

How to Enhance the Planning Awareness of Television News Editors and Reporters (Postprint)

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Abstract

Under the new circumstances, China's television industry is undergoing comprehensive and rapid development. To better adapt to the demands of industry development, television news has imposed higher requirements on the comprehensive competencies of television news editors and reporters, particularly in terms of planning consciousness. To further investigate strategies for enhancing the planning consciousness of television news editors and reporters, this article analyzes its specific manifestations and explores pathways for improvement, aiming to create conditions for elevating the overall editorial quality of television news.

Full Text

Research, Discussion and Exchange: How to Improve the Planning Awareness of TV News Editors and Reporters

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Abstract: As China's television industry undergoes comprehensive and rapid development under new circumstances, TV news demands higher comprehensive qualities from editors and reporters, with particular emphasis on planning awareness, to better adapt to industry development needs. To further explore strategies for enhancing the planning awareness of TV news editors and reporters, this article analyzes the specific manifestations of their planning awareness and examines approaches to its improvement, aiming to create conditions for enhancing the overall editorial quality of TV news.

Keywords: TV news editors and reporters; comprehensive qualities; strategic awareness

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The primary task of news editors and reporters is to comprehensively present the actual circumstances of news events to audiences through systematic interviewing, editing, and other technical means. Given this characteristic, TV news editors and reporters must possess high professional competence alongside specialized planning awareness. Objectively speaking, television program quality and effectiveness are closely related to the editorial awareness level of TV news editors and reporters. To further enhance the status of TV news within the industry, it is essential to strengthen its advantages, clarify the main work objectives of TV news editors and reporters, and ensure comprehensive improvement in editorial planning awareness. To further explore the pathways for this improvement, the specific manifestations of planning awareness among TV news editors and reporters are briefly elaborated below.

1.1 Planning Awareness in Material Collection

In recent years, the information explosion has made material collection a key competitive focus among news media. As TV news editors and reporters, they bear the fundamental responsibility of material collection. During this process, they must not only meet the basic requirement of being accountable to audiences but also maintain an attitude of social responsibility, thereby elevating the standard of material collection. In the material collection process, TV news editors and reporters should purposefully integrate planning awareness, clarify news values and characteristics, and verify the authenticity and public opinion guidance value of news materials before conducting interviews and editing. This approach can effectively enhance the quality of program arrangement.

1.2 Planning Awareness in News Topic Selection

News topic selection often determines the quality and audience ratings of TV news. Only by selecting appropriate topics based on actual needs can TV news editors and reporters produce outstanding themes. An excellent news theme requires both appeal and attractiveness while demonstrating certain value orientations. This demands that news editors and reporters possess acute news judgment and sufficient planning awareness.

1.3 Planning Awareness in News Program Arrangement

News program arrangement is a critical factor influencing the quality of programs that ultimately reach audiences. To better immerse viewers in news events, it is necessary to elevate the level of planning awareness in arrangement, conducting rational and creative organization of various segments and content in news programs to ensure the quality of news program arrangement.

2.1 Improving Audience Ratings

With the rise of new media, competition among media outlets has intensified. As the economic revenue source for television programs, audience ratings often determine industry status and influence. With the widespread use and popularity of smartphones, most young people now choose to access information via mobile internet, reducing their reliance on TV news platforms and causing continuous declines in TV news ratings. This situation places higher demands on the planning awareness of TV news editors and reporters. Only by providing higher-quality programs can they recapture the attention of this audience segment, representing the primary pathway to improving TV news ratings at present. Based on practical experience, television program quality is the key determinant of ratings, yet its influencing factors are highly complex. Beyond comprehensive material excavation and post-production editing, careful analysis is required to capture audience interest, ensure coordination among various departments during production, and strictly control production quality. Only then can television program ratings be effectively improved. Throughout this process, TV news editors and reporters not only bear the responsibility of overall control but must also pay attention to minor details, selecting only the best of the best to genuinely enhance TV news editing standards.

2.2 Meeting Audience Psychological Needs

As direct consumers of television programs, audience psychological needs represent the focus of news program compilation. A crucial aspect of planning awareness is understanding audience psychology, enabling more targeted material selection and post-production editing based on their psychological needs. To achieve this goal, news editors and reporters must conduct extensive field investigations and visits to understand local customs and living habits, while also recognizing residents' life taboos and belief systems. During news editing, comprehensive consideration should be given to local audience preferences, understanding not only what residents want to watch but also identifying group needs based on age characteristics. Subsequently, psychological demand features of target audiences can be determined according to age, making news production more targeted.

