

## Postprint: Analysis of Coordinated Innovation in Large-Scale Television Programs in the Context of Media Convergence

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### Abstract

The development of society and advancement of technology have driven media convergence. The construction and innovation of large-scale television programs can facilitate their improved development, while the implementation of coordinated innovation can ensure the smooth execution of television programs. Therefore, it is essential to emphasize innovation in television programming and to guarantee high-quality television events through coordinated innovation approaches. Coordinated innovation by directors can enhance the broadcast effectiveness of large-scale television programs while simultaneously improving operational efficiency.

### Full Text

#### Analysis of Overall Planning Innovation for Large-Scale Television Programs in the Context of Media Convergence

##### Abstract

As societal development and technological progress accelerate media convergence, the construction and innovation of large-scale television programs become essential for their continued growth. Implementing overall planning innovation ensures the smooth execution of these programs and guarantees high-quality television activities. Director's overall planning innovation can enhance broadcast effects for large-scale television programs while simultaneously improving work efficiency.

**Keywords:** media convergence; large-scale television programs; communication effects; television director

## 1.1 Characteristics of Large-Scale Television Programs

Large-scale television programs are characterized by clear objectives, rigorous operations, substantial investment, and wide dissemination. Clear objectives mean that planners design programs based on audience analysis and communication goals. Wide dissemination refers to the broadcasting power of television media and the social impact generated by large-scale programs, where achieving better results is the ultimate purpose.[1] Therefore, when planning and executing large-scale television programs, implementing director' s overall planning art innovation can effectively attract audiences. Moreover, due to the involvement of numerous personnel and the complexity of planning and execution, these programs require high operability and meticulous planning. Additionally, large-scale television programs demand significant investment and a high degree of socialization, making it essential to effectively apply the director' s overall planning art for rational fund allocation, thereby improving work efficiency, enhancing program quality, and achieving better communication effects. Such programs encourage extensive audience participation, maximizing entertainment value. Directors of large-scale television programs can achieve greater results with less funding in shorter timeframes, demonstrating the power of overall planning art while ensuring program effectiveness.

## 1.2 Development of Large-Scale Television Programs

Under media convergence conditions, large-scale television programs feature strong audience participation and numerous interactive segments. For instance, group-based interactions create competitive dynamics that enhance the fun and entertainment value of performance activities. Contemporary large-scale television programs take various forms, including talent shows, dating programs, career-focused programs, and more. These formats effectively attract viewers, strengthen television program influence, and generate corresponding economic benefits.

### 2.1 Significance of Director' s Overall Planning Art

Director' s overall planning innovation manifests across all aspects of large-scale television programs. Program directors must invite and coordinate with relevant organizations and personnel, build appropriate teams, and implement program activity planning innovation within limited time and budget constraints.[2] Directors should thoroughly consider preliminary preparations while comprehensively planning human resources, financial resources, and other requirements to improve program quality. They must analyze and reflect on discrepancies between expected and actual outcomes, carefully examining relevant factors to ensure successful program execution. Television directors need to establish program direction, decompose activities, refine specific processes, and make television program activities concrete and detailed.

## 2.2 Significance of Detailed Planning Methods

Large-scale television programs involve complex processes with numerous stages, including overall planning, team organization, budgeting, direction and coaching, rehearsals, sample editing, recording, special effects, and more. Directors must scientifically plan and manage these details while creating detailed planning charts. Through thoughtful consideration and comprehensive planning, directors assign clear responsibilities to staff at each process stage. Additionally, directors should implement time-based overall planning to instill urgency and time consciousness among staff, allowing more time for detailed program planning and management, thereby effectively improving activity quality and work efficiency. Directors must supervise and verify all work according to timelines and plans, guiding and controlling key aspects of program activities and processes from a holistic perspective, which also elevates the requirements for director's overall planning.

