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Postprint of Innovative Thinking in Radio and Television News Planning

Authors: Cao Zhiwen

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Abstract

Under the influence of the internet era, broadcast television news must continuously innovate and improve to achieve better development. Based on this, this paper primarily takes broadcast television news planning as an entry point for analysis, thereby understanding the specific content, processes, and significance of performing this work well, and then examines innovative planning measures from aspects such as reporting forms and conception.

Full Text

Preamble

Title: Innovative Thinking in Broadcast Television News Planning

Abstract: Influenced by the internet era, broadcast television news must continuously innovate and improve to achieve better development. This paper analyzes broadcast television news planning as an entry point to understand its specific content, processes, and significance, then examines innovative planning measures from aspects such as reporting formats and conceptualization.

Keywords: network era; broadcast television; news planning; innovative thinking; planning measures

1.1 Concept

Broadcast television news planning refers to a process grounded in factual foundations with creativity at its core. News planners analyze collected information according to journalistic principles and program characteristics to guide programs toward optimal broadcast effects. This involves designing reports through appropriate channels and effective methods, achieving quality outcomes through

strategic planning. From a technical perspective, creativity constitutes the most critical component of broadcast television news program planning. Specifically, innovation is required in news topic selection, format, content, and broadcast timing to attract greater audience attention. However, innovative forms must remain grounded in objectivity and maintain sufficient factual basis, while focusing on issues of primary public concern [1].

1.2 Specific Steps

When planning broadcast television news, the main stages include the following:

Topic Selection: To ensure subsequent reporting content attracts higher public attention and recognition, topics must be novel, covering the latest events with concise language and accessible presentation. This not only facilitates public comprehension of facts but also encourages audience expression of opinions. Additionally, greater attention should be paid to figures and events in society, conducting news reporting on the premise of ensuring authenticity to enhance public understanding of societal issues.

Genre Determination: This involves identifying the reporting subject, which is crucial for measuring news value. Appropriate news genres are significant for ensuring the development of news media, helping to enhance the innovation and uniqueness of news reporting. When determining news genres, focus should be placed on issues that concern the public, thereby satisfying audience information needs while fully leveraging the role of television news.

Typical Case Selection: After determining the news genre, typical events should be selected to establish reporting direction and ensure the news subject becomes a focus of public concern. As a key component of reporting, typical events should illustrate the article's main theme through news facts, then use facts to substantiate perspectives on issues, achieving effective reporting outcomes [2].

Angle Clarification: The angle of news programs plays an important role in reporting effectiveness and enhancing audience attention, influencing public understanding of events. Therefore, news planners must emphasize angle selection, using appropriate reporting methods to increase news innovation and strengthen audience recognition of broadcast television news.

Reporting Method Determination: This involves identifying specific presentation methods for broadcast television news. Before program broadcast, events with reporting value must be selected, then analyzed, organized, and planned to determine suitable broadcast methods, thereby improving program effectiveness.

2. Significance of Broadcast Television News Planning

Before broadcast television news programs air, planning must be emphasized to improve reporting quality and effectiveness. This is both a prerequisite for news work and an important guarantee for program quality enhancement. Generally, news planning encompasses numerous elements, including program positioning, material selection, content analysis, organization and arrangement, and final plan determination. Only by properly positioning news programs and identifying target audiences can the value and significance of news broadcasting be realized. Meanwhile, reasonable process planning and segmentation after positioning can improve audience acceptance and recognition. Additionally, since many broadcast television news programs share considerable similarities, reasonable pre-reporting planning that enhances content distinctiveness will help attract more audience attention [3].

3. Innovative Thinking in Broadcast Television News Planning

In broadcast television news programs, planning innovation is key to ensuring broadcast effectiveness and represents the most challenging aspect of the entire planning process. It can both vitalize news and drive its continuous development, while generating greater benefits for the broadcast television news industry. Therefore, news planners must emphasize the application of innovative thinking, continuously optimizing and improving programs to enhance broadcast effectiveness and promote industry development.

Specific considerations for innovative planning include the following aspects:

3.1 Reporting Format

In the new context of rapid network information technology development, to ensure the authority of broadcast television news and improve its comprehensive benefits, innovative program planning must be conducted. Taking reporting format innovation as an example, the traditional reliance on a single host for news narration should be transformed. For instance, dual-host or multi-host formats can be adopted, using conversational discussion between male and female hosts. Field hosts can also be established, connecting inside and outside the studio to obtain latest information. Furthermore, network information technology can be leveraged during reporting to monitor online trends for real-time reporting, or directly connect with the public. This approach allows broader participation, not only increasing program flexibility but also deepening audience understanding of reported content [4].

3.2 News Material Selection

When reporting broadcast television news, to provide audiences with greater stimulation while enhancing credibility, innovation in material selection should

be emphasized. Compared with traditional broadcast television news, online news offers extreme autonomy, allowing audiences to select news of personal interest and express opinions in real time. This strong interactivity significantly increases the attractiveness of online news media—an advantage lacking in traditional broadcast television news formats.

To change this situation, broadcast television news innovation should start with audience appeal, selecting materials rationally to transform previous singular broadcast formats. First, from the audience's perspective, identify events and news of public concern, analyzing and organizing news materials accordingly. Second, consider from a life perspective to enhance material authenticity, creating resonance between news reporting and audiences. Finally, select authentic events on an objective basis, avoiding exaggeration and falsehoods in news.

3.3 News Conception

During broadcast television news innovation, ideal planning effects cannot be achieved through format and material innovation alone. To effectively reveal the social, life, and human principles contained in news events, news conception must be clarified and reasonably innovated. The previous focus should be shifted to adhere to people-oriented principles, strengthening understanding of and emphasis on public thought and needs. Analysis should proceed from the perspective of grassroots audiences, combining era development demands to innovate news conception. This enables audiences to better understand what news events aim to convey while obtaining information, thereby achieving the goal of information transmission while expanding audience thinking and driving news format transformation.

3.4 Program Features

Strong innovative thinking awareness plays an important role in enhancing broadcast television news reporting effects. Only by planning major-impact news with innovative thinking can excellent results be achieved. Therefore, when conducting broadcast television news planning innovation, planners' innovative thinking capabilities must be enhanced. First, news planners must possess sufficient professional knowledge. Second, they should have creative thinking and proactive innovation awareness. Planners must have their own viewpoints and perspectives on news events to reduce the monotony of news reporting [6].

4.2 Enhancing News Planning Innovation

For broadcast television news creators, the core factors for successful news reporting are topic selection and content with innovative thinking. If planners excel in these two aspects, they can not only use distinctive and authentic events to attract audiences and evoke emotional resonance but also enhance reporting

interest. Therefore, planners should emphasize content innovation during news planning.

To improve broadcast television media competitiveness in the network information environment, innovative program planning must be conducted, continuously improving traditional formats to keep pace with trends and meet current public demands. In this process, news planners should understand their work and recognize its importance, then innovate from perspectives such as news interests and reporting formats.

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Author Affiliation: Guangdong Radio and Television Station

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