

Exploring Television News Editing Techniques in the New Media Era (Postprint)

Authors: Bullen's method

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Abstract

With the continuous development of technology, the era of new media has quietly arrived. In the new media era, news editors face tremendous challenges. At the same time, they also face significant opportunities. This paper primarily explores television news editing technologies in the new media era, with the aim of promoting the development of the television news industry.

Full Text

Newspaper Editing in the New Media Era

3.3 Hollow Newspaper Content

To promote the healthy and sustainable operation of newspaper organizations in the new media environment.

4.4 Strengthening Brand Awareness

Currently, some news editors have embarked on an innovation path, diversifying newspaper content from singular to varied. However, compared with the massive information and diverse models in new media, newspaper news still struggles to break away from fixed templates. Moreover, newspaper content suffers from poor print quality and low-resolution advertising images, making it difficult to compete with the dynamic images and videos of new media and television. Additionally, there are numerous newspaper organizations but relatively few important news stories; when major events occur, multiple newspapers rush to report with highly consistent content, directly reducing public interest. In contrast, some lifestyle newspapers have broad audiences because their content is close to daily life and highly readable.

Brand is an intangible asset that brings added value to its owner. A strong brand can generate substantial profits for businesses. In today's environment,

brand awareness has become a crucial asset pursued by enterprises, providing not only tangible assets but also high-value intangibles—social influence and market appeal. For newspaper organizations, establishing a positive brand image can increase both circulation and credibility. Therefore, in newspaper planning, editors should create distinctive columns featuring eye-catching titles, rich content, and appealing graphics designed to capture immediate attention while ensuring strong readability.

4.1 Required Capabilities for News Editors

In the new media context, traditional media such as newspapers have suffered significant setbacks. Without innovation from news editors, newspapers will struggle to attract readers, achieve economic benefits, and will ultimately be eliminated. Consequently, the transformation of news editors is imperative. In the new media era, traditional media must deeply recognize their own disadvantages, observe the advantages of new media, clarify their capabilities, and propel the development of traditional media forward. First, news editors must possess foresight, actively adjusting newspaper content and industrial structure to adapt to the new era. Second, editors should maintain a strong sense of purpose, with sustainable development of the newspaper as their guiding direction, always focusing editorial efforts on public concerns. Third, innovation capability is essential for news editors; only when the public remains interested in newspaper content can the newspaper industry develop more rapidly. Only with these characteristics can news editors ensure smooth and rapid progress along the path of innovation [1].

4.2 Cultivating Editor Abilities and Establishing Incentive Systems

To promote rapid development of newspaper organizations, news editors must enhance their capabilities through various means. First, relevant leaders should regularly offer training courses to improve editors' skills and innovative thinking. Second, value the novel perspectives of editors and establish a sound incentive system. When editors innovate in content or format, they should receive corresponding rewards. If such innovations increase newspaper sales, editors should be rewarded again to stimulate their innovative capacity and drive the newspaper forward.

4.3 Moving Away from the News Recipient Role

In traditional media, news editors emphasize starting from the audience's perspective, understanding their needs before conducting editorial work. However, based on the author's extensive experience, audience information obtained solely through reader letters and regional sampling surveys is incomplete. With society's rapid development, the public's understanding of society is deepening, and different audiences have different information needs. Editors who stand from the audience's perspective cannot comprehensively obtain audience information, resulting in average appeal of newspaper news. New media, however, can gather

audience information through multiple channels, increasing audience participation and effectively enhancing its social status. Therefore, traditional media should learn from new media's advantages and move away from the audience perspective.

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Author Affiliation: Lu'an Radio and Television Newspaper

TV News Editing Technology in the New Media Era

Abstract: With continuous technological development, the new media era has quietly arrived. In this era, news editors face tremendous challenges as well as significant opportunities. This paper primarily explores TV news editing technology in the new media era, aiming to promote the development of the TV news industry.

Keywords: new media era; TV news; editing technology

Author: Bu Lingfa

Current Shortcomings in TV News Editing Technology

Currently, local television stations ignore this point, neglecting audience targeting. They select inappropriate news materials, mostly reporting major national events. Additionally, some TV news editors lack innovation in program compilation, unable to guarantee program quality. If stations frequently broadcast worthless news content, audiences will lose confidence, which is detrimental to station development.

1.2.1 Lack of Flexibility in Content Currently, much news content in China lacks vividness and fails to attract audiences. Local television stations primarily serve local viewers. Therefore, when producing news programs, editors must fully consider audience needs, selecting news materials related to local people's livelihood as the main content to increase viewership.

