Development Trends of Radio and Television Editing in the Context of Big Data Fusion: Postprint

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Abstract

Amidst the rapid development of the radio and television broadcasting industry, we should proactively adopt modern technologies and concepts to provide novel pathways and platforms for the advancement of related endeavors. In the current information age, big data technology exerts a profound impact on our work and daily lives. We should more thoroughly analyze the characteristics of big data integration, more accurately comprehend the developmental trends in radio and television editing, demonstrate technological advantages, and promote holistic development.

Full Text

Abstract

In the context of rapid development of radio and television broadcasting, we should actively apply modern technologies and concepts to provide new pathways and platforms for related work. In today' s information age, big data technology profoundly influences our work and lives. We must better analyze the characteristics of big data integration, grasp the development trends of radio and television editing, demonstrate technological advantages, and promote overall development.

Keywords: Big Data; Radio and Television Editing; Editing Concepts; Radio and Television Programs

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Only by truly adapting to the development trends and demands of the era, effectively implementing big data integration, and demonstrating the new developmental forces and directions brought by emerging technologies can we better promote the development of China' s radio and television industry and enhance overall development levels.

In the context of big data integration, media work exhibits stronger trends toward personalization in data content. The utilization of different data resources has created a new workspace and environment for radio and television editing, enabling many editing tasks to break through temporal and spatial limitations. Compared with the past, information acquisition channels have become more accessible, and the timeliness of information release and transmission has been further improved. For audiences, big data integration enables more personalized information push services, greatly reducing the difficulty of information acquisition. Additionally, under the big data integration background, radio and television editing work can access richer materials and resources, thereby improving the overall quality of editing work. In summary, the editing environment has undergone significant changes while gaining more development opportunities.

1. Analysis of Development Trends in Radio and Television Editing under Big Data Integration

In the current new development period, big data integration primarily refers to using big data technology and various analytical and processing methods to achieve information data management. While big data integration has been applied to some extent in radio and television editing, the effectiveness and level of related research still need improvement. The overall depth of research remains limited, having only summarized current editing practices without comprehensively analyzing the multifaceted challenges facing radio and television editing under big data integration. The value of new technology applications has not been fully explored and demonstrated. Some radio and television editing work remains relatively one-sided under big data integration, struggling to meet the comprehensive development needs of the radio and television industry, and the driving effect on overall industry development needs further enhancement. In current research, radio and television editing work has not adequately grasped the commonalities and individualities of different media forms in editing, and researchers' creativity needs further improvement in specific editing tasks. In this new development period, big data has become a hot topic in society. The development of the radio and television industry is closely related to people' s work and lives, placing higher demands on research into big data integration.

2.1 Improving Editing Concepts

Under the big data integration background, radio and television editing work should update its ideological concepts and awareness to keep pace with the times, adopting scientific and effective methods to achieve innovation and im-

provement. Previously, the application of big data technology in radio and television editing was relatively superficial, failing to adequately control both the individuality and commonality of editing work, which prevented the technology from demonstrating its proper value and function. We should conduct reasonable analysis, scientifically select effective editing strategies and methods, and better apply big data integration technologies and concepts according to actual work needs. Only by continuously innovating our thinking and establishing scientific concepts and attitudes can we better meet the development demands of radio and television editing in the new era, improve work quality, and demonstrate the positive impact of new technologies.

2.2 Introducing Scientific Planning Concepts

In the big data integration context, radio and television program planning should consider the influences of the new environment and change previous planning concepts and methods. In the big data era, audiences have more ways to access radio and television programs and have higher requirements for program dissemination channels and content, providing a broader space and platform for program editing work. Meanwhile, in specific radio and television program planning, we must fully understand current market conditions. Only by truly understanding audience opinions and meeting their needs can we create stronger program influence. To satisfy these requirements, we can use big data technology for statistics to objectively and comprehensively analyze actual audience conditions, perform audience classification and analysis, and conduct program editing centered on audiences. This reflects the important "user-first" concept in current internet philosophy and constitutes a fundamental measure for meeting broad audience needs. Additionally, to further improve overall program planning effectiveness, we must constantly follow trends, actively explore application spaces for big data technology in program planning, enrich existing resources, and promote comprehensive improvement and development in program production quality.

2.3 Adapting Radio and Television Program Production to the Current Big Data Era

Under the big data integration background, radio and television editing work cannot meet the many demands of the new environment if it continues using previous methods and approaches. In practice, we should reasonably improve editing methods to better demonstrate the advantages of modern management. From the perspective of big data integration, radio and television program editing and production require personnel to possess certain information operation capabilities while better leveraging big data technology for resource collection and acquisition. We should improve program production thinking and concepts, integrating more contemporary and networked content to achieve better overall program effects. Furthermore, from the big data integration perspective, audiences' personalized information acquisition needs are constantly increasing. In

specific program production, we must satisfy these personalized needs, cooperate with various advanced technical means, achieve better personalized services, and enable audiences to quickly obtain their favorite radio and television programs.

2.4 Enriching Information Dissemination Channels

In the big data integration context, enriching information dissemination channels is an important consideration in radio and television editing work. By enriching channels, we can build better program images and facilitate innovation in broadcast media development. We can use current big data technology to research audience conditions for different program types. Combined with analysis of audience information acquisition channel distribution, we can reasonably adjust program information dissemination methods to achieve better program coverage. In today' s rapidly developing mobile internet era, more people choose to use mobile phones and other devices to obtain information. Therefore, in radio and television program editing, production should consider audience habits and needs in information reception through these channels and adjust editing work accordingly to improve overall adaptability. For example, for audiences accustomed to using WeChat public platforms for information, relevant program editing work should consider platform characteristics, adjust content data according to users' actual information acquisition habits and other big data analysis, and introduce more audience-demand-oriented content to enhance information dissemination effectiveness. This is an important measure for improving program production quality, meeting audience information needs, and enhancing program influence.

In summary, radio and television editing development in the new era should thoroughly consider the big data integration background, base itself on current work realities, achieve comprehensive innovation, better adapt to era demands and characteristics, build scientific editing work mechanisms, and improve radio and television work quality.

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