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## A Preliminary Exploration of the Art of Program Dissemination and Control by Television Directors: Postprint

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### Abstract

With the advancement of modern technology, the new media industry has become the primary channel for public entertainment and information acquisition. Within the new media sector, the television industry holds particular significance. Television programs have long served as the mainstay of media communication and represent the most democratized form of mass dissemination. Through television, audiences can access various entertainment programs while simultaneously receiving news coverage and staying informed about relevant events. The production and broadcasting of television programs typically involve numerous stages, requiring rigorous quality control at multiple levels to ensure program standards. Television directors fulfill an irreplaceable role throughout the production process, contributing indispensably to program planning, editorial oversight, and logistical support. Consequently, directors exert pivotal influence over program transmission and control. Nevertheless, the dissemination of television programs in China is frequently beset by systemic challenges that constrain the effectiveness of directors. This study examines these pertinent issues within China's television broadcast ecosystem and proposes targeted recommendations.

### Full Text

#### Media Industry & Practice: A Preliminary Study on the Art of TV Program Transmission and Control by Directors

**Abstract:** With the development of modern technology, the new media industry has become the primary channel for entertainment and information acquisition. Within this landscape, television holds particular importance. TV programs have long served as the main force in media communication and represent the most popular means of dissemination. We can watch various entertainment

shows on television while also keeping up with news and current events. From production to broadcast, TV programs must undergo numerous stages and layers of quality control to ensure their quality. TV directors play an irreplaceable role in this process, overseeing program planning, editing, and backstage support. Consequently, directors are extremely important for program transmission and control. However, problems often arise during TV program transmission in China that affect the director's role. This paper analyzes these issues and proposes targeted recommendations.

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Television is a widely used media device found in nearly every household. With advances in TV transmission technology, we can access an increasing variety of programs. However, TV program transmission involves strict requirements. On one hand, TV programs reach vast audiences, and even minor errors during production can negatively impact broadcasters. On the other hand, many programs involve sensitive topics that require careful handling to avoid creating public controversy. Therefore, effective transmission and control of TV programs is essential, representing the primary responsibility of TV directors who serve as critical supervisors and decision-makers throughout production and broadcasting. Directors must have clear understanding of relevant issues and possess high professional competence. Nevertheless, in China, the director's role in program transmission and control is often not prominent. Some directors lack necessary professional qualities and are negligent in their duties, while others face limited decision-making authority. Both situations adversely affect program transmission, making it imperative for directors to fulfill their transmission and control responsibilities effectively.

## 1. The Important Role of TV Directors in Program Transmission

TV directors are indispensable throughout TV program production and broadcasting, involved in every aspect from creation to support.

### 1.1 Planning Function

TV directors are the key creative, control, scheduling, management, polishing, and command personnel who determine safe and successful program broadcasting. Throughout the recording process, directors must fully rely on their own conceptual thinking, using cameras to visualize and concretize their ideas for audience transmission, thereby achieving artistic communication. During record-

ing, directors must possess innovative capabilities, demonstrating program content more intuitively through camera placement and overall design concepts, which requires unique insight beyond that of other staff members. Simultaneously, directors can better conserve resources during planning by rationally organizing recording methods and procedures, reducing costs while improving efficiency. This is crucial for program transmission, as it enables audiences to enjoy higher quality programs while attracting larger viewership.

### **1.2 Coordination Function**

TV program creation and transmission is a collaborative effort requiring coordination among planning, filming, and technical teams. The director serves as the core figure who orchestrates this interdepartmental cooperation. During production, directors must exercise overall coordination and control while inspiring creativity within each team. When a team encounters design challenges, directors should provide breakthrough directions, stimulating continuous innovation through new concepts and ideas to enhance program quality. Effective coordination becomes evident during program transmission—well-coordinated programs appear smooth and highly innovative, garnering greater attention. Therefore, a director's coordination capability is vital for successful program transmission.

### **1.3 Editing Function**

While quality programs require substantial production effort, post-production editing is equally important. This editing process involves not only the cutting work of editors but also significant contributions from directors. During recording and broadcasting, directors must possess proficient equipment control skills, as many live and recorded programs are completed through continuous multi-camera switching and synchronous image assembly to create authentic on-site atmosphere for home viewers. Directors must master fundamental technical skills including camera language, rhythm, composition, shot assembly patterns, aesthetic editing capabilities, and stage and 造型设计 (design) to ensure logical program flow without redundant shots, thereby improving overall quality. Without these editing capabilities, TV programs would be less effective and fail to offer fresh viewing experiences, making the director's editing ability essential for program transmission.

