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Research on Post-production and Packaging Techniques for News Programs: Postprint

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Abstract

This paper elaborates on the research of post-production and packaging technologies for news programs, primarily based on analyzing the functions of current post-production and packaging technologies in news programs and their innovative developments. It conducts an in-depth exploration and analysis from several perspectives: the extensive application of special effects graphics in news programs, the use of subtitles in news programs, and the utilization of background music in news programs. The objective is to enhance the value of post-production and packaging technologies in news programs and to provide reference materials for relevant research.

Full Text

Research on Post-production and Packaging Technology for News Programs

Abstract: This paper focuses on research into post-production and packaging technologies for news programs. Based on an analysis of the role and innovative developments of these technologies, it delves into several key aspects: the extensive application of special effects in news programs, the use of subtitles, and the incorporation of soundtracks. The aim is to enhance the value of post-production and packaging in news programming and provide a reference for related research.

Keywords: news programs; post-production; packaging technology; news special effects; television technology

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1. The Role of Post-production and Packaging Technology in News Programs

China has a vast territory and large population, resulting in significantly greater demand for television programs and viewership than other countries. With the continuous development of computer network technology, various information platforms have gained widespread recognition, and local satellite television channels have flourished. Nowadays, nearly all regions use unified channels while establishing their own local satellite stations, leading to a continuous increase in the number and formats of news channels. In this competitive media landscape, news programs must innovate, discard outdated practices, and analyze content from the audience's perspective to capture viewers' attention.

Due to rapid advancements in television technology, TV news has evolved from monotonous formats to diverse, multi-faceted presentations, with program forms constantly changing and innovating. Each transformation of television news is inseparable from developments in society, technology, and communication concepts. Modern digital systems form the foundation of program production, and computer-generated special effects present viewers with rich, colorful visuals that exceed imagination, creating unprecedented visual impact and transforming program production. Computer special effects and sound design are fundamental and crucial elements in television production. In the new media era, it is essential to continuously strengthen news branding and promotional efforts, emphasizing research into post-production and packaging technologies for news programs. By thoroughly analyzing programs while meeting audience needs, we can continuously enhance broadcast effectiveness.

As material and cultural living standards improve, fewer people can sit quietly in front of televisions to watch news programs. Therefore, news producers must employ post-production and packaging techniques to improve and adjust content presentation, making news programs more distinctive to capture audience attention and secure a position in the news market. Moreover, while preserving the unique appeal of news through post-production and packaging, producers should incorporate novel elements to attract broader audiences [1].

2.1 Widespread Application of Special Effects in News Programs

For television news programs, regardless of the target audience, content must be transformed into a televisual format that is accessible to the public. Television news relies on visual representation, making footage the foundation and key element of news presentation. Journalists must be on-site to record the occurrence, causes, processes, and outcomes of events, then integrate this mate-

rial into visual presentations for the public, as visual information is more direct and effective. During transmission, television footage conveys certain capabilities, enabling news to not only show surface-level facts but also reveal hidden forces and personalities behind the stories [2]. In other words, the function of visual elements in television news is generally manifested in two aspects: first, the value contained within a single shot; and second, the relationships revealed between shots. Typically, the functions of television news visuals can be divided into two dimensions: the connotation of individual shots and the connotation expressed through shot combinations. In television news, the most common factor is the presentation of different perspectives on the same information, requiring analysis from various angles.

Special effects technology is a primary component of news programs. With the rapid development of electronic technology, special effects have become a means for post-production personnel to enrich visuals, add information, and make localized improvements to news content, thereby boosting viewership ratings. Under current network technology conditions, as audiences are exposed to increasingly diverse and innovative program types, traditional formats can no longer continue. Therefore, news production must research new presentation forms to display content differently, giving television news a fresh feel.

Special effects serve as a primary method for enhancing news quality, enabling techniques such as image compositing, chroma keying, and overlay to present multi-angle, multi-layered news content [4]. Television special effects provide favorable conditions for production, allowing correction of deficiencies in initial filming and offering various transition forms between significantly different shots. A frequently used technique is dissolve, which makes connections between shots and subjects more seamless. Split-screen technology can shrink different images and independent shots, arranging them sequentially on the television screen according to specific needs. This effect can display effective images in an overlay format, increasing the amount of information contained in the news and integrating news from different time periods into the same frame to create strong contrasts that leave deep impressions on viewers. Simple special effects treatments such as wipe transitions, border additions, and background processing can alter the rhythm of visuals and provide aesthetic appeal [5].

2.2 Application of Subtitles in News Programs

Television subtitles are a primary means of effective information dissemination in television media. They supplement television images and can maximally compensate for visual deficiencies. Using scientific and intuitive subtitle-image combinations can better convey news meaning and content, enhancing the audience's experience and facilitating the establishment of a more direct overall mood and tone. Subtitles are widely applied in news programs, often displaying news titles, full-screen text, voice-synchronized text, and scrolling text. News programs have strong timeliness and must be produced within short timeframes [6]. This requires subtitle playback that integrates text and graphics, where only

the variable text and image information in templates needs to be modified during news processing. The design work is relatively simple with short production cycles, making template-based production suitable for such tasks. Editors and journalists can implement this themselves, minimizing production steps and saving considerable time. During template application, all variable text is replaced, ensuring consistent design style across the entire news channel and maintaining uniformity in packaging, design, production, and final broadcast. This approach can improve news production efficiency.

When designing subtitles, careful consideration must be given to position, size, color, and image coordination. Subtitles should be designed according to the overall news effect, combining text and images to provide viewers with more direct visual impact. Font and size selection should be unified with the program's visuals and content to ensure the television program's theme is more prominent and harmonious. Innovation and exploration in subtitle design should be encouraged [7].

2.3 Use of Soundtracks in News Programs

Television visuals represent an audio-visual combination that must integrate images, live sound, and music. Television synchronous sound primarily consists of on-site audio and voices that change with filming. Television images are highly subjective, providing viewers with unlimited imagination and reflection time to create more lasting memories. Music can effectively address content that language and visuals cannot express, offering viewers broader visual space and content. Music's beautiful melodies can influence people's emotions, render atmosphere, strengthen emotional experiences, and make many dull news visuals more vivid and dynamic [8].

In news programs, artistic conception is primarily manifested in the combination of sound and image, providing viewers with more abstract contexts—particularly the 交融情境 (blended contexts) between interview subjects—which are all real scenes that actually exist. Therefore, adding soundtracks can strengthen the emotional 感染力 (infectious power) of news. Regardless of format, music can convey feelings that visuals and language cannot describe, creating more intuitive contexts and deepening news themes [9].

Conclusion

Social development has led to continuous improvements in television news formats. To meet societal demands, news programs from CCTV to local stations must continuously innovate and improve, enriching news content through diversified forms and analyzing news from different levels to present it in multi-faceted ways. As China's economy develops rapidly and its international status rises, real-world developments align more closely with television news needs, satisfying audience demands. In today's market economy, television audiences expect more comprehensive, integrated, and convenient news content, with stronger

pursuit of fashion. By integrating subtitles, visuals, and soundtracks into news programs, 善于 innovating and improving, and promptly transforming news communication concepts, we can produce news content suitable for China's national conditions, making television news radiate attractive charm.

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

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