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Exploring the Diversification of Television News Editing in the New Media Environment (Post-print)

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Abstract

In the new media environment, television news programs are confronted with new development opportunities, while simultaneously facing numerous difficulties and challenges that must be addressed. For sustainable development in this context, television news programs must first enrich their program formats; secondly, they should diversify the editing forms of message-based news and effectively perform news editing for different time slots. It is essential to optimize news editing and layout, developing toward diversification. Only through such measures can more diverse programs be created to satisfy the needs of a broader audience.

Full Text

Diversification of TV News Editing in the New Media Environment

Abstract: In the new media environment, television news programs face both new development opportunities and numerous challenges. To achieve sustainable development, television news programs must first enrich their program formats; second, they must diversify message-based news editing forms and optimize news editing for different time slots. By optimizing news editing layout and moving toward diversification, they can create more varied programs that satisfy broader audience demands.

Keywords: new media environment; television news editing; diversification

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2. Development Needs for Diversified TV News Editing in the New Media Environment

Professionals must accumulate practical experience, discover new technologies and methods, and enrich their television news editing philosophy. Only through such efforts can television news programs rapidly adapt to new media changes and continuously inject fresh vitality.

2.1 Aesthetic Needs

The diversification of television news editing represents innovation in news form, aimed at maximizing audience attraction and improving ratings. From an audience service perspective, diversified TV editing is not only an inevitable audience demand but also the primary driving force for television news development. The rapid development of new media has influenced audience aesthetic preferences, which in turn provide fertile ground for new media growth. Television news programs that fail to meet audience aesthetic needs, enrich their program formats, or establish multi-dimensional news reporting cannot capture audience attention. For instance, with popular space exploration news, audiences expect to learn about cutting-edge aerospace technology, view realistic exploration footage, and receive clear, vivid explanations. These are critical considerations in the news editing process—only by satisfying audience aesthetic needs as much as possible can ratings be guaranteed.

2.2 Life Development Needs

Television news program content and formats have undergone significant transformation because people's aesthetic demands have changed. Previously, news content tended to focus on political and cultural events, with straightforward reporting as the primary format. Contemporary television news programs, however, not only provide richer information but also expose audiences to theoretical and expressive content while offering in-depth understanding of developing events. Therefore, in this new era, television news editors must better understand audience needs, continuously enrich their presentation formats, and ensure that final news content relates to people's daily lives—enhancing both content appeal and program ratings.

3. Current State of Television News Editing in the New Media Environment

3.1 Content Aspects

Traditional television news programs operate on fixed broadcast schedules with relatively standardized content. This requires editors to ensure news content is

as current as possible, guaranteeing both timeliness and novelty. During viewing, audiences can satisfy their curiosity while finding the content more engaging. Moreover, distribution should extend beyond television to multi-platform channels including Weibo and WeChat. While absorbing and learning from other editing formats, programs must maintain authority and authenticity. When incorporating internet buzzwords, editors must exercise greater caution, understanding the specific usage and profound connotations of such terms, upholding the professional spirit of traditional media while rejecting the “clickbait” practices prevalent in new media—this is the proper path forward.

3.2 Dissemination Aspects

In the new media environment, television news editors must ensure content timeliness by disseminating the latest news hotspots through mobile apps and the internet in real time. This allows audiences to access relevant information immediately, satisfying their most fundamental needs. To this end, Shiyuan Television no longer follows the traditional model of interview, field notes, scriptwriting, and editing. Instead, field reporters are required to transmit main news events with accompanying images or short videos to the station’s media platform during the interview process, maximizing news freshness.

3.3 Credibility Aspects

As traditional media, television’s authority represents a height that new media cannot match. Under these circumstances, television editors must adhere to strict professionalism. In the news editing process, whether dealing with content or editing itself, they must never exaggerate merely to attract audiences—otherwise, the program’s credibility will be compromised, audience trust will decline, and the entire television media’s development will be directly affected.

4. Strategies for Diversification

4.1 Diversifying Message-Based News Editing Forms

Television news programs encompass many types, among which message-based news must primarily guarantee timeliness to deliver information to audiences promptly. Message-based news constitutes a crucial component of television news programs. Traditional message-based news suffers from relatively monotonous, rigid, and heavily formulaic presentation, with content and productions that fail to capture audience attention and may even bore viewers. Under such circumstances, message-based news editing must cater to audience demands and enhance viewability—the only way to improve ratings. Naturally, specific presentation formats should be adjusted according to news nature. Shiyuan Radio and Television Station’s *News Night Flight* program, within its “News Panorama” segment, combines hot news events with editorial commentary while leveraging short video platforms like Douyin to strengthen impact. This diversified news editing approach increases program influence,

injects fresh vitality into message-based news, helps break away from rigid broadcast formats, becomes more grounded, and satisfies the demands of audiences under middle age.

4.2 Adopting Multiple Editing Approaches

Examining current new media dissemination formats, new media titles are more vivid and engaging than traditional media, attracting larger audiences. Traditional news editing often sets titles that are too rigid and lack appeal, causing audiences to prefer new media content. Therefore, television news can learn from new media by incorporating internet language or popular expressions to enhance news content appeal. By adjusting promptly according to audience aesthetics, preferences, and current social styles, programs can increase vitality and improve overall ratings.

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

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