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On the Editorial Consciousness of TV News Journalists (Postprint)

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Abstract

The new era has proposed new requirements and expectations for new media communication patterns, and traditional television news editing models can no longer adapt to the development of the times. Only through continuous innovative reform and technological innovation can television news editing adapt to the development of the new era. Simultaneously, the development of the new era has posed new requirements and challenges to television news journalists' editing awareness, and only through continuously innovating editing awareness can it align with the development of the times. Therefore, this paper conducts certain research on television news journalists' editing awareness based on this foundation, in order to better promote the development of China's television cultural industry.

Full Text

On the Editing Awareness of TV News Reporters

Abstract: The new era has brought forth new requirements and expectations for new media communication models. Traditional TV news editing paradigms can no longer keep pace with the times; only through continuous innovation and technological advancement can TV news editing adapt to contemporary development. Simultaneously, this era presents new demands and challenges for TV news reporters' editing awareness, requiring constant innovation to align with evolving trends. This paper therefore examines the editing awareness of TV news reporters to better promote the development of China's television culture industry.

Keywords: TV news editing; new media environment; new media trends; editing awareness; interviewing techniques

In the new media era, internet technology has profoundly impacted traditional media, newspapers, radio, and television. How to organically integrate tradi-

tional media with internet technology has become a critical consideration across industries. Failure to grasp this trend may result in traditional media being abandoned by the times. Contemporary news communication now demands higher quality, diverse perspectives, and faster reporting speeds, requiring TV news reporters to possess strong editing awareness to adapt to their evolving roles. This paper addresses how to promote the extension and development of TV news editing within the context of internet technology, how to establish editing awareness, and how the organic integration of TV news editing with new media technology can expand program influence in the communication field and foster sustainable growth.

1. The Significance of Enhancing TV News Reporters' Editing Awareness

First, many news events are sudden and require real-time reporting, necessitating that news gathering capture first-hand information and track developments dynamically. This demands higher professional qualities from TV news reporters, including keen insight and the ability to grasp news events, enabling immediate response and timely editing when events occur. Second, journalists must conduct in-depth follow-up interviews on news developments, maintaining a spirit of sufficient skepticism. Only after gaining a comprehensive understanding of events should they report, ensuring accuracy and avoiding misleading public opinion. Therefore, journalists must strengthen their sense of mission and responsibility, striving for truthfulness and avoiding fake news. Additionally, journalists must craft appropriate headlines to enhance news appeal. These responsibilities require editing awareness.

Second, a quality news work requires improvement from editing through post-production. These are both independent and interconnected stages. News conferences with a big-picture perspective consider interviewing and post-production work (essentially to present better interview video effects), thereby shaping excellent news programs.

Third, reasonable editing awareness can control the entire interview situation. News reporting programs require objectivity and truthfulness, demanding that journalists understand event contexts and make judgments based on facts rather than personal assumptions. This is also a requirement for professional journalist quality. Editing awareness can restrain reporters' self-discipline, maintaining an objective, truthful, and correct direction.

1.1 Writing Style

New media technology has significantly transformed news writing styles. Traditional news gathering was standardized in content and form, with rigid materials and styles that could hardly meet contemporary developmental needs. As new media technology advances, news gathering models have changed substantially, with significant innovations in both content and form. The approach now advo-

caters flexibility to meet the needs of different professions, ages, and social strata, allowing audiences to switch between news reports according to their preferences. The new media era has profoundly changed news gathering models, imposing higher requirements. First, news must be readable, rapidly disseminated, and hierarchical to satisfy diverse group needs. Second, news writing language should be humorous and witty, making it easily acceptable and capable of capturing readers' attention instantly, generating interest to continue reading. Fourth, news should utilize multiple forms, organically combining comics, audio, images, videos, etc., to stimulate multiple sensory experiences and provide good reading experiences.

