

# Research on the Characteristics and Innovations of Television News Gathering, Editing, and Planning in the New Media Environment: Postprint

**Authors:** Cheng Kailin

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

## Abstract

The advancement of science and technology has enabled the widespread application of information technology across various domains, particularly fostering the emergence of new media within the media sector. In this new media environment, traditional television news gathering, editing, and planning must undergo innovation to satisfy the spiritual needs of the populace. Consequently, this paper first explicates the characteristics of television news gathering, editing, and planning in the context of new media, and subsequently proposes innovative strategies for these activities within the new media landscape.

## Full Text

### Preamble

#### Research on the Characteristics and Innovation of TV News Gathering, Editing, and Planning in the New Media Environment

**Abstract:** The advancement of science and technology has led to the widespread application of information technology across various fields, particularly giving rise to new media within the media sector. In the new media environment, traditional TV news gathering, editing, and planning require innovation to meet people's spiritual and informational needs. Therefore, this paper first elaborates on the characteristics of TV news gathering, editing, and planning under new media, and then proposes innovative strategies for these processes in the new media context.

**Keywords:** new media environment; TV news; gathering, editing, and planning; TV news gathering and editing

**Classification Code:** G623

**Document Code:** A

**Article ID:** 1671-0134(2019)04-112-02  
**DOI:** 10.19483/j.cnki.11-4653/n.2019.04.037  
**Author:** Cheng Kailin

## 1.1 Characteristics of News Gathering and Editing

First, the volume of information is large and increasingly complex. The current era is characterized by informatization, with expanding applications of digital and internet technologies. This trend has significantly increased both the channels and scope of information dissemination, profoundly impacting traditional news transmission methods. TV news audiences have shifted from passively receiving news to actively spreading and even creating it, transforming from mere recipients into disseminators and producers. This shift has caused the volume of information to explode, while the proliferation of transmission channels has endowed news information with increasingly complex and diversified features.

Second, information carriers have become diversified [1]. As television news has evolved, the role of carriers has become more prominent, developing toward diversification. The rapid pace of network technology updates has rendered traditional news reporting formats inadequate for meeting audience needs, as people could not access complete news information. In the new media environment, however, audiences can obtain news not only through traditional media such as newspapers, television, and radio, but also via new media platforms like WeChat official accounts and Weibo.

Third, information collection has become separated from editing and reporting. The rapid development of TV news has been driven by growing audiences, yet new media—with its personalized and interactive characteristics—has significantly impacted TV news development. To ensure sustainable development, television news must integrate with new media to achieve innovation in news gathering and editing workflows.

## 1.2 Characteristics of Planning

Planning represents a further refinement of news gathering and editing work, aiming to promote the healthy development of TV news through rational planning. First, planning is practical [2]. In actual news planning, time is a fundamental factor; planners require sufficient time to carefully analyze news information, identify valuable content, edit it into news stories, and present it to audiences promptly. This process attracts audience attention and enthusiasm, ensuring better development of TV news.

Second, planning serves functions of amplification and bridging. When planning TV news, most planners employ methods of “zooming in” and “bringing closer” to excavate valuable information for news production. This approach not only diversifies news material collection channels and enriches news content, but also ensures that news planning remains connected to people’s daily lives, thereby

enhancing audience acceptance of TV news.

Finally, planning adheres to a people-centered approach. When organizing information, news planners must identify hot topics or valuable information within news content, understand audience viewing interests and actual news needs, and maintain a people-centered focus. This enables TV news to exert a positive influence on audiences.

## 2.1 Innovation in News Interview Forms

In the new media environment, journalists must innovate their interview forms, avoiding the repetition of identical news content across multiple media platforms. This improves upon the traditional TV news characteristic of content redundancy and enriches news substance. For instance, during the Hangzhou G20 Summit several years ago, CCTV-4's "International News" program utilized WeChat official accounts, television, and Weibo topics to collect audience questions and interests about the summit before conducting interviews. The program encouraged active participation through comments and messages, inviting audiences to express what they wanted to know about the summit. Subsequently, editors organized and categorized these comments, dispatching multiple interview teams during the formal news interview process to interview different types of summit participants. This approach simultaneously accomplished TV news interview and reporting tasks while addressing audience inquiries.

Some audiences were particularly concerned about summit security. Consequently, journalists interviewed security personnel, using cameras to demonstrate their specific work procedures and featuring close-up shots of security equipment in operation. This visual evidence illustrated the summit's stringent security measures and their effectiveness in ensuring smooth proceedings [3]. Additionally, other journalists interviewed catering managers and departments, using cuisine to three-dimensionally showcase Hangzhou's urban character and allowing audiences to sense China's emphasis on the summit through the culinary preparations and repeated discussions among relevant staff.

While TV news media may lag slightly behind new media in terms of timeliness, they possess exclusive rights to internal conference interviews. Therefore, TV news media can integrate new media's live broadcasting features to provide real-time coverage of summit proceedings, enabling audiences to follow developments promptly. Moreover, by conducting diverse, multi-perspective interviews based on collected audience feedback, TV journalists can effectively bridge the distance between international conferences and audiences, imbuing such news with everyday life characteristics that make it more accessible and facilitate deeper understanding of summit content.

