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Research on News Integration Techniques for Television News Editors in the New Media Era (Postprint)

Authors: Liao Dongmei

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Abstract

In the new media era, for TV news editors to achieve new development, they must research news integration techniques and apply them to television news editing to improve work efficiency. Therefore, this paper examines the news integration techniques of TV news editors against the backdrop of new media, aiming to enhance the overall quality of news media work and hoping to serve as a reference for current TV news editing practices.

Full Text

Preamble

In the new media era, television news editors must study and apply news integration techniques to achieve new development and enhance work efficiency. This paper examines these techniques within the context of new media, aiming to improve the overall quality of news media work and provide a reference for current television news editing practices. Facing evolving economic conditions and media landscapes, television news editors must clearly understand the situation, analyze their own strengths and weaknesses, and master news integration techniques to improve both the timeliness and value of news. By finding convergence points between traditional television media and new media, they can facilitate the transformation of conventional media and elevate editorial standards. Consequently, research on television news editors' integration techniques in the new media context holds significant practical importance.

1. Problems in Television News Communication Under the New Media Era

The new media era has exposed numerous drawbacks in traditional television news communication, creating obstacles for its dissemination and development. Overall, these problems manifest in several key areas:

1.1 Limited Arrangement Methods and Monotonous Content

Traditional arrangement methods are difficult to change quickly, leaving many television news editing and integration techniques in need of enrichment. The scarcity of arrangement approaches renders news content dull and fails to capture audience attention. Since the fundamental purpose of news media is to disseminate real-time hotspots, content must be presented in vivid and engaging ways. Integrating images or videos and connecting with the current digital age can transform dry information into compelling narratives. Therefore, television news must diversify its arrangement methods to enhance expressive power.

1.2 One-Way Communication and Low Audience Participation

In the new media environment, journalists are no longer the sole discoverers of news—every new media user can become an information publisher, reporting events through electronic devices with high levels of interaction. In contrast, television media employs a one-way communication model where audiences can only watch without expressing their own views. Although some programs allow comments on official WeChat or Weibo platforms, their influence remains extremely limited. This low participation rate results in poor audience acceptance of television news.

1.3 Fixed Broadcast Times and Low Timeliness

New media enables news dissemination anytime and anywhere, allowing self-media to report breaking news instantly. Traditional television news, however, maintains fixed broadcast schedules, often airing reports long after events have occurred, resulting in inferior timeliness compared to new media. Furthermore, new media broadcasts require no complex arrangement or review processes and can be uploaded immediately, whereas television news must undergo editing and review before transmission. This extensive workflow consumes valuable time, causing news to lose its “newness” [?].

1.4 Insufficient Content and Lack of Appeal

Television news content must reflect positive values that guide the public, necessitating cautious material selection. New media faces no such restrictions, allowing users to report various events around them. The emergence of live streaming in recent years has further enriched new media’s expressive forms

and content. Television stations operate under stricter management that demands strong ideological orientation, resulting in screen time dominated by conference news and local government meetings with minimal attention to social hotspots. Consequently, audience interest remains low. Since new media can reflect diverse social practices with far greater richness, it enjoys higher audience preference.

1.5 Outdated Communication Forms and Lack of Novelty

Television news reporting forms remain relatively backward, primarily relying on host narration with insufficiently profound event interpretation and incomplete analysis of the logical chains behind news hotspots. Long-term use of this reporting format causes audiences to lose enthusiasm and avoid watching outdated television news broadcasts. Compared with other media forms, new media—characterized by strong timeliness, high participation, ample free communication, and greater discursive space—naturally attracts audience attention, leaving freshness-deficient television news at a distinct disadvantage.

2. Analysis of Television News Editors' News Integration Techniques

New media development poses a challenge to traditional television news. Facing this aggressive competition, television news must adjust its business strategy and undertake profound reform. Television news editors should learn from new media advantages, integrate online news, explore news integration techniques, identify valuable news stories, and improve the current situation of low television news attention.