1.2 Writing Techniques

In the new media era, audiences no longer satisfy traditional information access methods. Mobile clients and web pages have become primary information sources, with traditional newspapers and television occupying increasingly smaller proportions. This places higher demands on news gathering's real-time capability, flexibility, and multi-level nature. Consequently, users have changed how they access news information, with web and mobile clients becoming main sources. Such online news features flexibility, large information volume, and strong timeliness, requiring certain writing techniques. First, contemporary news demands high real-time performance, requiring platform distribution shortly after events occur. This demands journalists have strong comprehensive, summarizing, and writing abilities to complete news reports quickly. Second, news gathering personnel must enhance their news sensitivity, fully discovering news in daily life, deeply mining and analyzing hot issues of public concern, transforming scattered news information into valuable reports. They must develop news sensitivity, timely discover contemporary social hotspots, and cultivate writing abilities to convert disordered news information into valuable reports. Third, they must master diverse expression techniques, using humorous language that captures readers' attention while employing multiple methods to enhance readability—attracting interest through headlines and increasing vividness through multi-level expression techniques. Fourth, news forms are not limited to text, images, and video but can also incorporate animation, hyperlinks, and other forms to enhance dissemination effects, better attracting readers and promoting new media development.

2. The Impact of New Media on TV News Editing

2.1 Impact on Editing Technology

TV news editing has experienced five stages: physical editing, electronic editing, time-code editing, non-linear editing, and non-linear network editing. Different stages employed different technologies. The early physical, electronic, and time-code editing stages used linear editing technology due to technical limitations, requiring editing according to tape direction. This technology had strong limitations, wasting most editing time on material searching, resulting in low

efficiency and limited work quality. The emergence of non-linear editing technology brought new hope for improving editing quality. By leveraging computer advantages for material editing, storage, and production, it greatly enhanced editing efficiency and quality. Using relevant editing software, people could easily combine different materials and integrate required voice-overs promptly. In recent years, rapid information technology development and the organic integration of non-linear editing with network technology have further advanced editing technology. Current editing technology can fully utilize network technology for online resource sharing while maximizing TV news editing quality and ensuring user viewing experience. Non-linear technology is far superior to linear technology. In material production, non-linear technology does not cause image information loss during editing and offers higher precision, ensuring final production effects deliver visual impact. Simultaneously, in special effects, non-linear editing technology enables systematic integration, combining functions like special effects, animation, subtitles, audio mixing, and lens switching, thereby reducing directors' workload while ensuring final program effects.

2.2 Impact on Network Communication Technology

In the new media era, media communication has developed toward personalization, increasingly focusing on users' individual needs and transforming mass communication into segmented communication according to audience preferences. Communication strategies have also changed significantly, emphasizing interaction with audiences to improve viewing experiences. With information technology development, communication quality and speed have improved markedly, enhancing media playback quality and content and promoting network communication toward civilian and grassroots directions.

2.3 Meeting Audience' s "Novelty-Seeking" Psychology

In recent years, new media' s emergence and development have significantly changed China' s TV news editing industry. TV audiences' psychological needs have increasingly raised requirements for TV news editing, hoping for innovative television programs rather than repetitive content during viewing. Audience demand has influenced TV news editing trends to some extent; only by meeting audience needs can TV news editing develop better. Therefore, television program development must include necessary innovative reforms, paying attention to innovation and interactivity in program content and format to better satisfy user needs and promote healthy TV news editing industry development.

3. Strategies for Enhancing TV News Reporters' Editing Awareness

3.1 Strengthening Interactivity in TV News Editing

In TV news editing reform, development requirements must inform reasonable reform plans and strategies, placing audience needs at the core. Television pro-

gram content and format should enhance audience interactivity, selecting and applying materials that resonate with daily life, enabling audiences to gain emotional resonance during viewing. Fully utilize interactive technology in TV news editing, actively guiding audiences to accept emotional values and ideological values transmitted by programs. An important television program function is transmitting correct values and social perspectives, with entertainment being another important function. Therefore, TV program editing must increase media added value, establish brand value, gain audience recognition, and positively influence viewers. On the basis of increasing program interactivity, integrate mainstream values into material production to subtly influence audiences, enabling them to gain something while being entertained. Transmitting positive energy and mainstream values is also a TV news editing responsibility.

