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Innovations in Television News Editing and Production Methods in the New Media Era (Post-print)

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Abstract

For any entity to achieve sustainable development, it must persist in innovation and methodological improvement; otherwise, it risks elimination by the evolving times and society. In the era of new media, the emergence of internet and mobile media has precipitated a significant decline in audience attention and preference for television media, posing tremendous challenges to its development. Only by producing more engaging programs can television media regain audience favor; consequently, it now confronts the formidable challenge of innovation.

Full Text

Innovation in TV News Editing and Production Methods in the New Media Era

Abstract: For any entity to achieve sustainable development, it must consistently innovate and improve its methods; otherwise, it risks being eliminated by the evolving times and society. In the new media era, the emergence of internet and mobile media has led to a significant decline in public attention and preference for television media. Television media's development now faces tremendous challenges, and only by producing more engaging programs can it regain audience favor. Consequently, television media is confronted with the critical challenge of innovation.

Keywords: new media era; TV news editing methods; innovation

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The advent of the new media era has placed television news programs in an awkward situation of rapidly declining viewership. To survive and develop, television news programs must improve and innovate their editing methods to develop unique characteristics that meet audience expectations and demands. However, innovating and changing TV news editing and production methods is no simple task; it requires in-depth exploration and reflection. While we all hope to access the latest news as quickly as possible, we also want that news to be authentic and credible. Therefore, authenticity remains an irreplaceable advantage of television news media.

1. Current State of TV News Editing and Production

Contemporary society is in the new media era, where mobile phones and computers have largely replaced television media across many dimensions. Compared with television news, mobile news consumption offers anytime, anywhere convenience that aligns with modern lifestyles. Simultaneously, the rise of new media has exposed significant shortcomings in television news media: its content is often monotonous, its editing and production methods repetitive, and it lacks freshness and appeal for audiences. In this new media environment, television news media faces enormous challenges to its survival and development, as well as immense pressure to innovate. Computers and mobile phones can instantly search for the latest news anytime with internet access, effectively replacing the timeliness that has long been television news media's advantage and foundation for rapid development. Moreover, from the perspective of editing and production methods, television news has shown little innovation, maintaining traditional production and arrangement patterns for images, subtitles, and audio without keeping pace with contemporary trends, making it difficult to attract younger audiences. In contrast, new media platforms—mobile and internet media—have introduced substantial changes and innovations in production and news arrangement methods that align with public aesthetic trends, naturally drawing increasing attention. Nevertheless, television news media remains one of the most trusted news dissemination channels for audiences.

2. Innovative Approaches to TV News Editing and Production

2.1 Innovation in Editing and Production Thinking

In the new media era, news acquisition methods proliferate through various apps such as Qutoutiao, Toutiao, Tencent News, and Weibo, offering convenient, accessible options anytime and anywhere. Consequently, television news media is no longer the sole means for audiences to obtain news. These emerging platforms have gained popularity not only due to their convenience but also because their backend data can effectively track users' preferred news types, continuously providing similar content that greatly stimulates reading interest. Television news editors must recognize the importance of innovative produc-

tion, adapt to changing times, and keep pace with progress. They must not only collect and understand new developments promptly but also learn about popular news acquisition and reading patterns, experimenting with innovative editing and production methods and conceptual approaches to attract growing audiences. Television news producers should also regularly study contemporary trends, transforming and innovating upon established production thinking. For instance, they can incorporate new audience interaction methods into programs, maximizing engagement through Weibo and WeChat discussions, creating dedicated discussion sections on Weibo, or utilizing video connections and SMS/phone interactions to allow more audiences to participate personally and express their thoughts freely, thereby attracting substantial viewership.

2.2 Innovation in Editing and Production Planning

For an outstanding television news program to attract more audiences, innovation in editing thinking alone is insufficient; these innovative ideas must be implemented in actual production planning to fully manifest in the program. For news programs, the authenticity of facts and stories is paramount, as they significantly influence the worldview and values of Chinese audiences. Inauthentic news programs are detrimental to improving national ideological and moral standards. Therefore, throughout the television news program planning process, relevant staff must collect the most authentic materials promptly. For major events, news editors should arrive at the scene quickly, record the truth and development impact of the situation, and subsequently develop appropriate editing plans to present the latest and most authentic events to audiences. In essence, in today's new media era, television news media's survival and development face significant challenges and threats. Therefore, to persist and grow, television news media must innovate and transform its news editing and production methods, maintaining its original advantages while innovating news arrangement and planning approaches. Under the premise of ensuring authenticity, it must enhance overall program quality to satisfy audience demand for novelty, thereby ensuring long-term survival and development.

2.3 Innovation in Editing and Production Technology

With rapid technological advancement, television news editors can leverage new scientific technologies to improve program image quality, applying audience-favorite 3D film technology to news programs to deliver novel sensory experiences. Simultaneously, with widespread internet availability, news editors can utilize the convenient network to collect and organize image materials. Therefore, television news program editors must strengthen their learning and utilization of new scientific technologies like the internet to develop into comprehensive talents. As the internet becomes increasingly common across industries, television news editors should also utilize modern information methods like the internet when producing and editing news, which is highly beneficial for creating novel and interesting news programs. While maintaining the authenticity

and reliability of news events, television news programs can incorporate fresh elements using network technologies, inevitably adding significant interest and appeal. Additionally, utilizing modern mobile clients like Weibo and WeChat in program dissemination and promotion will substantially accelerate public awareness and understanding of news programs, all of which are highly beneficial for the continued existence and development of television news programs.

3. Maintaining and Developing Uniqueness in Innovative TV News Programs

Audiences enjoy accessing novel content and perspectives that differ from mainstream viewpoints. When various news events express similar perspectives, audiences may develop psychological resistance after prolonged exposure, eventually losing interest in the entire platform. Therefore, for any news program, only by maintaining unique viewpoints and content can it achieve long-term development and existence. If television news programs merely provide simple narratives of events without distinctive interpretive perspectives or clear, unique ideological content, they will struggle to gain audience favor or ensure long-term viability. When news programs can offer unique insights and intellectual content during production and broadcasting, it substantially enhances their distinctiveness and freshness, qualitatively elevating the program's overall caliber. Strengthening program uniqueness requires not only distinctive ideological perspectives but also innovative approaches to news format and arrangement. The previously unchanging content layout and broadcasting methods should be transformed. When editing news programs, producers can incorporate audience-preferred elements, such as animation styles or cartoonish voice-overs, which can generate significant interest while greatly enhancing program uniqueness.

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