

# Role Transformation and Functional Expansion of Television Editors in the Context of Media Convergence: Postprint

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## Abstract

In the contemporary era, marked by the rapid development of internet communication technologies and the convergence of various media, people's work and lives have been profoundly impacted, presenting tremendous challenges to traditional media such as television. As producers of television programs, television editors must keep pace with the times, promptly update their concepts within the media convergence environment, and achieve self-role transformation and function expansion to ensure television program ratings. Specifically, this entails realizing the all-around role transformation of television editors and expanding their functions across dimensions such as editing content and editing platforms, thereby effectively promoting their sound development. This paper analyzes the role transformation and function expansion of television editors under the media convergence background and proposes relevant strategies.

## Full Text

### Abstract

In today's era, rapid development of internet communication technologies has driven the convergence of various media forms, profoundly impacting people's work and lives while posing significant challenges to traditional media such as television. Television editors, as the producers of TV programs, must keep pace with the times in this media convergence environment by updating their perspectives and achieving self-directed role transformation and functional expansion. Specifically, they must transition into versatile roles and expand their functions across dimensions such as content editing and editing platforms to effectively promote their own development and that of television media. This paper analyzes the role transformation and functional expansion of television editors under media convergence and proposes relevant strategies.

**Keywords:** media convergence context; television editor; role transformation; functional expansion

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In television program production, television editors' role positioning and competency levels play a crucial role in program development. Today, with the rapid development of new media and continuous convergence of various media forms, television programs must constantly enhance their professional knowledge and comprehensive qualities to achieve sustainable development and retain audiences. However, this media convergence environment presents both significant challenges and opportunities for television editors. Faced with this situation, television editors must conduct thorough and comprehensive analyses of media convergence trends and formulate effective solutions for role transformation and functional expansion to leverage strengths and avoid weaknesses, thereby maximizing the promotion of long-term, positive development of television media.

## 1. Changes for Television Editors Under Media Convergence

Under media convergence, all media platforms utilize network technology for efficient resource searching and sharing. Moreover, information dissemination methods have become more diversified, shifting from mass communication toward niche communication. Additionally, due to network technology development, television program formats have become more diverse and content richer, better aligning with audience needs and aesthetic preferences. [1] Furthermore, in this context, linear editing has continuously evolved toward non-linear editing. The primary difference between linear and non-linear editing is that linear editing proceeds according to tape direction, encompassing physical editing, electronic editing, and coded editing. The drawback of linear editing lies in its inefficient resource searching and greater time consumption. In contrast, non-linear editing enables resource searching anytime and anywhere through network platforms, allowing targeted and quantitative searches based on specific needs, thereby greatly improving work efficiency and reducing time consumption.

### 2.1 Transformation Toward a Versatile Role

Traditional television editors were responsible for relatively simple program production tasks, primarily involving post-production processing. Moreover, in the past television industry, significant differences existed between reporters and editors—editors did not conduct interviews or extensive field reporting. However, under continuous media convergence, the scope of television editors' work has substantially expanded and diversified. Additionally, competition with new media has transformed editors' roles. The media convergence era has transcended the single category of television editing; deep integration with new media has endowed television editors with diverse roles and functions. Therefore, television editors must understand various media types and, from a converged media

perspective, identify existing problems in the current television industry and implement targeted solutions.

Furthermore, television editors must allocate program resources scientifically to align the television industry with media development trends, thereby promoting sound and effective development of television media. Under continuous media convergence, television editors must acquire timely, comprehensive, and in-depth understanding of all types of information to transform themselves into versatile professionals.

## 2.2 Transformation of Television Editing Philosophy

In the era of media convergence, television editors' roles have undergone significant changes, leading to corresponding shifts in their professional philosophy. They must not only inherit traditional television editing concepts but also fully understand new media philosophies under media convergence to combine excellent traditional editing concepts with new media ideas and adapt to development trends. Moreover, as society develops, all concepts must respond to corresponding trends. Under media convergence, competition within the television industry has become increasingly fierce, requiring proactive responses to new media market competition. [4]

Today, as various media forms continue to converge toward integration, ensuring the sustainable development of the television industry requires role transformation according to the needs of the all-media era. Television editors must deeply understand the characteristics of various media to accurately position audience needs in practical work. By thoroughly understanding public needs, they can effectively grasp television industry communication content. Throughout this process, television editors must progress synchronously, actively conduct scientific positioning of mass audiences, and select services most suitable for current public needs. Additionally, television editors must establish a people-oriented approach in their practical work.