3.2 Innovating Program Formats

Rich and smooth communication channels can diversify and innovate TV communication content and formats, continuously broadcasting various news programs, enhancing knowledge interest and practicality, thereby improving service quality and providing more care for people's life needs. Simultaneously, news information is closely related to quality. Therefore, in program production, computer processing technology should be fully utilized to continuously improve layout and professionalism, meeting contemporary aesthetic needs. Technical means like animation and special effects should beautify visuals, enhance vision, increase novelty, and continuously improve TV communication attractiveness. Additionally, TV news editing rhythm helps control news tone, expressing cheerful, tense, or relaxed atmospheres. Reporters must keenly capture on-site atmosphere and make appropriate adjustments considering editing needs. Camera movement should match editing rhythm.

3.3 Transforming Role Positioning Reasonably

Traditional TV news editing focused on planning rather than operational capabilities. However, the new media environment demands not only editing but also operational abilities from TV news editors. To adapt to new era requirements, TV news editing workers should actively transform their role positioning, considering issues from a qualified operator's perspective. During TV communication processes, they should strengthen marketing awareness, expand program influence through market understanding, and thereby attract more audiences.

3.4 Integrating Humanistic Thought in TV News Editing

In TV news editing program development, the people-oriented concept must always be integrated into the process. The audience is the main subject of TV news editing; audience needs must be prioritized, and programs should genuinely reflect audiences' actual emotional needs. Humanistic care and human emotions should be integrated into program production, enabling audiences to

gain emotional resonance and experience humanistic care while watching. Simultaneously, interactivity with audiences should be increased to integrate them into programs and enhance viewing experiences. For example, when designing guest appearance methods in a program, audience voting through questionnaires or on-site selection can be used to maximize audience satisfaction. This not only attracts audience attention but also adds innovative elements, ensuring program ratings.

3.5 Comprehensive Development of News Gathering and Writing

In the new media era, news gathering and writing models have changed significantly. However, traditional models should not be abandoned during new media development; instead, new media and traditional media should be organically combined. Only through mutual cooperation can healthy news gathering and writing work be promoted. First, news gathering should collect as much material as possible and fully excavate and interpret potential news value. Second, reporters should filter news events based on experience, fully exploring 民生 topics that interest readers. These issues relate to people's vital interests and can also leverage news communication value. Additionally, different news materials can be gathered for readers of different ages and backgrounds, fully exploring users' reading interests and habits.

3.6 Enhancing Interactivity in News Gathering and Writing

News gathering and writing have achieved technical interactivity through communication software development. News gathering and writing models must adapt to era development, strengthening interaction with audiences through email, chat, and other methods. Rooms, electronic forums, apps, WeChat, and QQ can continuously receive audience opinions and suggestions, further narrowing the distance between programs and audiences, listening to good suggestions and methods, continuously improving program quality, increasing program-audience stickiness, and expanding news influence.

3.7 Improving Professional Quality of TV Editors and Reporters

We can observe that many media enterprises neglect training for TV editors and reporters, making it difficult to improve their comprehensive qualities. Many reasons cause this, with the most important being systemic problems that ignore employees' self-development and overemphasize institutional construction. However, in the new era, enterprise systems should actively transform methods, innovate specific approaches, and increase training for TV editors and reporters. Experts can be regularly invited for on-site teaching or regular news gathering and writing training activities can be held to continuously improve employees' management levels through regular training. Simultaneously, enterprises universally face news system management problems with single processing methods and scarce news system management resources. This not only restricts practitioners during enterprise system management processes but also affects TV edi-

tors' and reporters' institutional management concepts and cultivation of good habits. As enterprises, they should actively innovate network management systems, improve problem-solving speed, and thereby drive more social enterprises and individuals to recognize the positive role played in our era, correctly utilizing this double-edged sword of the internet. Selecting suitable institutional management methods is particularly important for enterprises. To achieve optimal effects of news system management goals, enterprises must maintain high ideological awareness during institutional management processes, seriously considering and solving existing problems.

Conclusion

In summary, the new media era has significantly changed TV news editing work modes in terms of content and situation, incorporating many new technologies into program production technology and markedly improving program quality. Additionally, the new environment presents new requirements and challenges for strengthening news authors' editing awareness. Only through continuously strengthening training for TV news reporters' editing awareness can journalists adapt to new era demands. Furthermore, new media technology development has promoted TV news editors' editing awareness improvement. In enhancing news editors' editing awareness, the people-oriented concept must always be reflected, prioritizing audience needs. Only this can improve program ratings and promote healthy TV program development.

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