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Reflections on Innovation in Radio and Television Current Affairs News Programs (Postprint)

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Abstract

Editorial and production constitutes the most fundamental and crucial department in radio and television broadcasting media, and its development level holds practical significance for innovating media operation and maintenance models, as well as ensuring the timeliness and accuracy of news and information. Based on this, this paper conducts an in-depth analysis of the prominent issues existing in the editorial and production of current affairs news in traditional radio and television broadcasting media, and proposes feasible innovative optimization strategies aimed at promoting the sustainable development of the industry.

Full Text

Abstract

News gathering and editing constitutes the most fundamental and critical department in broadcast television media, and its development level holds practical significance for innovating media operation models and ensuring the timeliness and accuracy of news information. Based on this, this paper deeply analyzes the prominent problems existing in traditional broadcast television political news gathering and editing, and proposes feasible innovation and optimization strategies aimed at promoting sustainable development of the industry.

Keywords: news gathering and editing; broadcast television media; news information; optimization strategies

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1.1 Conventional Editing Models and Superficial Understanding of New Media Operations

Currently, most regions in China lack profound understanding of new media operation models, leading to essential conflicts between innovative media forms

and traditional media. This prevents efficient integration of economic development, socio-cultural progress, and value transformation, resulting in backward news gathering and editing models in many areas that still follow traditional templates. Moreover, news content expression is limited to images or short video clips, lacking innovation. Over time, this creates negative aesthetic fatigue effects, reduces audience appeal, disconnects news content from real life, fails to reflect the living conditions and mentality of grassroots communities, struggles to evoke emotional resonance, and consequently lowers ratings.

1.2 Inadequate Professional Competence Among Grassroots News Editors

First, grassroots political news editors at broadcast television stations must possess solid professional capabilities and knowledge across multiple specialized fields. Only in this way can they effectively embrace the specific changes of new media operation models. However, in reality, news editors in most regions exhibit low comprehensive quality, insufficient professional theoretical reserves, poor acceptance of new things, and inadequate grasp of current affairs hotspots and new media communication characteristics, making them unable to adapt to the new media era.

2.1 Establishing Innovative Concepts for People's Livelihood News and Rational Content Selection

With the rapid development of modern communication technology, information transmission patterns have gradually shown diversified characteristics, yet the core of media operations remains the basic content of information. The selection of news hotspots and choice of information expression methods can effectively reflect a media outlet's professional standards. Political news plays an irreplaceable role in the news field, but some television media fail to give it due attention, even superficially believing that political news content should be limited to important meetings of leadership decision-making levels without relevance to the fundamental interests of grassroots communities. This concept not only disrespects the party and government's strategic guidelines but also misinterprets people's livelihood news. Therefore, establishing a macro-concept of people's livelihood news is imperative and should proceed from the following aspects.

2.1.1 Enhancing Political Sensitivity of Political News Editors

Political sensitivity primarily manifests in the rational selection of news subject matter and subsequent processing of selected content, striving to disclose political orientation, beneficial policies, and legal regulations that grassroots communities care about while ensuring social stability and unity. As political news editors, we must fully recognize that the primary service target of party committees and governments at all levels is the broad grassroots masses, and media serves as a crucial bridge connecting party organizations with grassroots

communities, thus obligated to report relevant news to the public in a timely manner. Television news editors must also deeply excavate valuable content in political news, restore truth, and highlight the main connotations of political events. Except for major political news events, they should avoid rote copying of traditional news reporting procedures as much as possible. Additionally, they need to closely monitor practices of collaborating or negotiating peer stations to continuously learn from experience. Local television stations must not only ensure timeliness and accuracy of local news reporting but also collaborate with provincial and even national television stations to guarantee news quality to the greatest extent possible.

2.1.2 Actively Training the Thinking of Political News Editors

From the perspective of television communication, political news editors must cultivate multi-level news antennae to report major political news from different dimensions and angles, ensuring the public's full understanding of current affairs and politics. First, they should select news topics suitable for public sharing and choose appropriate reporting expression methods based on topic characteristics. Second, television news editors must learn to optimize the arrangement and processing of news information, enabling audiences to efficiently extract main news clues and deepen their understanding of news connotations. Finally, as television news editors, they should not only actively implement and participate in publicity work but also maximize emotional resonance among audiences to ensure reported content is accepted and recognized. For sudden incidents, they should analyze the political sensitivity and public impact from multiple dimensions and implement interview and reporting work according to requirements.

