

Innovative Approaches to Television News Gathering and Editing in the Media Convergence Era (Postprint)

Authors: Cai Weiwu

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

Abstract

In the era of media convergence, the efficiency of news and information dissemination has gradually improved, and audiences' initiative in receiving information continues to strengthen, providing both valuable opportunities and significant challenges for television news work. Accordingly, this paper takes the era of media convergence as its research background, discusses the characteristics of television news gathering and editing work in this context, analyzes the competencies that television news gathering and editing professionals should possess, and provides a brief analysis of innovative pathways for television news gathering and editing work.

Full Text

Innovative Approaches to TV News Gathering and Editing in the Era of Media Convergence

Abstract: In the era of media convergence, the efficiency of news information dissemination has gradually improved, and audiences' proactivity in receiving information has continuously strengthened, presenting both favorable opportunities and significant challenges for television news work. Accordingly, this paper, with the era of media convergence as its research background, discusses the characteristics of TV news gathering and editing work in this era, analyzes the capabilities that TV news professionals should possess, and briefly explores innovative pathways for TV news gathering and editing in the era of media convergence.

Keywords: media convergence era; television news; gathering and editing

The era of media convergence primarily refers to the organic integration of traditional media such as television and newspapers, driven by emerging media and in response to changes in the global media landscape. The arrival of this era has placed higher demands on TV news professionals in terms of political literacy, policy theoretical competence, and news information acuity. As traditional news gathering and editing methods can no longer adapt to current practices, exploring innovative pathways for TV news gathering and editing in the era of media convergence has become essential.

1. Characteristics of TV News Gathering and Editing in the Era of Media Convergence

In the era of media convergence, TV news gathering and editing work is characterized by increasingly prominent brand effects, continuously enhanced audience proactivity in information reception, and higher requirements for information dissemination quality. The brand effect refers to the fact that under the rapid development of converged media, new media possesses distinct advantages in dissemination speed and methods, posing a significant impact on television news. Amid the constant emergence of massive TV news information in this era, audiences prefer media outlets with strong brand recognition, as they perceive information from branded media as more credible and authentic. The growing proactivity of audiences stems from the increasing number of information dissemination channels in the converged media era, which expands their space for selecting different types of information. Audiences can access information through various software applications or web pages, actively searching for news content of interest. The high demand for information dissemination quality arises because audiences' ability to judge TV news information has continuously improved in this era, reducing their blind conformity in information assessment.

2. Capabilities Required of TV News Professionals in the Era of Media Convergence

2.1 Political Literacy and Theoretical Competence

Television news possesses prominent popularization characteristics, and TV news professionals represent the spiritual connotation and political literacy of TV news programs. Therefore, they must ensure the correctness of their worldviews, accurately articulate the major policies of the Party and state for the public, and guarantee the correct orientation of TV news reporting.[2]

2.2 Acute Observational and Analytical Abilities

In the era of media convergence, massive information emerges explosively. Only by possessing acute observational and analytical abilities can TV news professionals screen out correct and valuable news information, thereby ensuring the authority of TV news broadcasting.

2.3 Proactive Planning and Initiative-Taking Capacity

In the era of media convergence, competition in the TV news media industry continues to intensify. Against this backdrop, TV news professionals should engage in proactive planning and take the initiative. They must analyze and conceptualize TV news events in a timely manner, determine optimal news strategies, and ensure efficient news broadcasting.[1]

2.4 Capacity to Plan and Maintain Local News Characteristics

Maintaining local news characteristics constitutes the competitive capital for TV news professionals in the era of media convergence. Accordingly, they should be locally grounded, starting from subject matter selection to increase the frequency of featuring local people and events, effectively address issues of public concern, and enhance the social benefits of TV news.

3. Innovative Approaches to TV News Gathering and Editing in the Era of Media Convergence

3.1 Narrowing the Distance with the Masses

Getting closer to the masses constitutes the fundamental approach to enhancing the efficiency of TV news gathering and editing at Zhanjiang Radio and Television Station in the era of media convergence. Therefore, in practical work, TV news professionals should regard the audience as both the target and core of their work, rationally utilize media resources available in this converged era, and optimize reporting patterns to be more vivid and visual, thereby achieving the goal of seeing the big picture through small details in TV news programming. In specific news gathering and editing tasks, practitioners should abandon rigid and fixed conventional concepts, integrate news closely related to grassroots communities in accordance with new requirements for professionals in the converged media era, and subsequently conduct in-depth excavation of regional TV news content to maximize the vividness, visualization, and authenticity of news information.[3] TV news professionals should comprehensively consider factors such as news timeliness, audience receptivity, and regional characteristics to create news information that resonates with the public. During specific news broadcasting processes, TV news reporters can start from daily life and work perspectives, truly immersing themselves in the actual lives of grassroots citizens to maximize news gathering and editing effectiveness.

