

---

AI translation · View original & related papers at  
[chinaxiv.org/items/chinaxiv-202310.01532](https://chinaxiv.org/items/chinaxiv-202310.01532)

---

## Challenges and Countermeasures for Traditional Television Editing in the Era of Media Convergence (Postprint)

**Authors:** Jiao Dongmei

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

### Abstract

With the continuous development of the economy, various sectors of society have imposed increasingly stringent demands on the media industry. In this context, the era of converged media informatization has emerged. Traditional television editors are confronted with challenges and competition from other media forms, while also encountering opportunities for reform and innovation. This paper primarily elaborates on the characteristics of the converged media era, analyzes the opportunities and challenges confronting television editors within this context, and proposes effective response strategies, aiming to provide valuable reference and guidance for industry practitioners.

### Full Text

#### Media Convergence: Challenges and Responses for Traditional TV Editors in the Integrated Media Era

**Abstract:** With continuous economic development, society has placed higher demands on the media industry, giving rise to the information-driven era of integrated media. Traditional TV editors now face both challenges and competition from other media forms, as well as opportunities for reform and innovation. This paper elaborates on the characteristics of the integrated media era, analyzes the opportunities and challenges confronting TV editors, and proposes effective response measures, aiming to provide valuable reference for industry professionals.

**Keywords:** Integrated media era; TV editor; challenges and opportunities

**Classification:** G222.1

**Document Code:** A

**Article Number:** 1671-0134(2019)06-054-02

**DOI:** 10.19483/j.cnki.11-4653/n.2019.06.011

**Author:** Jiao Dongmei

Television, as a traditional mass medium, plays an indispensable role in people's daily entertainment and lives. With the rapid development of information technology, society has entered the integrated media era. As a key component of traditional television media, TV editors must confront various opportunities and challenges presented by this new era. To better adapt to evolving trends, they must pursue independent innovation and enhance their competitiveness based on their actual circumstances.

## 1. Characteristics of the Integrated Media Era

The integrated media era represents the digital evolution of information dissemination, emerging from the combination of the multimedia and cross-media ages. Compared with previous media eras, it offers unparalleled advantages in terms of dissemination scope, speed, and information volume. A defining feature is the high degree of digitization in information transmission, which relies on encoding and decoding processes. This not only increases transmission capacity and expands reach but also accelerates dissemination speed. As people's spiritual and cultural needs grow, limited information volume, singular entertainment formats, and monolithic communication channels can no longer satisfy audiences. In the integrated media era, individuals have diverse preferences and increasingly varied demands for television programs. Consequently, one of the most pressing issues for TV editors is how to quickly and effectively produce high-quality programs that align with popular aesthetic tastes. In summary, TV editing is an indispensable and critical component of television program production, directly determining program quality. Against this backdrop, editors must strengthen self-review and management, embrace conceptual innovation, enhance their competitiveness, and promote the sustainable development of television media.

### 2.2.2 Diversification of Information Dissemination Channels

The trend toward diversified information dissemination channels already emerged during the multimedia era. In the integrated media era, China's information media industry has not only established standardized communication methods but has also entered a new developmental phase. Modern devices such as mobile phones and MP3 players now effectively transmit audio and video content that previously depended on television. Moreover, with rapid scientific and technological advancement, video streaming has gradually replaced the traditional rebroadcasting and live broadcasting formats commonly used in television information dissemination, creating strong competition between traditional TV media forms and the diverse channels of the integrated media era.

### 3. Response Measures for TV Editors in the Integrated Media Context

#### 3.1 Establishing a Benefit-First Philosophy

The fundamental duty of TV editors is to reasonably integrate and edit television programs to ensure the final product better meets audience needs. Therefore, editors should strictly adhere to the socialist value system and establish a benefit-first work philosophy. Only by doing so can they produce television programs that truly resonate with viewers.

#### 3.2 Producing Excellent Programs and Refining Editing Work

A key advantage of television media is that audiences can watch programs directly without searching through cumbersome information databases. TV editors should capitalize on this strength while improving program quality by carefully selecting both programs and the materials needed for their production.

#### 3.3 Enhancing Innovation Capability and Strengthening Management

Given the comprehensive nature of TV editing work, innovation in the integrated media era is essential to satisfy audience demands. Editors should leverage their inherent advantages, continuously improve their innovation capabilities, and strengthen their competitiveness to better meet audience expectations for programs.

#### 3.4 Rapid Development and Finding Suitable Integration Methods

Future media trends include artificial intelligence, new platforms, maker culture, mobile applications, streaming media, the new content era, big data, and user experience. To promote better development, TV editors must find suitable integration approaches. For instance, they can create a scenario where one program is distributed across multiple channels, generating diverse content such as live streams, short videos, images, text, and audio during program production and creation.

- References:** [1] Qiao Weijuan. Challenges and Strategies for TV Editors in the All-Media Context [J]. *West China Broadcasting & TV*, 2017(3): 117.  
[2] Yang Zhenhui. Analysis of Innovative Strategies for TV Editing in the All-Media Era [J]. *Journalism Research*, 2017, 8(17): 163.  
[3] Wang Gang, Jiang Yue, Xu Haifan. Reflection on Innovation Capability of TV News Editors in the Media Convergence Era [J]. *Media Forum*, 2018, 1(11): 81.  
[4] Lou Yu. Innovation and Reflection on TV Collection and Editing from the Perspective of Integrated Media [J]. *Media Forum*, 2018, 1(15): 135.  
[5] Zhuang Yan. Discussion on Challenges and Response Strategies for TV Editors [J]. *West China Broadcasting & TV*, 2017(6): 165.

*(Author's Institution: Xintai Radio and Television Station, Shandong Province)*

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

*Source: ChinaXiv – Machine translation. Verify with original.*