

Postprint on Post-Production of Television Programs in the New Media Era

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Abstract

With the rapid development of China's economy, people's material needs have been largely fulfilled, and the vast majority have essentially escaped poverty in material life, advancing toward a higher level—the fulfillment of the spiritual world. This has significantly propelled the development of the film and television industry. China's current film and television media industry exhibits a trend of diversification and variety, particularly with the emergence of various new media in recent years, which have, to a certain extent, provided people with more choices in film and television content. How to better provide higher-quality film and television programs for the people in such an environment has become a pressing research topic. This paper primarily conducts relevant analysis and research on television program editing and post-production in the new media era, with the aim of improving the quality of television programs in this era.

Full Text

1. The Importance of Television Program Editing and Post-Production in the New Media Era

As China's reform and opening-up continues to accelerate, the national economy has grown rapidly, accompanied by continuous advances in science and technology that have laid a solid technological foundation for the arrival of the new media era. Television programs in this new media environment develop at an extraordinary pace, with rapid cycles of renewal. To create high-rating, high-quality programs in such a competitive landscape, producers must first identify audience preferences and satisfy the spiritual needs of their target demographics through tailored editing strategies—only then can a program survive in the new media era. Post-production is equally critical, as it largely determines the final quality of a television program. Even the best content will fail to resonate with audiences if post-production quality is poor, inevitably leading to low ratings

and eventual obscurity. Therefore, effective editing and post-production are essential for television programs to thrive in the new media age.

2. The Development of Post-Production

Post-production refers to the editorial process of using filmed footage to create special effects through 3D animation and compositing techniques, editing film or television clips into a complete program, and producing audio. With the rapid development of film and television production technology, post-production responsibilities have expanded to include the crucial task of creating special effects—shots that cannot be obtained through direct filming. Due to technical limitations, early television special effects relied primarily on traditional methods such as model construction, trick photography, and optical compositing, concentrated in the filming and printing stages. Today, widespread computer use has provided more sophisticated technical means for special effects production, enabling more rapid advancement in post-production capabilities.

Currently, however, post-production quality remains uneven. Some programs demonstrate exceptional post-production that clearly enhances their impact, immediately capturing viewer interest and generating high engagement. Others suffer from inadequate post-production; despite strong content, audiences fail to grasp the intended message within a reasonable timeframe, significantly affecting ratings. Only by improving post-production standards can overall program quality be guaranteed. During sound design, technicians must ensure recording quality and seamless integration with the program content. When adding background music, post-production teams must select appropriate tracks that complement rather than conflict with the program, using music to enhance presentation and ensure a cohesive viewing experience.

4. Strategies for Improving Television Program Editing and Post-Production in the New Media Era

Film and television media have become the most popular and influential media forms, profoundly affecting our lives—from the fantastical worlds of Hollywood blockbusters to television news coverage of real life and pervasive TV advertising. To achieve desired program effects, producers must invest in effective technical processing during editing and post-production to capture audience attention and attain both ideal quality and high ratings.

4.1 Enhancing Team Collaboration

Achieving satisfactory program quality requires effective team collaboration. On one hand, the main creative team must develop a strong working rapport and 默契 (mutual understanding) to ensure program quality. On the other hand, clearly defining each production phase and departmental responsibilities provides a foundation for editing that significantly reduces the likelihood of errors.

4.2 Fostering Innovation in Post-Production

Post-production quality substantially influences audience first impressions, making it essential for personnel to enhance their innovative capabilities. First, ensuring the professionalism of post-production staff is crucial—this means hiring highly skilled editors and inviting professional instructors to provide technical guidance. By learning from other programs' strengths while integrating unique program characteristics, teams can develop distinctive innovative approaches that attract more viewers and boost ratings.

4.3 Leveraging Modern Scientific and Technological Tools

Modern scientific and technological products can facilitate efficient program editing, saving valuable time for post-production while maintaining quality. Editing should ensure balanced pacing and emphasis, preventing audience boredom and preserving ratings. Post-production itself encompasses numerous elements, including CTL signal recording on tape, sound effects design, mixing and compositing, background music insertion at appropriate timecodes, footage editing, and dialogue/narration recording—all requiring meticulous attention.

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