3.2 Integrating Existing Media Platform Resources

The advent of the media convergence era has not only transformed overall social information dissemination channels but also influenced the developmental patterns of public opinion. Therefore, to fully satisfy users' differentiated information consumption needs, TV station news professionals may, drawing upon the broadcasting characteristics of CCTV or provincial television stations, inte-

grate all media platforms and news resources to subsequently construct an interactive platform for citizen participation combining self-media and TV news. (See Figure 1 [Figure 1: see original paper]).

In the operation of this citizen-participation self-media and TV news interaction platform, self-media original content serves as the core, relying on the existing editorial team and dominated by broad-based gathering and editing to form a comprehensive editorial team. By extensively collecting and editing information within the region, the quality of TV news gathering and editing in the converged media era can be effectively improved. For instance, millions of drivers distributed across various city corners can provide effective information consultation to other drivers regarding traffic conditions and congestion during morning and evening rush hours through broadcasts from their locations. Meanwhile, relevant broad-based editorial personnel can record fresh events or emergencies occurring around them at any time and transmit them to the TV station's media information platform via mobile networks.

In 2016, Premier Li Keqiang proposed the S-curve during his inspection of the National Development Research Institute at Peking University. The S-curve indicates that each technology develops slowly during its introduction phase; once it enters maturity, it experiences explosive growth. When technology reaches late maturity and lacks upward momentum, it further enters a state of slow growth. Essentially, TV news gathering and editing work in the era of media convergence exhibits prominent S-curve characteristics, with new media being technology in a rapid ascent phase. Therefore, to obtain new economic growth points, news gathering and editing personnel at Zhanjiang Radio and Television Station should rely on mobile internet platforms to reconstruct a new news gathering and editing model based on original news collection, production, and distribution processes.

On one hand, based on the characteristics of the converged media era, TV news professionals can organically integrate front-end interviewing with back-end editing. By adopting more flexible operational mechanisms, they can communicate promptly with front-end interviewers according to news program content requirements while simultaneously accessing resources from the database to form a personalized, three-dimensional TV news reporting pattern. Subsequently, building upon conventional on-site interviews, TV news professionals can utilize synchronized sound interview modes, appropriately adding textual editing materials and dynamic image information, while rationally incorporating background music and audio-visual images to further enrich the visual content of news programs.

On the other hand, TV news professionals can draw upon their own editorial experience to leverage a news gathering and editing back-driving mechanism based on existing TV news content promotion, personnel incentives, and production management processes, thereby driving reform of news gathering and editing workflows in the converged media era. In short news production, to ensure information authenticity and editorial efficiency, TV news professionals

can employ appropriate interviewing techniques. Building upon preliminary news gathering and editing, they can combine conventional single offline activity formats with brand awareness to construct a self-media-oriented TV news gathering and editing system. In other words, treating TV news gathering and editing work as a product, they can conduct promotional operations for TV news programs through activities and grassroots engagement, making the primary and secondary aspects of overall news materials more distinct.

Furthermore, the era of media convergence has placed higher demands on topic selection and planning for TV news content. Therefore, during the process of gathering and editing TV news information resources, professionals should prioritize news information with high practical value and strong public appeal. Simultaneously, they should innovatively reconstruct relevant news information using their work experience and creative thinking. Through the establishment of a new news gathering and editing thinking system, the industry competitiveness of overall news information reporting can be effectively enhanced.

In summary, the arrival of the era of media convergence has placed higher demands on TV news professionals. Therefore, on the basis of seeing the big picture through small-scale grassroots news, TV news gathering and editing personnel at radio and television stations can incorporate every detail of grassroots communities into news materials. By combining the characteristics of the converged media era and innovating TV news program gathering and editing formats, they can integrate grassroots groups into the TV news gathering and editing process, maximize the excavation of actual news value, and ensure the credibility of TV news media.

References: [1] Li Yuanyuan. Innovative Approaches to TV News Gathering and Editing in the Era of Media Convergence[J]. West China Broadcasting TV, 2018(2):158-158. [2] Tan Huimin. Discussion on New Requirements for News Editors in the Era of Media Convergence[J]. Public Communication of Science & Technology, 2018(18):20-21. [3] Xu Feng. Capabilities Required of TV News Professionals in the Era of Media Convergence[J]. Research on Transmission Competence, 2017(11):14-15. [4] Wang Huan. Research on Professional Qualities of TV News Professionals in the Era of Media Convergence[J]. News Reporting, 2016(6):27-28.

(Author affiliation: Television News Department, Zhanjiang Radio and Television Station)

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

Source: ChinaXiv – Machine translation. Verify with original.