

Applications of New Media Technology in Television Program Production: Postprint

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Abstract

In recent years, the application of new media technology in television program production has become increasingly widespread, playing a considerable role in enhancing program quality. Based on the fundamental characteristics and advantages of new media technology, this paper provides a specific analysis of its application practices and considerations in television program production.

Full Text

The Application of New Media Technology in TV Program Production

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Abstract

In recent years, new media technology has been increasingly applied in television program production, playing a significant role in enhancing program quality. This paper analyzes the practical applications and key considerations of new media technology in TV program production, starting from its fundamental characteristics and advantages.

Keywords: new media technology; television program production; application

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The deepening development of internet technology has brought transformative changes to numerous industries, and the television sector is no exception. Internet-based new media technologies have profoundly impacted traditional

television media. Faced with this new landscape, television program producers must not remain complacent but should continuously explore new media technologies to leverage their advantages in creating better television content.

1. Fundamental Characteristics and Advantages of New Media Technology

New media technology, as the name suggests, represents emerging digital media technologies that differ from traditional media. Developed on the foundation of advancing internet and computer technologies, this information carrier integrates text, video, audio, and animation into a unified digital communication medium.

1.1 Core Characteristics

1.1.1 Wide Dissemination

The critical foundation of new media technology lies in the extensive penetration of the internet. Any location with network connectivity can link to the global community to receive or transmit information—a capability that traditional media, whether print or broadcast, cannot match due to their inherent limitations.

1.1.2 Rich Information

New media technology provides audiences with diverse information formats, including video, audio, text, and images, while maintaining remarkable richness that can satisfy virtually any information need.

1.2 Advantages in Television Program Production

1.2.1 Enhanced Audience Participation and Program Quality

New media technology creates conditions for audience participation in television programs. During broadcasts, programs can utilize WeChat, Weibo, and other platforms for real-time interaction with viewers, while online platforms feature “bullet comments” that enable production teams to promptly gauge audience reactions. For “record-while-broadcasting” variety shows and dramas, audience feedback serves as a crucial guide for adjusting content—focusing on what viewers enjoy. In this sense, audiences become not only participants but also “co-creators” of programs. This collaborative engagement significantly boosts viewer initiative and enthusiasm while substantially improving program quality.

1.2.2 Improved Television Program Ratings

New media technology has transformed the traditional “broadcast-and-done” model of television programming. Many applications now enable live streaming, replay, pause, and other viewing options, allowing audiences to repeatedly watch programs of interest. This flexibility has contributed to increased viewership and audience retention.

1.2.3 Increased Value-Added Output

Traditional television media employs a one-way communication model with minimal and delayed audience interaction, typically limited to letters or phone calls after broadcast. In contrast, new media technology offers powerful interactive capabilities, enabling audiences to contribute suggestions during pre-production and provide immediate feedback during broadcast. This enhanced two-way communication facilitates greater value-added output. For instance, combining culinary programs with e-commerce platforms allows television media to deliver food and wellness information to target audiences, converting them into potential consumers who may make purchases influenced by the program, thereby strengthening communication effectiveness and generating additional value.

2. Specific Applications of New Media Technology in TV Program Production

New media technology presents both opportunities and challenges for television program production. Producers must recognize its importance, seize these opportunities, and integrate new media technology with traditional television production to create high-quality programming.

2.1 Pre-Production Preparation

Pre-production preparation is crucial for any television program, primarily encompassing topic selection and material gathering.

In topic selection, the importance of choosing compelling subjects cannot be overstated in an era of abundant programming options. Effective topics must align with target audience psychology and connect with issues they care about, demonstrating strong relevance and high public interest. New media platforms like WeChat official accounts and Weibo can facilitate audience interaction through surveys, comments, and likes to identify viewer interests, which can then be processed into program topics guaranteed to attract attention and boost engagement.

For material preparation, once topics are determined, relevant materials must be collected. Traditional methods can be time-consuming and labor-intensive, whereas new media technology dramatically improves efficiency. For example, the annual 3·15 Gala leverages new media to solicit leads and identify hot topics. Journalists conduct in-depth investigations into issues viewers want explored, problems they encounter, and leads they provide, using new media technology for filming and follow-up reporting. This approach accumulates substantial valuable material, ensuring thorough preparation.

2.2 Production and Editing Stage

Editing is a critical phase in television production, where new media technology primarily enhances image, subtitle, and animation processing. Popular reality

shows, for instance, employ multiple cameras across various positions, generating extensive footage. Production teams must edit this material into engaging, fluid, and coherent sequences, using new media technology to add subtitles revealing celebrities' thoughts, process footage from the audience perspective, or apply special audio-visual effects. These techniques make programs appear more authentic and seamless, enhancing viewer immersion and experience while expanding overall program influence.

2.3 Post-Production and Synthesis

As audience expectations continue rising, new media technology—particularly virtual studios—has emerged to meet these demands. Virtual studios employ camera tracking technology, computer-generated scene design, and chroma keying to digitally composite virtual three-dimensional scenes with real-life footage of hosts and actors. This integration creates natural, realistic imagery that captivates viewers. Many historical documentary programs in China now utilize virtual studio systems, designing virtual scenes to recreate historical events and seamlessly combining presenters with historical footage through chroma keying. This produces authentic, visually striking effects that not only capture audience attention but also provide creators with greater creative freedom while reducing production costs and shortening production cycles.

3. Key Considerations

3.1 Upholding the Principle of Authenticity

Authenticity is a fundamental principle that television programs must maintain, particularly for news programs where it is an inviolable bottom line. While many TV news programs have added audience interaction segments and incorporated viewer-submitted footage, producers must rigorously verify authenticity to preserve the authority of news programming.

3.2 Implementing Effective Supervision

Voting and commentary features in television programs require effective supervision and transparent disclosure on relevant platforms. While enhancing program appeal and engagement, this ensures fairness and impartiality, improves program quality and reputation, and fulfills television's guiding role in public discourse.

3.3 Avoiding Vulgarization

Although modern television production must satisfy audience viewing preferences, programs must not abandon fundamental principles or pander to viewers in ways that lead to vulgarization or oversimplification.

3.4 Preventing Overly Complex Interaction

Not everyone can keep pace with the rapid development of new media technology. For elderly viewers or more traditional audiences, modern interactive operations can be challenging. Therefore, interactive features should be simplified to accommodate the participation needs of these demographic groups.

Conclusion

While the new media era has posed significant challenges to television program production, the appropriate application of new media technology has also injected vitality into television media. Television producers must embrace innovative thinking, adapt to the trend of media convergence, and integrate new media technology characteristics into program production to continuously improve quality and influence, elevating television programming to new heights.

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