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On the Post-print of Television News Post-production Technology

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Abstract

With the development of information technology, the demand for television programs has been increasing, and the requirements have become progressively higher. To ensure that television news programs reflect news events in a timely, accurate, and efficient manner, it is essential to strengthen preparatory work for pre-production topic selection and interviewing, while also making judicious choices regarding post-production techniques. Therefore, this paper primarily explores the factors influencing television program effectiveness and further emphasizes the utilization of techniques in television program post-production, providing a reference for relevant professionals to consult and exchange ideas.

Full Text

Preamble

Abstract: With the development of information technology, public demand for television programs has grown substantially, accompanied by increasingly high expectations. To ensure that television news programs reflect news events in a timely, accurate, and efficient manner, it is essential to strengthen preparatory work in topic selection and interviewing while making appropriate choices in post-production techniques. This paper explores the factors influencing television program effectiveness and emphasizes the application of technical skills in television program post-production, providing a reference for relevant professionals.

Keywords: television news; post-production; editing techniques

1. The Importance of TV News Post-Production Editing

In an era of rapid development of television news programs, China's television industry has made significant strides in quality improvement, with TV news programs facing intense competition within the sector. As a television news program, it is crucial to fully present the theme of news events and convey news to the audience through vivid techniques, which underscores the critical role of post-production. To achieve higher ratings, TV news programs must adhere strictly to the operational norms of post-editing techniques. This process allows raw news materials to be meticulously selected, carefully edited, and sequenced to present perfect news content to viewers. This post-production process essentially represents a re-examination of news images and content, providing technical support for comprehensive news integration. After rigorous screening of images and text, integrated audio-visual television programs are created, and through multiple layers of review and approval, the quality and standards of TV news programs are substantially enhanced [1].

TV news programs typically gain audience recognition and achieve high ratings through their presentation style, program characteristics, and social impact—all accomplishments resulting from post-production processing. This demands that post-production personnel master editing techniques proficiently, as only skilled application of these techniques can positively influence program effectiveness and deliver distinct visual experiences to audiences. During the editing process, post-production staff must use their technical expertise to reasonably combine visual and audio materials, ensuring that news programs have clear themes and smooth visuals while continuously innovating content. Each news program should provide vivid experiences for viewers, maximizing the visual appeal of TV news programs, enhancing audience interest, and satisfying the information needs of modern society [2].

2.1 Emphasizing Material Collection and Organization

With scientific and technological advances, television program quality continues to improve. Currently, most television programs are produced using non-linear editing techniques. In familiar TV news programs, most news materials are collected on-site by journalists and then delivered to production staff, who use professional editing techniques to present complete television news programs to audiences. In processing these materials, the first step involves transferring footage into computers via capture cards or tapes. After thoroughly understanding the materials, editors use clipping techniques to extract needed visual elements while marking key materials identified by journalists to facilitate prioritization during organization and save production time. The second step addresses flaws or less-than-ideal footage by drawing on previous materials or professional experience to make timely corrections. When necessary, text editing can compensate for visual deficiencies. This comprehensive text edit-

ing requires extensive historical knowledge and mastery, demanding continuous knowledge accumulation and systematic organization in daily work. Only then can textual materials be readily available during news production, facilitating successful completion of TV news programs [3].

2.2 Integrating Ideological, Artistic, and Technical Elements

To satisfy audience demands during TV news production, meticulous editing is required—specifically, the organic integration of ideological, artistic, and technical elements. This necessitates skillful application of editing techniques during visual production and cutting. When editing footage of significant meetings with clear symbolic meaning, innovative thinking should be applied. For instance, when processing economic conference footage, relevant agricultural or industrial videos can be intercut to create a sense of grandeur, making news events more imposing, news reports more vivid, and providing audiences with deeper visual impact [4].

2.3 Attention to Transitions Between Shots

TV news program visuals directly affect news content delivery, meaning that during editing, it is essential to accurately control shot duration and ensure consistent length across all news program footage. Each shot should provide audiences with a dynamic yet balanced visual experience to create good rhythmic effects. Inconsistent shot sizes and uneven lengths cause visual confusion. Additionally, camera angle control requires attention; journalists often focus on one side before shooting another. During production, shots from the same angle should not be used exclusively—footage from front, back, left, and right should be intercut while maintaining dynamic-static balance and reasonable shot selection to preserve strong visual coherence and enhance program persuasiveness. Furthermore, attention must be paid to shot start and end frames, particularly in push, pull, pan, and tilt shots, where end frames must be carefully managed to ensure viewer comfort. Finally, attention should be given to using larger establishing shots. For example, when covering a company, the first shot can present the entire enterprise before transitioning to various departments, ensuring well-structured visuals that satisfy audience viewing needs [5].

3.1 Accurately Controlling Shot Length and Its Impact on Rhythm

In TV news production, shot length significantly impacts program quality. Since each news segment has time constraints, visual configuration is correspondingly limited. Overly long shots create visual impact and cause fatigue, while excessively short shots result in rapid transitions that prevent audiences from fully

absorbing content before moving to the next shot. This can generate viewer aversion and, to some extent, violates the original concept of news prioritizing on-site information over other media while undermining the journalistic principle of reproducing news event processes and on-site details through reporting. Therefore, post-production staff must appropriately control shot length, selecting footage that closely matches narration content and pace. This approach substantially enriches visuals while ensuring high fidelity to news events [6].

