

Postprint: Application of Innovative Techniques in Television Directing and Editing in the Big Data Era

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Abstract

In the context of the contemporary big data era, the overall direction of television galas constitutes an artistic synthesis of creative and directorial endeavors for variety show galas. Deepening the practical and theoretical exploration of television gala direction holds significant implications for enhancing and optimizing its effectiveness. This study analyzes existing problems in the conceptualization of television gala programming, elucidates the application of innovative techniques from the big data era in television direction, progressively enhances the creative and innovative efficacy of television gala direction in China, thereby developing measures that enable the coexistence of culture and art in television gala programs, and satisfies audiences' multifaceted demands for television culture during the developmental process of the big data era.

Full Text

Application of Innovative Techniques in TV Direction in the Big Data Era

Abstract: In today's big data era, television galas represent an artistic synthesis of variety show creation and direction. Deepening theoretical and practical exploration of TV gala direction holds significant value for enhancing and optimizing directorial outcomes. This study analyzes existing conceptual problems in TV gala programming, elucidates the application of innovative techniques in TV direction within the big data context, and proposes measures to gradually improve creative innovation in China's TV gala direction. These efforts aim to develop TV gala programs that integrate cultural and artistic elements, thereby satisfying audiences' multifaceted cultural demands amid ongoing big data development.

Keywords: big data era; innovative techniques; television galas; TV direction

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As Chinese society continues to develop and define its position, it has formed unique socio-cultural characteristics. Watching television galas has become a distinctive form of daily life and holiday celebration in China. Today, with progressive improvements in material living standards and spiritual culture, the public increasingly demands higher quality in TV gala direction.

As the primary creators and executors of television galas, TV directors must possess innovative programming concepts. During the gala production process, they should integrate artistic elements and works that resonate with audiences, deepen the gala's artistic and cultural dimensions, and create high-quality programs that better satisfy viewers. Therefore, a TV gala's success is closely linked to the director's innovative philosophy.

1. Reasons for Lack of Innovation in TV Gala Direction Concepts

Quality TV gala productions require reasonable narrative structures, well-developed artistic pacing, and the director's artistic creation and arrangement to fuse performance with culture and art. However, in the context of today's big data era, TV gala direction faces significant challenges in innovation.

To enhance TV directors' innovative thinking, it is essential to understand their inner thoughts and needs, thereby identifying effective methods to cultivate creative mindsets. This involves thoroughly comprehending directors' personalities, living conditions, and psychological dynamics to grasp their internal needs and explore motivational forces that can elevate their innovative thinking, transforming these into crucial components of creative technique.

Currently, three primary approaches exist for enhancing TV directors' creativity. First, directors' work objectives should be decomposed and refined through precise analysis of their future career paths and professional trajectories, encouraging them to adopt innovative approaches to improve working methods. Second, systematic evaluation mechanisms should assess their directed galas, creating professional pressure that clarifies the actual status and development trends of TV gala direction work. Finally, well-structured reward and punishment mechanisms must be established, as only sound and reasonable incentive systems can directly and intuitively demonstrate directors' capabilities, helping them understand gaps with peers and strengthening their sense of pressure and crisis awareness, thereby enhancing their self-motivation for innovative thinking development.

Effective gala programming can employ staggered arrangements with intervals and variations to create distinctive stylistic features. Directors must first understand each program thoroughly and precisely control the overall arrangement. Intervals between singing and speaking, static and stable elements, visual and dynamic components, simplicity and complexity, along with program diversity, style transitions, performance area changes, and tonal variations can guide audience emotions through rises and falls, enliven the atmosphere, and promote overall development, culminating in a climax toward the gala's conclusion.

For instance, in the 2017 Spring Festival Gala, several song-and-dance programs achieved remarkable audio-visual effects. Songs such as *The Rooster Crows at Dawn*, *City of Dreams*, *Never Forget the Original Aspiration*, and *Joyful Night* were arranged at intervals, while other programs including acrobatics, dance, sketch comedy, and cross-talk were interspersed throughout. This approach not only enlivened the atmosphere but also embodied the joy of the Spring Festival. Consequently, the overall atmosphere remained lively while experiencing undulating waves of emotion, ultimately building toward the midnight New Year's bell—the emotional peak of the Spring Festival Gala. Audience emotions thus experienced tension and relaxation, highs and lows, making the entire viewing process engaging and enjoyable.

2.2 Reforming Conceptual Paradigms and Improving Evaluation Systems

The core of TV gala direction lies in creativity. Based on comprehensive examination of external environments, directors' overall philosophical concepts should receive maximum recognition and acceptance. Television stations must adopt scientific, rational, and rigorous evaluation mechanisms in talent selection, maximizing attention to both program ratings and economic benefits while simultaneously understanding audience feedback.

When the gala concludes, stations should promptly gather viewing data, summarize audience opinions and suggestions, and analyze the event from perspectives including stage design, program arrangement, and performers to conduct rigorous assessments of the gala's effectiveness. Directors who earn audience recognition and appreciation should receive appropriate rewards and affirmation. If audience response proves less enthusiastic, the station and director should analyze causes and propose corrective measures. When problems stem from the director themselves, warnings and encouraging education are necessary, enabling directors to learn and grow through market-oriented evaluations.

Moreover, TV directors should humbly adopt audience opinions and suggestions to advance program development with better responses. Facing negative and critical feedback, they must actively identify root causes, continue learning, and enhance their professional capabilities.

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

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