### **1.4 Support Function**

The director's support function is less visible under normal circumstances, manifesting primarily when emergencies occur during recording, such as equipment failure or guest abnormalities. Without effective emergency response plans, recording must be terminated, causing significant losses for program transmission. However, if directors can identify reasonable solutions, production can continue without delay. This requires directors to thoroughly anticipate potential problems beforehand and establish effective contingency plans that can be immediately activated when issues arise. For instance, when audio and video

synchronization problems occur during recording, the broadcast quality suffers considerably. As key figures in production and transmission, directors should promptly guide announcers or playback operators to adjust speeds for optimal results.

Through this analysis, we find that TV directors play crucial roles in program planning, editing, and support. Since production quality determines transmission effectiveness, the director's importance in TV program transmission is self-evident.

## 2. Problems in China's TV Program Transmission

Despite the director's important role, many Chinese TV programs still experience transmission problems resulting in poor quality. This section analyzes these issues from the perspectives of director status and professional competence.

### 2.1 Difficulty in Exercising the Director's Role

In foreign TV program production, directors often play key roles with decision-making authority over numerous recording details, using professional expertise to compensate for production deficiencies and enhance program quality. In China, however, directors' authority frequently faces various limitations. While the overall production plan is arranged by the "director" (导演), many of these individuals overemphasize profit considerations, often sacrificing recording quality and audience experience. TV directors must consequently follow their requirements, a phenomenon common in Chinese program production. This limitation on directors' power prevents them from leveraging their professional expertise to improve recording quality, ultimately severely affecting program transmission and potentially causing significant audience loss. Therefore, enabling directors to better fulfill their role represents a critical challenge for improving recording effectiveness.

### 2.2 Lack of Professional Competence Among Directors

Another problem in program transmission lies with the directors themselves. As established above, directors play an irreplaceable role in program transmission and recording, requiring both extensive practical experience and substantial professional knowledge. In recent years, China has seen many excellent young directors with strong professional qualities, but their lack of practical experience often leads to mistakes that can only be overcome through continuous learning. More problematic are directors who lack both practical experience and professional competence—a truly concerning situation. Without basic professional qualities, these individuals cannot progress and will negatively impact program recording and transmission, creating numerous loopholes and demonstrating poor program control capabilities.

### 3. Control Factors in TV Program Transmission

Given television's broad reach and influence, control work during program transmission is crucial. Directors serve as the final gatekeepers and transmission controllers for live TV programs, exercising control according to standards that vary based on social, organizational, and personal factors.

#### 3.1 Social and Cultural Factors

TV program transmission must not only maintain high quality but also conform to social and cultural contexts. Pursuing ratings while ignoring social and cultural values will have devastating consequences. Directors should serve as gatekeepers, ensuring programs align with public recognition and the values of social justice. Television serves both entertainment and educational functions—providing relaxation and joy while conveying socially valuable content. Only such programs are truly necessary today, while those merely seeking attention cannot sustain long-term success. Additionally, directors can improve transmission effectiveness by refining certain details during broadcasting.

#### 3.2 Economic Factors

Economic factors increasingly influence TV program transmission and play a vital role in station development. Directors should consider economic factors without violating public consciousness. The most common approach involves incorporating advertisements, as many broadcasters rely heavily on ad revenue for development funding. Balancing this relationship is crucial—ensuring advertisements are inserted to secure funding while maintaining program watchability. Excessive or lengthy ads destroy program integrity, and broadcast content must match the quality of inserted advertisements. Balancing conflicts between economic clients and program needs represents another important consideration for directors when gatekeeping live programs.

#### 3.3 Information and Audience Factors

Program transmission effectiveness depends on whether the information holds strong appeal for audiences. Only content that matches audience preferences can achieve successful transmission. Directors must have clear understanding of recorded program content and observe audience reactions after ensuring information meets relevant standards. To achieve broad and effective transmission, directors should thoroughly understand program content as well as audience needs, composition, and viewing psychology. Furthermore, directors must make judgments favorable to audience viewing based on program transmission conditions and environment, maintaining overall control.

### 3.4 Technical Factors

Technical control is particularly evident in program transmission. While lower-quality signals were previously used, high-definition transmission channels are now standard—a benefit of technological progress. Various recording equipment can enhance program interest and watchability. Beyond hardware upgrades, directors should improve their technical capabilities according to evolving needs, enabling more modern transmission and better program quality.

### 3.5 Personal Factors

As gatekeepers, directors bear undeniable responsibility for program transmission control. To ensure transmission aligns with public values, directors must possess correct worldviews and values. Additionally, excellent TV directors must effectively communicate their intentions to the production team, as their thinking and vision must be reflected before the final control device presents the outcome. Directors should possess not only deep program understanding but also outstanding organizational communication skills, comprehensive cultural and artistic appreciation, extensive professional experience, and creative rational thinking.

TV program transmission has broad reach and significant influence, making control work essential. Directors play crucial roles in transmission, and we must address existing problems by strengthening directors' sense of responsibility and professional competence while ensuring their authority in program transmission and control, thereby delivering better experiences to mass audiences.

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