For example, when reporting on large conferences in real-time, the content can make TV news programs appear dry and monotonous, creating a sense of solemnity that includes many abstract theories. During design, narration rhythm should be appropriately steady and composed, selecting dignified and grand visuals while controlling shot length—preferably shorter shots—to encourage audience reflection after viewing. Conversely, when editing children’s news, shot selection should favor content appealing to children to express their innocence and vitality. In such cases, news narration rhythm should be cheerful and lively, with careful shot length selection ensuring shots are not overly long. Close-up shots or near-view photos should be prioritized [7].

3.2 Using Synchronous Sound and Narration

During video documentation of news events, audio recording is also essential. Synchronous sound is commonly used in news events and includes various types of audio: ambient sound from the scene, sounds from news subjects and on-lookers (effect sounds), on-site reports from journalists, and authentic voices of interviewees. Accurate selection and use of synchronous sound in TV news programs can greatly enhance on-site atmosphere, deepen program themes, and provide valuable information for producers. For instance, when editing a TV news program about a cultural performance, besides organically combining narration with ambient sound, appropriate sections can feature separately edited performance synchronous sound to make the program more vivid and lively while creating stronger on-site presence and providing audiences with an immersive experience.

Conversely, inappropriate application of synchronous sound fails to improve audio-visual effects and cannot fully leverage the information dissemination function of news programs, potentially causing unexpected harm in severe cases. For example, when editing synchronous sound of interviewees, unclear expression or irrelevant remarks may fail to accurately convey the news subject. In such cases, post-production staff must promptly identify these deficiencies and inform producers, who should then appropriately process the synchronous sound—deleting certain remarks when necessary—to effectively avoid negative impacts on overall program effectiveness from unclear speech.

Beyond appropriate synchronous sound usage, narration is an indispensable component of TV news programs, largely compensating for visual limitations.

Without narration, TV news programs cannot be fully absorbed by audiences. Viewers may see program visuals but cannot clearly understand their content or focus on details within limited time. Organic combination of carefully selected narration and visuals achieves audio-visual correspondence, accurately describing visual information, detailing visual elements through language, and providing important cues to audiences, thereby facilitating understanding of visual content. However, for TV news programs with temporal or spatial disparities where visuals cannot accurately represent past or future actual conditions, narration must introduce relevant characters and historical context to help audiences fully understand event timing, location, circumstances, and causes. This maximizes the documentary performance of TV news programs while continuously enhancing content authenticity and reliability.

3.3 Special Effects Processing in Post-Editing

During TV news program editing, special effects processing is often required for news events. Therefore, the skillful application of special effects in most post-production work plays an important role in news editing and represents a significant aspect of TV news post-production. For example, when processing images of individuals involved in illegal activities, mosaic effects should be applied to blur images, and aggressive language can be appropriately annotated.

3.4 Application of Subtitles

Subtitles are an essential component of television program production with significant impact, widely applied in both general television and TV news program production. Subtitle forms mainly include:

- Opening and closing credits (including production and supervision personnel)
- Synchronous sound (interview processes)
- Titles (news themes, reporter manuscripts)
- Explanatory subtitles (time, location, characters, event causes)

Subtitles primarily serve as a special means of explaining and modifying visuals in television programs. Different subtitle production methods have different constraints. The following introduces subtitle application in TV news programs:

- (1) Adding names below news anchors—this subtitle style is relatively casual, requiring only accurate planning of subtitle position and spacing.
- (2) News titles. Highlighting news titles inevitably requires subtitle techniques, as prominent titles are key to attracting audience attention. To clearly express the main ideas and important content of news events, colored fonts are generally used for title subtitles with transparent back-

grounds to set off titles. Special effects and various pop-up methods can enrich title visuals while highlighting them.

- (3) Synchronous sound subtitles are primarily designed for special groups and are mostly applied considering regional differences. When interviewees have local accents, subtitles can display conversation content.
- (4) Closing credits generally use scrolling methods. Simple and elegant fonts can be chosen, typically listing only production personnel, supervisors, and chief supervisors.

3.5 Use of Short Interludes

In TV news programs, key projects and events inevitably require series of news reports. Adding a brief opening segment before such reports can enhance TV news program quality to a certain extent, increasing news program reporting weight and achieving better ratings.

As proactive journalists, we must cultivate a “dedication spirit” and the work purpose of “serving the people,” taking TV news work seriously and responsibly. When journalists deliver organized news materials from the field to the editorial department, their most important work is essentially complete. The ultimate goal for news practitioners is to deliver complete news events to audiences through TV news programs—this is also the final objective of every journalist. Perfect presentation of a news event requires cooperation among journalists, meaning that after reporters collect on-site materials, producers must further process news scripts and materials to present good results. This requires us to master certain editing skills. During post-production visual editing, news themes should be highlighted while strengthening communication with journalists to understand their original intentions in shooting news events. This facilitates scientific selection of footage by post-production staff, continuously enhancing program visibility and producing higher-quality TV news programs that better meet audience requirements.

Post-production is also key to news program success. Therefore, high-quality news programs depend on deep processing and meticulous production of news materials, with full utilization of post-editing providing good support for program innovation.

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