

Postprint: Innovative Strategies for Editorial Thinking at TV Stations from the Perspective of Media Convergence

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Abstract

With the development of China's social economy, people's quality of life and living standards have continuously improved, resulting in increased demands for cultural and spiritual fulfillment. Television, as a traditional media form, is gradually being marginalized. The emergence of new media, as a completely novel media form, has transformed people's lifestyles. Against the backdrop of the converged media era, television program editing, as a critical link in information content, faces tremendous challenges. For television stations to secure an advantageous position, they must emphasize their own innovation and development. Television station editing is a process of creative thinking that should prioritize innovation in thought. This paper elaborates on the challenges confronting television media and explores the importance of innovative thinking in television station editing along with strategies for fostering such innovation.

Full Text

Innovative Strategies for Television Station Editing Thinking in the Converged Media Perspective

Abstract

As China's socio-economic development continues, people's living standards and quality of life have improved, leading to increased demands for spiritual fulfillment. Television, as a traditional media form, has gradually been marginalized by audiences. The emergence of new media, as a completely novel form, has transformed people's lifestyles. In the context of the converged media era, television program editors—who serve as a critical link in information content creation—face enormous challenges. To secure a favorable position, television stations must prioritize innovation and development. Television editing is fundamentally a creative thinking process that demands emphasis on innovative

thinking. This paper elaborates on the challenges confronting television media, explores the importance of innovative thinking for television editors, and investigates strategies for fostering such innovation.

Keywords: converged media era; television station editor; thinking innovation; importance; strategies

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With the development of information technology, China has entered the converged media era. As this era progresses, media forms have diversified and become ubiquitous in people's lives, bringing significant changes to both daily living and entertainment. Television editors in the converged media era must cultivate innovative thinking to present audiences with selective program content, as such innovation plays a positive role in the development of television stations. The application of internet and new media technologies has transformed people's ideological consciousness, and television editors are no exception. As the era continues to evolve and progress, their thinking patterns constantly shift, driving the development of the television industry forward.

1. Challenges Faced by Television Media in the Converged Media Era

Data indicates that China's local lifestyle O2O market has maintained high growth rates exceeding 40% for several consecutive years, expanding sixfold over the past five years. This signals the dawn of an entirely new media era. The development of new media has transformed traditional media communication patterns, while emerging network technologies have broken through conventional bottlenecks, ushering in new challenges.

1.1 Digitalization of Production Systems

The arrival of the converged media era has brought tremendous changes to people's lives, with digital technology becoming pervasive in both personal and professional spheres. Television editing workflows—from pre-production preparation to post-production—now employ digital technology throughout the entire process. Currently, most television stations have gradually matured in their digital capabilities, establishing large-scale, systematic systems that drive the digitalization of studios, OB vans, and other facilities, thereby presenting new challenges for innovative thinking among television editors.

1.2 Virtualization of Studios

With the rapid development of digital technology in China, television studios have introduced non-linear editing and virtual studio systems, achieving effective integration between digital technology and television production. These advancements provide more vivid and dynamic virtual studio spaces, enabling

broadcast tasks to be completed flawlessly with digital backgrounds and enriching television screens.

1.3 Network-based Production and Broadcasting

Network technology has brought great convenience to people's work and lives, becoming widely adopted in television program production and broadcasting. It facilitates resource sharing across various platforms and provides multiple viewing channels through terminal devices such as mobile phones and computers. Simultaneously, it enhances interactivity between information sources and enables efficient information exchange.

1.4 Informatization of Media Communication

Compared to traditional television broadcasting, television programs in the converged media era have become more diversified. By leveraging information technology and digital technology, the effectiveness of information dissemination has been significantly enhanced. Therefore, it is essential to strengthen the construction of information sources, enrich content offerings, and accelerate the rapid development of information communication.

2. The Importance of Innovative Thinking for Television Station Editors in the Converged Media Era

In the converged media perspective, Xuchang Television has transformed from single-channel production to integrated, industrialized, and platform-based development, upgrading its brand from a top urban lifestyle media outlet to the premier urban lifestyle service platform in Xuchang City. To achieve a virtuous cycle of mutual enhancement between content and product systems, the Lifestyle Channel has attempted deep integration across mechanisms, platforms, and capital, launching an entirely new operational model that unifies channel and company functions.

2.1 Enhancing Television Program Quality

Currently, with the emergence of new media, audiences have developed higher expectations for television program quality. In the past, viewers primarily watched television programs during leisure time after meals. However, the diversification of new media and the advent of the converged media era have placed considerable pressure on television stations, directly impacting program ratings. More audiences now choose to watch television content through various terminals, challenging the position of traditional television in the media landscape. While many middle-aged and elderly viewers still prefer television programs, younger demographics increasingly favor new media formats, making the use of new media a habitual lifestyle choice. Faced with this reality, television editors must embrace innovative thinking in program production activities to improve pro-

gram quality. Editors should establish a strong sense of innovation, focus on enhancing program quality, and ultimately increase television ratings.

2.2 Expanding Television Program Audience Reach

In the converged media era, people select from diverse media formats for entertainment and leisure. Therefore, television stations must align their program production with audience preferences. Viewer preferences serve as the guiding direction for the development and innovation of television editing. The arrival of the converged media era has transformed audience mindsets, with traditional ideologies giving way to greater openness toward new formats and models, creating significant impact on the television industry. As television editors, it is crucial to continuously innovate, gain deep insights into audience needs and preferences, and produce higher-quality television programs that expand audience reach. Innovative thinking plays a vital role in television editing, enabling effective audience expansion through creative approaches.

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

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