2.3 Enhancing News Appeal

The arrival of the new media era has accelerated information dissemination, with the appeal of news itself being key to its propagation. However, due to difficulties in online regulation, fake news frequently emerges, seriously affecting audience value judgments and neglecting the meaning and value of news itself. As a representative of traditional media, TV news media should eliminate fake news, thoroughly examine and prepare information, select topics that can enlighten audiences, and use the socialist core value system as the basis for material selection to enhance news appeal. Specifically, this can be achieved by adding images and videos to news reports to make events more vivid, selecting

impactful titles to awaken public consciousness, enhancing the media's capacity for public opinion guidance, and helping audiences deepen their understanding of news events.

3. Training Strategies for Planning Awareness Among TV News Editors and Reporters

The planning awareness of TV news editors and reporters is a key factor determining the overall quality of TV news programs. To effectively cultivate this planning awareness, the following aspects of training must be well implemented.

3.1 Cultivating Awareness in News Topic Selection The scientific nature of topics often determines TV news ratings and reputation. In practice, the planning awareness of TV news editors and reporters is directly reflected in news topic selection, which significantly impacts the overall structural quality of TV news. Objectively speaking, to cultivate planning awareness in topic selection and improve material selection standards, the following specific works must be accomplished.

First, whether TV news topic selection meets expectations depends crucially on audience preferences. When conducting news compilation, TV news editors and reporters should comprehensively consider audience preferences, social development characteristics, and public opinion trends. This approach clarifies planning objectives for news topics while enhancing the effectiveness of news compilation, representing a concrete manifestation of comprehensive planning capability that should be purposefully cultivated.

Second, as TV news editors and reporters, they should keep pace with the times, continuously improving their professional competence and professional qualities. By fully considering audience psychological needs and combining specific policy guidance requirements with industry norms, they should clarify the importance of planning awareness, consciously transform planning concepts, and enhance planning relevance and influence.

Finally, when selecting topics, TV news editors and reporters should use audience attention levels to different news content as an important basis for planning material selection strategies. This approach better leverages their experience and professional competence to strengthen news topic selection, promotes rationality and scientificity, and provides a rich platform for enhancing planning awareness among news editors and reporters, serving as an objective guarantee for ensuring smooth editing work.

3.2 Cultivating Planning Awareness in Effective Material Collection and Usage Considering the current new media environment, numerous news events occur daily, and the vast amount of information provides abundant resources for news editors while simultaneously increasing the difficulty of material collection. To better address this situation, it is necessary to strengthen the news

gathering capabilities of TV news reporters, demonstrating the effectiveness of planning awareness through effective material collection and usage.

First, to improve overall TV news program ratings and ensure content richness and authenticity, news editors and reporters need to enhance their ability to select news materials and news sensitivity while clarifying the importance of planning awareness.

Second, uncovering the potential value behind news stories represents another important pathway for cultivating planning awareness. In daily news gathering and editing training, emphasis should be placed on strengthening editors' and reporters' ability to excavate underlying news value, understand the developmental stages of news events and the focal points of public opinion, and skillfully analyze news value from multiple perspectives. This approach can effectively enhance programming effectiveness and ensure the validity of planning initiatives.

Finally, the material collection and usage stage most effectively demonstrates planning competence and directly impacts subsequent material processing and production. To better reflect the characteristics and functions of this stage, news editors and reporters need to devote more energy to this aspect to better accomplish news editing tasks.

3.3 Cultivating Planning Awareness in Rational Program Arrangement Planning awareness training for program arrangement must be integrated with actual work requirements, and cultivating planning awareness in rational arrangement requires clarifying at least two fundamental objectives. On one hand, emphasis should be placed on ensuring the reliability of TV news quality. The greatest difference between TV news media and new media lies in authority. All arrangement work must center on this advantage, with all news material selection, editing, and broadcasting having sufficient factual basis. Only then can the authority of TV news media as traditional media be maintained, representing an objective requirement for industry development. On the other hand, the timeliness of TV news must be continuously improved. Compared with new media, traditional media requires material collection, compilation, authenticity verification, and possibly review by relevant departments before broadcasting, resulting in poor timeliness. To compensate for this disadvantage, a more complete system should be established, focusing on enhancing the planning capabilities of news editors and reporters, cultivating their planning awareness, improving arrangement effectiveness, and ensuring programs achieve higher ratings.

Conclusion

In summary, with the application and development of new media technologies, traditional television programs face unprecedented challenges. To further enhance the industry status and consolidate the advantages of traditional TV

media, it is essential to strengthen the cultivation of comprehensive qualities among TV news editors and reporters, with particular focus on enhancing their planning awareness and capabilities. This will help TV news programs stand out among numerous new media programs, gain audience trust and affection, improve the competitiveness of television stations, and thereby maintain the sustainable development of the industry.

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

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