2.1 Emphasizing Timeliness and Effective New Media Compensation

To achieve substantial progress in the new media environment, television news must first prioritize timeliness. Although new media offers strong timeliness, its dissemination process fails to distinguish quality, often producing valueless news. Television news must therefore screen this information, understand audience preferences, and select topics of public concern to improve relevance. Editors must integrate large volumes of news information, filter effective content, and carefully organize it before broadcast. For example, the program *Today's Legal Report* identifies hot topics through new media, deeply excavates the underlying significance of events or holidays, and enhances the program's depth to compensate for deficiencies in online information dissemination. From the perspective of television news media, material selection and overall planning must ensure correct viewpoints and unique content. Additionally, editors can focus on the latest social dynamics and public value orientations, interpreting hot news from the public's perspective, understanding the full context of events, and presenting complete news stories to audiences. This approach transforms the passive situation of television news editors and improves public recognition

of television news [?].

2.5 Meticulous Arrangement and Innovative Reporting Methods to Highlight Program Style

Arrangement constitutes a crucial link in television news editing that significantly impacts overall quality. To improve editorial standards, television news requires meticulous design in arrangement to reflect its personality. To cope with new media pressure, television news functions must extend beyond merely reporting and commenting on events to achieve breakthroughs in arrangement methods and explore new production models. Editing, arrangement, and broadcasting should be organically integrated to form a complete news reporting chain. To ensure personalized and independent characteristics in arrangement, editors must first cultivate multi-angle thinking patterns that allow experimentation with different reporting methods. For instance, combining live scenes with background information, cross-arranging positive and negative perspectives, and presenting three-dimensional events through two-dimensional visuals can provide rich information and give audiences space for reflection. This not only improves the loose structure of television news but also attracts public attention and forms hot topics of public opinion. Second, structural optimization in arrangement avoids monotony and dullness. For example, broadcasting short commentaries alongside news, integrating different news categories, and employing methods such as contrast and interspersion can enhance television news vividness.

2.2 Thematic News Integration to Reach Depth

To achieve thematic news integration and excavate news value and depth, television news editors can approach from several dimensions. First, comprehensively interpret news through multi-angle analysis of its connotations and report it in various forms. Second, during value excavation, conduct hierarchical analysis that not only reports news hotspots but also expresses mainstream social views, demonstrating news' s function of guiding value orientation during integration. For example, in reporting on the traditional Double Ninth Festival, editors can interview nursing homes while integrating analysis of China' s aging population, thereby improving television news quality. This approach not only reports current events but also triggers deeper public reflection.

2.3 Innovative Thinking to Identify Editorial Blind Spots and Mine Marginal News

Most television news focuses exclusively on hot stories, but when all outlets cover the same hotspots, freshness disappears. Television news editors must therefore innovate traditional thinking patterns by paying attention to overlooked topics and excavating neglected hot spots. From a practical perspective, achieving innovation requires examining news from historical angles to uncover intrinsic value, evaluating news objectively, and striving to connect with social reality.

News integration technique innovation must not only appropriately increase news quantity but also improve quality by focusing on marginal news that other television outlets ignore. Television news must cultivate holistic thinking to find collection and editing blind spots, conduct comprehensive cross-evaluation of news across different subject fields, change previous reporting methods, and achieve integration and innovation to improve broadcast quality. For example, since 2013, Zhejiang Satellite TV has launched innovative columns such as *Finding Lei Feng Around Us* and *Qingming Festival: Special Thoughts for Special You*, promoted them on self-media platforms like official Weibo and WeChat, actively interacted with audiences, improved program visibility, and achieved strong ratings.

2.4 Creative Planning to Enhance News Perception and Create Exclusive Stories

In the new media context, television news editors should pursue novelty, change, and breakthrough through innovative copywriting planning to enhance news influence and dissemination scope. From an editorial perspective, the process should reflect television news' s public opinion guidance function while integrating news from a holistic viewpoint. Combining pictures, videos, images, commentaries, and materials can display news hotspots from multiple angles and dimensions, striving to reflect influence in both horizontal and vertical dimensions. Careful material selection ensures broadcast of uniquely valuable news. Additionally, to achieve integration technique innovation, television news editors must improve their news perception capability. Special days such as memorial dates, suddenly erupted events with broad social impact, and major holidays should receive thematic coverage through

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(Author' s Institution: Dongguan Shijie Town Culture, Radio and Television Service Center)

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

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