## 2.2 Innovation in News Gathering and Editing Processes

In the new media environment, TV news gathering and editing professionals should innovate their workflows by integrating new media gathering and editing technologies, expanding news collection channels, streamlining processes, improving work efficiency, and enhancing planning innovation. For example, during this year's Two Sessions coverage, Weibo was used not only to publish related topics but also to live-stream the sessions. According to Weibo's official data, Two Sessions-related topics garnered 14.54 billion reads during the session period, with related videos receiving 3.43 billion views. This demonstrates that integrating TV news with new media innovation significantly increased audience attention toward the Two Sessions.

Furthermore, data revealed that young people have become the primary audience for Two Sessions coverage on Weibo, with 73.5% of the audience under 30 years old. This illustrates that integrating news gathering and editing with new media effectively expands the demographic reach of news reporting. Additionally, during the Two Sessions, television stations broadcast live not only on TV but also online, allowing people to watch proceedings anytime and anywhere [4]. Moreover, during TV broadcasts, hosts conducted real-time connections with on-site reporters, employing methods such as live interviews to present the sessions to audiences. Viewers could discuss the sessions in online live-stream comment sections and interact with news coverage by sending comments and messages. This year also saw the use of 360° VR cameras for Two Sessions reporting, enabling audiences to view the studio from various angles. Supported by these advanced technologies, the integration of TV news gathering and editing with new media innovation effectively satisfies audience demands for TV news, facilitates real-time interaction, and bridges the gap between news and audiences.

## 2.3 Innovation in News Planning

The deepening of informatization has given birth to the new media environment. In this context, TV news must innovate its planning work to maintain healthy development, adjusting planning perspectives and enriching TV news content through novel viewpoints. For example, 2017 marked the 20th anniversary of Hong Kong's return. In addition to reporting on the entire return process, *Xinwen Liangbo* engaged in effective online communication with audiences via Weibo, official accounts, and mobile live-streaming platforms to understand their feelings and thoughts about Hong Kong's return. Furthermore, journalists located young people born in the same year as Hong Kong's return, interspersing their personal growth stories into TV news coverage. This individual perspective observed and demonstrated changes in Hong Kong and its people since the return, enriching report content while using interaction to bridge the distance between audiences and TV news [5].

Simultaneously, when planning Hong Kong return coverage, Shandong Televi-

sion reported not only on economic cooperation achievements between Hong Kong and Shandong but also approached the story from two angles: “Shandong People in Hong Kong” and “Hong Kong People in Shandong,” reporting on impressions and life experiences of people living away from home. Through this planning approach, audiences could gain deeper understanding of exchanges between Hong Kong and Shandong and sense the changes since Hong Kong’s return, thereby enhancing national confidence. Moreover, this unique planning perspective enhanced TV news viewability, endowing it with distinctive charm in the new media era.

## 2.4 Innovation in News Arrangement Forms

Innovating TV news arrangement forms in the new media environment requires news planners to rationally select and flexibly combine news materials according to news themes, presenting news content in an accessible manner to better serve audiences. For instance, Shanxi Taiyuan Television’s *News Express* program focuses primarily on social and people’s livelihood issues, featuring high-value and influential information as headline stories, such as law enforcement incidents [6]. The program is divided into multiple modules according to thematic categories, including Express Investigation, On-Site Footage, and Special Reports. Based on local characteristics, news planners regularly update exclusive news special programs, such as previously aired ancient city treasure hunt interviews. Additionally, Taiyuan Television broadcasts soft lifestyle news—such as citizen sports events and food festivals—after hard news on current affairs and politics. The program also accepts public hotline calls, promptly addressing feedback and achieving effective communication and interaction. This arrangement format effectively enhances audience attention and ratings.

## References

- [1] Ma Limin. Strategies for Enhancing the Core Competitiveness of TV News Gathering and Editing in the New Media Context [J]. *West China Broadcasting & TV*, 2019(2): 129, 131.
- [2] Ye Hong. Key Points and Innovative Approaches to TV News Gathering and Editing Work in the New Media Context [J]. *Public Communication of Science & Technology*, 2018, 10(22): 53-54.
- [3] Ji Shengnan. Innovative Approaches and Methods for Radio and TV News Gathering and Editing in the Media Convergence Era [J]. *Research on Transmission Competence*, 2018, 2(28): 129.
- [4] Zhang Li. How to Improve Radio and TV News Gathering and Editing Work in the New Media Era [J]. *Reporter’s Cradle*, 2018(9): 118-119.
- [5] Zhang Xu. Analysis of Reform and Innovation for TV News Gathering and Editing Personnel in the New Media Era [J]. *Media Forum*, 2018, 1(17): 54-55.

[6] Ji Yiwei. Discussion on New Characteristics and Coping Strategies of Radio and TV News Gathering and Editing in the “Internet Plus” Era [J]. Public Communication of Science & Technology, 2018, 10(16): 55-56.

(Author’ s Affiliation: Zhejiang Radio & Television Group)

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

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