting while severely lacking personal emotional engagement, interactive elements, and practical value. This insufficiently fresh content made most audiences find broadcasting information obscure and tedious, leading to a significant decline in attention over time.

3.3 Serious Timeliness Deficiencies

Information transmission fundamentally requires timeliness, particularly for major news and social hotspots. Once timeliness is compromised during dissemination, the practical reference value nearly disappears. In the past, when people obtained needed information through radio and television, the entire information processing cycle—from collection and acquisition to integration and final broadcast—consumed excessive time. The long duration from event occurrence to audience reception substantially diminished the timeliness value of current affairs. However, under new media technology, information dissemination initiative has returned to each member of the public, with everyone serving simultaneously as information consumers and producers. Consequently, effective

new media application helps compress information production and transmission time costs, maximizing timeliness preservation.

3.4 Lack of Audience Autonomy

Listening to radio or watching television lacks initiative and specificity for audiences. On one hand, the information content audiences receive depends unilaterally on broadcasting media organizations, preventing them from freely selecting truly needed information, indicating poor initiative. On the other hand, different individuals have varying information needs, but broadcasting cannot simultaneously satisfy these diverse requirements. Since content is completely determined by broadcasting organizations, the lack of targeted information delivery may prevent audiences from obtaining valuable information.

3.5 Editing Technology Requiring Improvement

In reality, traditional media like radio and television have won fixed audience groups—such as elderly people and students—precisely because of their simple operation, reflecting hidden development potential. However, existing technical problems, including unregulated cross-regional broadcasting methods and severe local protectionism, have reduced audience numbers. Additionally, editorial technology remains immature, requiring further enhancement.

4. Innovative Development Strategies for Broadcasting and Television Editing Business Under the New Media Era

The vigorous development of new media technology poses strong challenges to traditional information media like television and radio. Although new media technology demonstrates significant superiority over traditional broadcasting in dissemination methods, channels, and speed, this does not mean it will completely replace broadcasting technology in the short term. Years of application and promotion have accumulated substantial fixed audiences for radio and television. The urgent priority for broadcasting and television editing business is to actively explore organic integration points with new media technology, adapt to technological development in the new media era, keep pace with the times, and inject new vitality into their own development.

4.1 Expanding Editorial Content

Broadcasting and television organizations must further expand and extend their editorial business content. Taking news broadcasting as an example, they should comprehensively consider multiple dimensions including broadcasting forms, content, channels, and actual audience needs. From a content perspective, editors should break established routines and open up new perspectives for news interpretation. While ensuring the original news meaning remains intact, they must enhance readability, interest, and everyday relevance while delving deeper into news connotations. From a channel perspective, broadcasting

organization leadership should consciously broaden information dissemination channels by leveraging the developed network system to open new online dissemination pathways or developing distinctive mobile APP clients through technical research departments, loading them onto increasingly popular electronic mobile devices. Additionally, feedback and follow-up work with audiences must be strengthened, using their real needs as guidance to comprehensively deepen the reform and renewal of the information dissemination system.

4.2 Building an O2O Dual-Drive Media Information Editing Model

In the information age, traditional broadcasting media systems must skillfully integrate their own characteristics with highly developed, interconnected internet technology to build online-to-offline (O2O) information media systems, optimize information dissemination models, and broaden transmission pathways. Popular examples include digital television, which achieves networked development by connecting televisions to broadband or wireless networks, allowing viewers to search for needed resources based on personal interests and needs through retrieval windows. This significantly enhances the targeting and efficiency of television media, making it more popular among users. Additionally, many radio and television channels are developing their own mobile APP clients, enabling users to retrieve historical cloud resources anytime and anywhere, thereby extending information storage time and concentrating information dissemination directionality. Furthermore, numerous television channels actively utilize self-media technologies like Weibo and WeChat public accounts to establish their own official platforms. Effective self-media application expands broadcasting information resource dissemination scope, improves information sharing, deepens user understanding of broadcasting and television, transforms audio and visual information into text format, innovates information delivery forms, and effectively guides and attracts users through organized brand program information resources.

4.3 Leveraging New Media Technology to Mobilize User Editing

First, broadcasting media systems must open communication and feedback channels with users to enhance interactive communication between editorial staff and user groups, such as through WeChat public account backend messages, official Weibo comments, or dedicated user mailboxes on official websites. Effective communication enables editors to most directly, accurately, and authentically understand user needs for broadcasting programs, providing reliable foundations for reform. Moreover, broadcasting organizations can mobilize users to actively participate in information resource editing work, soliciting their suggestions and recommendations for television station or radio station information editing.

4.4 Shifting Editorial Focus to Featured Programs

Featured programs represent an effective breakthrough for broadcasting systems to achieve reform and upgrading. Editorial staff should reasonably inte-

grate regional characteristic culture into program design, planning, scheduling, and broadcasting. By combining local cultural elements with program content, broadcasting organizations can create distinctive, attractive programming that differentiates them in the competitive media landscape.

In summary, new media technology presents both opportunities and challenges for traditional broadcasting media. On one hand, the advanced and rapidly developing nature of new media exerts tremendous pressure on conventional broadcasting. On the other hand, traditional broadcasting systems have many aspects requiring improvement from concept to technology. Broadcasting systems must advance with the times and follow trends, achieving comprehensive development from the perspectives of information dissemination methods, content, channels, and audiences.

References

- [1] Yang Xuxia. Research on Innovation and Development of Radio and Television Editing Business in the New Media Era[J]. Research on Communication Power, 2019(5).
- [2] Zhou Yihan. Analysis on Innovation and Development of Radio and Television Editing Business in the New Media Era[J]. Science and Technology Communication, 2018(9).
- [3] Jia Xiuling. Analysis on Innovation and Development of Radio and Television Editing Business in the New Media Era[J]. TV Guide, 2018(12).
- [4] Wu Weiwei, Mao Xiaoyue. How to Improve Radio and Television Editing Work Ability in the New Media Era[J]. West China Broadcasting & TV, 2018(19).
- [5] Wang Xia. Strategies for Improving Radio and Television Editing Ability in the New Media Era[J]. News Window, 2017(5).
- [6] Luan Jing. Research on Strategies for Improving Radio and Television Editing Work Ability in the New Media Era[J]. West China Broadcasting & TV, 2015(23).

(Author' s Affiliation: Xinjiang Altay Region Village-to-Village Broadcasting Operation and Maintenance Management Center)

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

Source: ChinaXiv –Machine translation. Verify with original.