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Research on Television Program Post-production in the New Media Environment: Postprint

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Abstract

Currently, China's rapid economic development has significantly improved people's material living standards, leading to a continuous pursuit of higher-level spiritual fulfillment that has spurred the vigorous growth of the film and television industry. The nation's film and television media sector is evolving toward diversification and pluralism, particularly through the emergence of various new media forms in recent years that better satisfy audiences' diverse demands for content. Within this context, how to effectively provide high-quality film and television programs has become a critical research focus. This paper primarily analyzes and investigates the editing and post-production processes of television programs in the new media era, aiming to substantially enhance program quality within this new media landscape.

Full Text

Research on Television Program Post-Production in the New Media Environment

Abstract: With China's rapid economic development and significant improvement in material living standards, people are increasingly pursuing higher-level spiritual fulfillment, which has spurred the vigorous growth of the film and television industry. China's current film and television media industry is developing toward diversification and pluralism, with various new media platforms that have emerged in recent years better satisfying diverse audience demands. In this context, how to provide high-quality film and television programs has become a critical research topic. This paper primarily analyzes and examines television program editing and post-production in the new media era, aiming to effectively enhance program quality.

Keywords: new media; television program; post-production

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Throughout the entire television production process, post-production directly determines whether the program's design and conceptualization can achieve their intended effects. Post-production staff must comprehensively and meticulously collect and organize program materials according to the production plan, effectively integrating all relevant assets using audio and video editing technologies to ultimately produce high-quality content for distribution across multiple platforms. Currently, new media technologies pose unprecedented challenges and impacts to traditional media while simultaneously creating novel and distinctive features. Moreover, audiences have increasingly higher demands for their viewing experience, craving content-rich, visually compelling television programs. Consequently, expectations for post-production continue to rise. At its core, successful post-production depends on how effectively it satisfies diverse audience demands—only by catering to popular preferences can producers create increasingly high-quality programs.

1. Overview of Television Program Editing and Post-Production

Television program editing and production constitute the post-production phase. Editing involves reprocessing already-shot footage, video, and audio through activities such as re-dubbing, screening out inappropriate shots, and adding matching text to enhance program impact. Production refers to the arrangement and assembly of television programs, eliminating redundant elements to better convey the program's substance and main themes while ensuring overall coherence. Post-production safeguards program integrity, enhances emotional resonance, and helps audiences connect with the program's themes, thereby improving quality and ensuring successful completion. Television post-production and editing encompass two key dimensions: first, ensuring professional standards, which requires mastery of numerous hardware devices and operational procedures to maintain orderly workflows; second, fostering innovation while maintaining effective communication and coordination with pre-production staff to ensure program completeness and fluidity. Post-editors should demonstrate creative consciousness in their work, enabling audiences with different perspectives to enjoy the program and achieve strong ratings.

2.1 The Critical Relationship Between Post-Production Success and Program Quality

In practice, post-production uses specific technical means to transform conceptual ideas into actual content. Therefore, the effectiveness of television post-production not only determines whether the program's planning can be successfully realized but also influences whether the final product meets audience viewing needs.

2.2 The Impact of Post-Production on Program Innovation

Improving program quality and producing outstanding works requires innovation as an indispensable component—from planning through post-production, television program reform and innovation are paramount. Real-world practice serves as the wellspring of inspiration; only by discovering competitive innovative methods can the industry adapt to continuous social development. During post-production, a good creative insight can substantially enhance program quality. For example, when recording particularly moving or emotional scenes, incorporating a simple musical interlude at the right moment can effectively drive the narrative and easily resonate with audiences.

3.1 Collaboration Between Lead Creators and Supporting Teams

The television director serves as the lead creator—the organizer, originator, and leader responsible for core creative work, including planning valuable subjects, conducting interviews, developing shooting outlines, editing, and performing final quality checks throughout the systematic creative process. Consequently, directors must possess strong professional competence. Additionally, collaborative teams shoulder demanding responsibilities and must not neglect their duties when supporting the director, as this is essential for ensuring broadcast quality and effectiveness. However, in practice, cooperation between lead and supporting creators requires continuous improvement.

First, both parties must strengthen effective communication, as high-quality television programs depend on coordination between lead and supporting creators. During planning, directors can use input from collaborators as a primary orientation for their concepts, leveraging the strengths and creative enthusiasm of supporting staff in the overall vision. Collaborators must find their proper positioning, apply their individual capabilities, continuously adjust program style, and maintain planning consciousness throughout the entire production process to ensure integrity at every stage. In summary, effective cooperation between lead and supporting creators is crucial for achieving ideal television program outcomes.

3.2 The Lack of Innovation in Television Post-Production

For television programs to capture broad audience attention and achieve high ratings, post-production is an indispensable key component. However, current post-production quality varies considerably across the industry. Some programs demonstrate highly effective post-production that easily captures audience interest and increases attention, while others show clear capability deficiencies. Despite solid core content, limited post-production skills prevent audiences from fully grasping the program's intended message within the available time, severely impacting ratings. Therefore, only by continuously improving post-production quality can programs effectively increase viewership and expand their influence and promotional impact.

4.1 Continuously Improving Post-Production Staff Comprehensive Quality

During television post-production, staff comprehensive quality plays a pivotal role that directly affects program quality. Therefore, innovation in post-production should begin with continuously enhancing staff capabilities. First, regular technical training enables personnel to master new post-production technologies while summarizing daily work experience for continuous self-improvement. Second, post-production staff require theoretical education in editing and production to understand the entire production process and key points, grasping post-production holistically to generate innovative ideas.

4.2 Strengthening Team Consciousness in Post-Production

Current television post-production is typically completed by a team, with each member shouldering specific responsibilities. In this working model, team cohesion directly affects post-production outcomes. Therefore, production teams must utilize team consciousness to clarify collective goals, enhancing members' sense of purpose and uniting everyone in the effort to produce high-quality television programs.

4.3 Continuously Introducing Advanced Technologies and Attending to Details

Television post-production encompasses not only special effects, material boundaries, and subtitle creation but also initial review, broadcast tape duplication, and other related tasks. As technology advances rapidly, satellite technology, digital broadcasting, and other new technologies have been introduced into post-production. Moreover, rushing to completion rarely yields perfect products; meticulous craftsmanship is essential. Post-production involves numerous small details that critically impact program effectiveness, requiring staff to attach great importance to detail processing and never neglect any 环节, thereby substantially improving production standards.

4.4 Continuously Enhancing Innovation Capability in Television Post-Production

Post-production quality significantly shapes audience impressions of television programs, making it imperative to continuously improve innovation capabilities. To achieve notable innovation in post-production, first, program editors must maintain professional standards. On one hand, post-production should be undertaken by highly skilled technical personnel; on the other hand, production teams can invite experts and scholars to provide necessary technical guidance, drawing on strengths from other outstanding programs while combining them with their own station's actual conditions to discover innovation methods suited to their programs, thereby attracting more viewers and laying the groundwork for strong ratings.

In summary, television post-production in the new media era carries heavy responsibilities and involves complex, ongoing processes. Every television producer should deeply recognize the tremendous challenges and impacts that new media brings to programs and make adequate preparations to provide audiences with higher-quality television content that adapts to evolving times.

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