2.2 Streamlining the Operational Processes of Editorial Departments

In the new media era, the boundaries between news and information gathering and editing are not entirely clear, and information dissemination processes and various links tend to become forward-looking and flattened. In response, we should take the large editorial department as the core to achieve mutual streamlining of tangible and intangible operational processes, optimize human resource allocation, and improve professional technical levels, thereby providing necessary support for the overall planning of various editorial departments.

2.3 Standardizing Political News Filming Techniques

2.3.1 Key Filming Content and Behavioral Norms for Political Meeting Procedures

When filming leaders attending meetings or public activities, there should be a certain duration of frontal shots, avoiding upward or downward angles as

much as possible, while paying attention to balancing filming time, length, and position. If a five-second static shot is needed, the filming duration can be controlled at 8-10 minutes, while reserving sufficient lead-in and lead-out time for motion shots. If there are many leaders, they can be filmed separately or appear in the same frame, but attention must be paid to the primary-secondary relationship of shots, appropriately adjusting duration and frequency. For group filming, corresponding shooting angles need to be adjusted. Pay attention to shot expressiveness, shoot more scene types and close-up shots of meetings for subsequent selection and replacement. When filming motion shots, choose appropriate filming methods, focus on various details of meeting filming, including shooting angles and timing, to present participants' images with high quality to the public.

2.3.2 Technical Points for Filming Leadership Research and Investigation News

Relevant personnel must thoroughly understand the focus of research and investigation and clarify the basic routes of investigation. Typically, social research includes both indoor and outdoor activities, both meeting discussions and real-time interactive exchanges, creating many uncertainties in filming environments. In response, photojournalists must adjust filming modes and parameters according to on-site environmental characteristics. They must not only ensure filmed images meet requirements but also guarantee their authenticity. Furthermore, special attention should be paid to leaders' facial expressions and body movements to capture wonderful moments. To ensure news vividness and visualization, they should emphasize amplifying wonderful details and key shots. Additionally, they should deepen post-editing awareness, shoot sufficient empty shots, pay attention to interaction between picture subjects and objects, and enhance coordination between overall picture language and main clues according to on-site environment and investigation focus, ensuring the entire report has outstanding hierarchy and progressive sense with closely linked elements.

2.4 Advocating Multi-Channel Media Collaborative Planning to Optimize Information Sharing

Currently, new media has entered a golden period of rapid development. For news, television political news is more intuitive, comprehensive, vivid, and authoritative. Based on information sharing and collaborative networks, live streaming platforms at county and municipal levels have emerged in large numbers. In this process, television political editors must continuously innovate collaborative communication methods and integrate news content planned by media at all levels to enhance the public influence of political reporting. With the popularization and optimization of network technology, China has entered an era of information explosion, where diverse news information has become a focus of public attention. However, not every social individual can achieve information selection. Therefore, television news editors must actively undertake

social responsibilities, select various types of information, and transmit valuable information to the public. With social development, the information base continues to expand, requiring targeted measures for information collection, which also sets higher standards and requirements for news editors' professional competence and comprehensive quality. Based on this, deepening television news editors' planning awareness, improving professional capabilities, and adopting multi-angle analysis and multi-channel communication have practical significance.

2.5 Establishing a Comprehensive Evaluation and Analysis System

To build a sound and complete broadcast television political news communication platform, we must gradually abandon the concept of solely pursuing ratings and, based on this, focus on economic benefits, social benefits, and public influence, subtly permeating media influence into the daily lives of the public. Since the late 1990s, ratings have gradually become the key assessment standard for television programs—once ratings are poor, programs are abandoned by mainstream media platforms. Through unrestrained and bottomless media hype, some programs with inferior values have gained widespread audience attention. The vulgarization of television programs has caused some news programs to gradually develop toward entertainment to follow trends, which has become a focal topic in television news circles. Therefore, ensuring the rigor, seriousness, and strictness of political news and making it mainstream in the new media era is urgent. Media must take social benefits as the core and strengthen social responsibility from both political and moral aspects. On one hand, in terms of political responsibility, they should unswervingly implement party spirit principles; on the other hand, as political news editors, they must continuously improve professional capabilities, strengthen comprehensive qualities, seek innovation, and based on the overall political situation, reasonably distinguish primary and secondary contradictions to ensure correct public opinion orientation.

Conclusion

In summary, regardless of how media forms change, high-quality news subject content remains the core of the new media era for political news. Therefore, in the new era, broadcast news editors must innovate models, continuously improve professional capabilities, and strengthen comprehensive qualities. Only by mastering strong news gathering and editing skills, integrating new media elements, and innovating gathering and editing forms can they better adapt to the development requirements of the new media era and promote the rapid development of broadcast journalism.

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

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