### 3.1 Coordinating Relationships in Large-Scale Television Programs

Large-scale television program activities involve complex processes with participation from numerous industries and personnel, requiring substantial work teams.[3] During production, program directors must coordinate each process stage rationally to ensure smooth execution. Directors need strong coordination and problem-solving abilities, scientifically managing various relationships to improve work quality and effectiveness, facilitate smooth implementation, and promptly address staff conflicts and issues. Simultaneously, directors should scientifically organize each process stage and rationally schedule work hours, conducting comprehensive consideration while prioritizing tasks according to sequence and importance. This ensures effective implementation and completion of each stage while saving time for better management of large-scale television program activities. When producing large-scale television programs, directors must effectively coordinate relationships across industries to prevent conflicts and coordinate various factor relationships to avoid negative issues in post-production, thereby maximizing comprehensive benefits. Additionally, television program directors should serve as internal lubricants, effectively coordinating internal staff relationships to prevent interest conflicts. Therefore, television directors must possess observation, comprehension, persuasion, and problem-solving skills to identify, detect, and resolve internal issues promptly. Through detailed analysis and understanding based on actual conditions, directors can better mobilize staff enthusiasm and encourage active participation.

### 3.2 Cultivating Innovative Television Program Director Artistry

During large-scale television program activities, implementing innovative director overall planning art is essential. First, directors must possess superior artistic cultivation. Without adequate artistic cultivation, they cannot flexibly apply overall planning art, and the television programs they direct cannot provide audiences with better visual and auditory experiences. Effectively improving

television directors' artistic cultivation plays a crucial role in television program overall planning art and promotes innovation in overall planning art. Therefore, television program directors must have cultural cultivation, which directly influences their artistic level and style. Television directors with extremely high artistic cultivation and mature experience can infuse their cultural and artistic cultivation into large-scale program arrangement and design, edifying audiences' souls.[4] The most critical factor for successful and spectacular large-scale television program activities is connecting program cultural spirit with process flow. Directors must strictly adjust and control each connecting link, effectively gate-keeping all aspects. Consequently, television directors are required to patiently learn relevant knowledge and content, effectively improve their cultural literacy, understand and master knowledge from other fields, broaden their intellectual horizons, and flexibly apply this to television program overall planning to educate and influence audiences, enhancing their cultural cultivation and quality.

Second, television program directors must possess corresponding artistic aesthetic ability. Directors' artistic aesthetic sense directly affects the artistry of large-scale television programs. Before launching large-scale program activities, directors must comprehensively grasp and understand the central themes, characteristics, and direction of the entire program, thereby using their artistic aesthetic ability to elevate the program's cultural ideology and spirit, allowing audiences to experience and feel new products. Additionally, television program directors should innovate their artistic aesthetic ability to improve and enhance the team's overall aesthetic capability, thereby elevating program artistry. To effectively improve their artistic aesthetic ability, television program directors must experience and accumulate insights in real life, reflect on the various aspects of human existence, and discover and enhance art in daily living. Since lives differ, television program directors must experience various lifestyles, conduct practical life experiences and refinement, and integrate these insights into television works to touch audiences' souls and effectively enhance the influence of large-scale television programs.

Third, television program directors must have rich associative and imaginative abilities. During large-scale television program execution, program quality and content directly affect audience attention and popularity. Program selection constitutes an important part of a director's work. Television program directors must select programs from various themes that align with spiritual purposes and values, using their associative and imaginative abilities to connect various programs seamlessly. Visual imagination is also crucial. During the production and execution of large-scale television program activities, program directors transform visual imagination into text, effectively improving the quality of large-scale television activities. Directors' imagination should continuously improve their overall capabilities through life experiences and learning. They must study and master cultural knowledge, understand various professional fields, and enhance artistic literacy and capability. Furthermore, directors should analyze peer works, draw on and reference others' experiences, implement innovation in their own works, and consequently develop their own artistic styles, such as

color expression, realism, emotion, and various other styles.

## Conclusion

In summary, large-scale television media activities are relatively complex, representing products of team collaboration, with program directors being key to the cooperative team. Implementing overall planning innovation can solve problems, effectively coordinate internal relationships, and better demonstrate team effectiveness. Simultaneously, it enables management of program production and objectives, ensuring smooth activity execution. Based on practical experience, directors' overall planning innovation ability directly affects program quality. Therefore, under the media convergence background, emphasis should be placed on overall planning art innovation, improving self-cultivation, artistic aesthetics, imagination, and other innovative capabilities to promote the formation of personal work styles that resonate with audiences. Using color language to implement emotional expression and transmission brings television program activities closer to audience life, thereby enhancing the influence and appeal of large-scale television program activities.

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

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