

Research on the Importance of Planning Awareness for Television Editors in the New Media Context (Postprint)

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Abstract

New media is a double-edged sword; its advent has brought development opportunities to traditional media while also intensifying competition in the media market. For traditional media to achieve sustainable development, it is essential to enhance the innovation awareness and capabilities of practitioners. Based on this, this article, set against the backdrop of new media, discusses from the perspective of television media the importance of planning awareness for television editors, identifies the planning awareness that television editors should possess in the new media era, and aims to provide theoretical reference for the development of the television industry.

Full Text

Research on the Importance of Planning Consciousness for Television Editors in the New Media Era

Abstract

New media is a double-edged sword. Its arrival has brought development opportunities for traditional media while intensifying competition in the media market. For traditional media to achieve sustainable development, practitioners' innovative awareness and capabilities must be enhanced. Against this backdrop, this article discusses the importance of planning consciousness for television editors from the perspective of television media in the new media era, identifies the planning consciousness that television editors should possess in this context, and aims to provide theoretical references for the development of the television industry.

Keywords: new media; television editing; planning consciousness; importance

Introduction

As a representative of traditional media, television has profoundly influenced people's lives since its inception. The advent of the new media era has continuously narrowed the living space for traditional media, and conventional television work models and promotional methods can no longer meet social development needs. This requires television editors to enhance their planning consciousness and capabilities, continuously optimizing their working methods to improve the influence of television media. What significance does planning consciousness hold for television editors? And what planning consciousness should television editors possess in the new media era? This paper provides answers to these questions.

1. The Importance of Planning Consciousness for Television Editors

Planning refers to strategy and design. Television planning consciousness refers to the thinking ability of television editors to seek new perspectives and plan the framework and style of television content based on market demands and audience needs. Planning consciousness reflects the professional competence of television editors and constitutes a crucial factor affecting their work efficiency. Only with strong planning consciousness and careful consideration of audience psychology and market demands can television editors improve programming standards, reflect the main themes and central ideas of television programs, and complete planning tasks efficiently.

Today, as channels for obtaining information continue to expand, the traditional media landscape has been overturned and the influence of traditional media keeps declining. For television media to secure a place in the fierce media market competition, it must improve the quality and communication effectiveness of television program production. Television editors' planning consciousness is precisely the key factor affecting television program quality and communication effectiveness. Therefore, television editors must enhance their planning consciousness, expand their work perspectives, and devote greater efforts to program selection, information collection, and arrangement. Only through effective planning that integrates and processes television materials and information resources with high quality can they produce highly appealing and persuasive products, maximize communication effectiveness, and optimize communication value.

Currently, major problems in China's television program topic selection and planning include rampant plagiarism, serious homogenization, and insufficient originality. Numerous factors contribute to these issues, with the primary reason being the lack of correct theoretical guidance in television topic planning and

the absence of innovative ideas in topic selection. To change this situation, television editors must follow the marketing-oriented production attributes of the television industry, focus on the market, understand audience needs, examine whether topics align with audience preferences and satisfy their psychological needs, and conduct accurate positioning and scientific classification of topic content. For example, to make legal programs popular among Xuchang audiences, dedicated topic planning groups are needed. These groups should include not only program directors but also judicial workers such as judges, prosecutors, and lawyers. When planning topics, the group fully focuses on current legal hotspots while combining them with typical cases in Xuchang for selection, making the topics highly targeted and practical. As a result, audiences enjoy learning legal knowledge and resolving legal disputes through television or online program videos.

During the 2018 Henan Provincial Two Sessions, Xuchang Television Station planned special columns such as “Anchor Interviews at the Two Sessions,” effectively connecting hot topics from the sessions with public concerns. These down-to-earth reports were released daily and deeply loved by audiences. When necessary, television workers should also hold audience symposiums and interviews, conduct survey activities, and discuss program topics to ensure they are novel and interesting. Furthermore, in terms of television material selection, television news editors must respect the functional characteristics of television, apply their rich practical experience to news topic selection, and leverage the positive role of new media in information collection and interaction. They should break the norms of television program production and communication with innovative perspectives and methods to strengthen program communication effectiveness. For instance, in television news program planning, editors can use new media to openly solicit news clues from the public, expanding sources of news leads, and can also use new media for news interviews to listen to public opinions. By resonating with audiences at the same frequency, they can improve program topic selection.