## 3.1 Expansion of Television Editing Content

Currently, as media continues to converge, television editors' functions have expanded, requiring content expansion. In practical work, television editors must adhere to relevant principles in content processing. Moreover, traditional television editing definitions reveal that editors' work content was not particularly cumbersome; rather, it was relatively simple. However, facing continuous media convergence, television editing work has undergone major changes, significantly expanding its content scope. This continuous expansion must ensure sustained audience growth and utilize various media to promote positive and effective development of the television industry.

### 3.2 Expansion of Television Editing Platforms

Under continuous media convergence, editing platforms also require expansion. Moreover, as television editors' work content demonstrates diversification trends, editing platforms must change synchronously, enabling audiences to comprehensively access needed news information when watching television programs. [5] Through in-depth understanding of traditional media platforms, relevant personnel have begun to realize that past media platforms were very singular in information dissemination, and this very singularity has resulted in increasingly narrow television program audiences. Especially with the continuous development of new media, mobile terminals such as smartphones have become widely popularized, with more people preferring to watch variety shows through mobile devices. Additionally, new media platforms like the internet should also expand their platforms to enable greater program transformation. Therefore, facing various television editing platforms, television editors must select corresponding content based on program characteristics to make new media platforms more targeted.

### 3.3 Expansion of Television Editing Discourse

Under media convergence, editing discourse also requires expansion. As editing activities have undergone many changes, discourse power in television programs has also shifted significantly. Combined with the substantial expansion of television editors' work content, relevant personnel must employ more editing discourse to meet the demands of editing work in the media convergence context. Under media convergence, television information demonstrates rapid development trends. Moreover, facing continuously changing information, information remains consistently fragmented. Therefore, television editors must possess greater capacity for coordinating and combining fragmented information. They must effectively refine and excavate scattered, complex television information, reasonably concentrate valuable information, and present it to audiences through television platforms. Additionally, as editing discourse power and traditional discourse power are in a continuous stage of combination and mutual impact, editing discourse power must effectively demonstrate its key value. Meanwhile, television editors must conduct rigorous organization and arrangement of various discourses in major news reporting, ensuring that relevant discourse possesses strict logicity when commenting on news events.

## 4. Achieving Long-term, Effective Development of Television Editors Under Media Convergence

In the era of media convergence, television program competition has become more intense as all programs strive for greater attention. Some self-media editors arbitrarily alter program content, using sensationalist, unfounded stories to attract public attention, thereby vulgarizing programs. Faced with this situation, television editors must innovate television programs while maintaining correct

value orientation in public opinion and continuously disseminating positive energy information. This demonstrates that under media convergence, television editors must strengthen their ethical cultivation, which constitutes the key prerequisite for their long-term, positive development in the new era. Furthermore, television editors must actively utilize various new media, correctly and comprehensively understand media development situations, and continuously enhance their comprehensive qualities using advanced knowledge and skills. Additionally, in the media convergence environment, television program dissemination channels have become diversified, and ratings competition is no longer simply between television and the internet but fundamentally about IP competition. Therefore, television editors must continuously improve their professional competence and moral cultivation while creating well-known television programs. Only high-quality television programs can achieve high ratings, establish strong brands, gain public recognition, and enhance market competitiveness.

Currently, media is developing toward convergence, and this trend is becoming increasingly evident. It is foreseeable that in the near future, the dissemination scope of media information will expand further, expanding television editors' work content and requiring them to reposition themselves. Their work scope will change due to shifts in material selection, editing methods, and market needs. To adapt to era demands, television editors must continuously undergo role transformation and capacity expansion under media convergence. This demonstrates that television editors must continuously start with themselves, actively enhance their comprehensive abilities, and undergo role transformation to effectively promote sound, long-term development of television programs in the media convergence environment.

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

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