

Editorial Strategies for Television Stations in the All-Media Era (Post-print)

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Abstract

Editorial work constitutes an extremely important component of television station operations. This paper addresses the current operational status of television stations, clarifies the requirements that the all-media era poses for editorial work, conducts an in-depth exploration of the development direction for television station editing in this context, and proposes effective operational strategies, thereby creating higher-quality television programs for the general public.

Full Text

Preamble

In the context of economic globalization, the media industry has begun to diversify. Emerging media formats such as Weibo have not only expanded channels for public information access but also accelerated information transmission. In other words, society as a whole is entering a brand-new all-media era. At present, China's television stations stand at a critical turning point in their development. They must not only address legacy issues from traditional media forms but also properly respond to the high demands of the all-media era. As organizers and producers of television news, editors must actively assume relevant responsibilities and, starting from practical work, create more quality programs by integrating the diverse needs of the public. The following sections research and analyze strategies for television station editing work in the all-media era.

1.1 Definition

The “all” in “all-media” encompasses not only communication tools such as satellite communications, newspapers, film, radio, and the internet, but also information provided through tactile, visual, and sensory dimensions. It involves selecting appropriate media forms and channels based on the needs of different audience groups while performing service segmentation to achieve the

development goal of comprehensive audience coverage. Meanwhile, due to its advantages—including combining static and dynamic elements, complementing depth with breadth, always being online, instant transmission, real-time terminals, and interactive linkage—all-media has gradually made various market sectors recognize its role in sustainable development. Consequently, these sectors have begun to build new development platforms through rational adoption and comprehensive innovation, with applications such as distance education and news communication currently being key research priorities.

1.2 Architecture

The specific content can be divided into three aspects: First, **dissemination**. This involves implementing multi-platform and multi-channel content distribution through all-media channels, which essentially means restructuring media formats to expand media influence. Second, **editing**. By understanding the characteristics of various media channels, editors can develop comprehensive media collection and editing processes that fundamentally transform information formats and structures to satisfy different audience groups. Third, **operation**. As the ultimate goal of all-media products, operation will gain more development opportunities as media formats are optimized, thereby enhancing both the economic and social benefits of practical development.

3.4 Scientific Packaging of News Programs

For television news editing work, the concept of program packaging proposed here does not refer to superficial packaging. Rather, it requires editors to apply more sophisticated techniques to enhance the richness and value of program content. Specific operations involve the following: First, **infuse programs with humanistic care**. In television news production, journalists serve as the primary collectors of news information. To ensure the final program design is rational and complete, editors must communicate promptly with journalists to understand the “emotional” content beneath the surface. Through collaborative exploration, they can optimize the connotation of news programs to fully demonstrate their humanistic care. Second, **design news programs skillfully**. Editors must first understand the process of news events and program flow, then integrate actual conditions to select design methods that align with news content, thereby optimizing the overall news program. It is important to note that editors must participate throughout the entire program design process to ensure that visuals, commentary, and other elements match the simultaneous sound. After recording, they must also conduct multiple reviews and listenings to ensure the final news product meets television news requirements. Third, **possess language expression skills**. This is because solid writing skills can ensure the fluency of news scripts, while proficient writing ability can more vividly elaborate on news events. Particularly for breaking news, editors must write effective scripts within short timeframes and sometimes even directly deliver impromptu scripts to presenters, making exceptional language expression skills crucial.

3.2 Forming Correct Political Ideology

Compared with other media forms, television stations, as grassroots news communication platforms, must not only align with current national policies and guidelines but also conform to the national development theme. Although the all-media era, influenced by online technology platforms, has provided people with increasingly diverse ways to access information and expanded news information systems, television station editors still require correct political ideology. They must use modern technology to identify collected information, eliminate vulgar, valueless content that contradicts socialist core values, and select news information that can mobilize national belief, cultivate national spirit, and strengthen national cohesion, thereby enhancing news value. Thus, regardless of future social development directions, television news editors must strictly follow their job requirements, actively assume social responsibility, and focus on aligning with “trendy” values through television news platforms to strengthen the timeliness of news and enable broader public acceptance and recognition, thereby eliminating hidden erroneous concepts. Simultaneously, editors must possess strong observational and judgmental abilities. This not only enables them to strictly follow ethical standards to discover hidden news information among the public, enhancing program authenticity and universality, but also allows them to set the promotion of socialist core values as a design prerequisite to optimize “brand” construction and expand the influence of television news programs. In short, in the all-media era, television editors must understand their responsibilities and obligations, focus their news search on real life, and never disseminate false information.

3.3 Innovating TV Station Editing and Planning Work

For television station editors, their most important task is to conduct in-depth processing of factual reports. Therefore, in the all-media era, editors in various regions must scientifically process news content without affecting its validity, making the final presentation more substantial and meeting public demand. Meanwhile, against the backdrop of a continuously innovating media industry and increasingly high public expectations for news programs, television station editors must demonstrate macro planning awareness when designing programs. They should focus on integrating era development needs, optimize news planning and editing while promoting new-era development requirements, and design television news programs rationally to make them more relevant to real life, stimulate public interest, and enhance their news acceptance capacity. Since editing work encompasses numerous tasks, most editors find it difficult to showcase all their talents in their work. Compared with presenters and journalists, they devote more energy and time yet remain largely invisible to audiences. This requires editors to build positive work attitudes, develop professional qualities such as dedication and commitment to their work, and design more quality programs for the public.

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

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