2.2 Innovating and Elevating Content Planning Standards

Television content editing is key to television production. In the new media era, television news sources continue to increase, and television journalists’ workload in material collection keeps growing. On the basis of collecting sufficient television program materials, television editors must carefully verify material authenticity to be responsible to audiences and society. They must conduct television editing work according to national policies and news industry norms, meticulously design and produce programs in the pre-production stage, and improve program quality.

In this process, television editors must formulate detailed program planning and implementation plans, clarifying key points and requirements for each stage of television editing—for instance, what work directors should perform and what effects hosts, cameramen, and post-production staff should achieve. Then, they

must implement these execution plans effectively. On one hand, according to program positioning, they should integrate content with various artistic forms to highlight program artistic characteristics—for example, opera programs should emphasize opera artistic features, while educational programs should highlight their educational functions. On the other hand, according to new media era audience psychological needs and aesthetic concepts, they should innovate by integrating multiple artistic techniques and television languages, incorporating social hot topics into television programs, selecting appropriate television language for narration, and unifying programs' internal and external rhythms to increase program appeal.

In the new media era, audiences have developed fragmented reading and viewing habits. Under these circumstances, many people are no longer interested in long stories or fixed camera shots. Therefore, in television program planning, television editors must reasonably control shot duration and story rhythm to improve content quality. To adapt to audience viewing characteristics in the new media era, Xuchang Television' s talk show program not only compressed its duration but also focused its content on current social hot topics, with hosts and guests using more personalized and trendy language. After the revision, the program received excellent social feedback.

2.3 Multi-pronged Approaches to Enhancing Television Program Scheduling Effects

Television program scheduling is a key aspect of television planning. Excellent scheduling can improve program quality, highlight program essence, and make programs more appealing. To achieve better scheduling effects, television editors should focus on the following aspects:

- (1) Create peaks according to audience psychology to strengthen content rhythm and avoid audience aesthetic fatigue.
- (2) Improve television visual expression effects. In television programs, sound and image are the most important television languages. In the new media era, television editors can use digital technology to process live footage (mosaics, freeze frames, cuts, merges, masking, prominent prompts, blurring), synthesize digital images, construct digital virtual images, or apply contemporary elements to television production. For example, in variety shows, digital technology can create virtual reality spaces or overlay and key multiple track images to form new television visuals. In news reporting, this technology enables more objective, accurate, vivid, and thorough presentation and restoration of news facts. These reports primarily use aerial long shots to narrate and convey news information, giving programs a stronger sense of the times and enhancing visual effects.
- (3) Clarify program key points. Television editors can also place news in important scheduling positions through summaries and use the most concise

language to broadcast content, giving audiences a general understanding of program content.

- (4) According to local audience aesthetic concepts, television editors sometimes need to conduct deep processing of programs to highlight regional characteristics and disseminate local customs and culture.

3. Constructing a Long-term Communication Mechanism for Editorial Planning

Xuchang City has been committed to the construction of the inheritance and dissemination of Chinese historical civilization, continuously shaping a good cultural image with Central Plains local characteristics to meet netizens' diverse, personalized, and multi-level spiritual and cultural needs and improve their spiritual and cultural quality. New media information dissemination is not limited by time and space, enabling sharing of Central Plains cultural resources and allowing more people to see, learn about, and understand the connotations and contemporary values of Central Plains culture. At the Sixth Plenary Session of the 10th Henan Provincial Committee held in 2018, Provincial Party Secretary Wang Guosheng expressed hope that cities in Henan would learn from Xuzhou's successful experiences and practices. Following this spirit, Xuchang Television Station immediately took action, specially establishing a Xuzhou experience reporting team led by the chief editor to travel to Xuzhou for interviews. The reporting team conducted thorough planning, from topic selection to anchor transitions, from content structure to shooting techniques, striving to make both content and presentation forms fresh and innovative. Precisely because of this meticulous planning, Xuchang Television's "Understanding Xuchang Through Xuzhou" series received widespread acclaim from Xuchang audiences upon release, with online video click rates reaching the highest among similar programs. By showcasing Xuchang's Cao Wei culture as part of Central Plains culture, they have built a cultural communication system that is close to people's lives and reality, providing audiences with more free basic cultural services and making Central Plains culture an indispensable part of people's lives.

In summary, in the new media era, planning consciousness is particularly significant for television editors. Therefore, television editors must recognize their deficiencies in this area, study diligently, accumulate more experience in their work, continuously improve their planning consciousness and sensitivity, and adopt corresponding strategies to enhance television planning quality, thereby elevating television program standards and promoting the continuous development of the television industry.

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

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