1.2.2 Lack of Innovation in Content Since the reform and opening up, China's technological level has advanced dramatically, and the new media era has arrived. New media enables faster news dissemination and allows audiences to participate in topic discussions anytime, anywhere. The rise of various media devices has brought numerous types and vast quantities of information into the public view. Consequently, news editors must process this information, requiring strong responsibility and comprehensive information processing capabilities to categorize and organize the extensive and varied information, integrate healthy ideas, and present it to the audience.

However, most television stations appear to be independent entities, yet in reality, they are closely connected. Programs across stations often exhibit imitation, with content being essentially the same despite name changes, reflecting weak independent consciousness. This phenomenon, termed lack of innovative thinking, reduces viewership and fails to meet audience information needs. It demonstrates that TV news editors lack rigorous work practices, showing insufficient autonomy in content compilation and innovating only in form rather than substance. This cannot reflect news characteristics nor improve program ratings.

1.2.3 Unreasonable Broadcasting Timing Unreasonable news broadcasting schedules also affect program ratings. Currently, TV stations merely recombine news content, neglecting broadcasting timing arrangements. This stems from editors not analyzing issues from the audience's perspective. Therefore, TV news editors should reasonably arrange news materials, analyze from the audience's viewpoint, adjust program broadcasting times, and ensure program diversity and rationality.

Requirements for TV News Editors

1.1.1 Requirements for Innovation Capability Traditional news dissemination methods are relatively single and incomplete. With the arrival of the information age, these methods can no longer keep pace. Therefore, news editors must continuously innovate in news information, representing a significant challenge.

1.1.2 Requirements for Judgment and Decision-Making Capability In the new media era, information is abundant and spreads rapidly. This trend requires news editors to possess strong decision-making abilities, accurately judging the impact of events when facing emergencies to promote industry development.

Strategies for Improvement

2.1 Improving Innovation Capability With intensifying competition among media outlets in the new media era, news editors must first innovate

in thinking to stand out. Their primary work involves organizing and categorizing different types of news materials, adding their own perspectives, and presenting the final program to audiences. In this process, editors' thinking and professional quality are particularly important, determining program ratings. Therefore, editors should continuously innovate their thinking while deeply understanding public preferences, emphasizing headline creation. As information technology develops, special effects processing technology has been widely applied in TV programs, requiring staff to fully utilize these advantages to achieve innovation. This not only gives audiences a refreshing feeling but also improves ratings. Special effects technology helps audiences grasp the meaning of TV news, enhances the vividness of TV images, creates strong visual impact, and achieves expected effects.

2.2 Focusing on Effective Information Volume In the editing process, news editors should focus on effective information volume—the amount of information audiences obtain from news programs. If editors consider only information quantity rather than effective information volume, the resulting programs cannot be considered successful. Editors must consider issues from the audience's perspective and review programs empathetically. If a program cannot move the editor themselves, it similarly cannot move the audience. Therefore, editors must position the audience as primary and produce more appealing news programs from their perspective. Additionally, editors must master effective information volume in news programs to ensure timeliness.

2.3 Highlighting Regional Characteristics For local television stations, news content should highlight local characteristics and combine audience preferences to produce programs. This effectively enhances competitiveness. Editors should select news materials that suit local tastes and incorporate local characteristics. Simultaneously, local TV editors should enter people's lives, closely connecting program content with local life to help solve practical problems, making programs positively influential. Only by doing so can local stations highlight their advantages and enhance market competitiveness.

Technical Aspects of TV News Editing

3.1 Picture Editing Technology Pictures can visually and vividly convey news information, directly reflecting the theme of news reports, representing a primary element of TV news editing. This requires professionals to edit TV news pictures, involving picture editing technology.

Due to TV news's strong dissemination characteristics, editors must ensure picture continuity and logical consistency. First, in post-production, editors should apply the principle of combining static and dynamic elements and picture switching patterns—static to static, dynamic to dynamic, static to dynamic, and dynamic to static. Second, editing should follow news reporting patterns, sequencing from long shots to full shots, medium shots, and close-ups to ensure

hierarchical structure. Additionally, control shot length appropriately—neither too long nor too short—while reflecting news value and aesthetic quality.

3.2 Text Editing Technology TV news text editing differs from ordinary text editing, most notably in that it must coordinate with pictures, sound, and text to ensure TV news fluency. First, text editors must ensure text perfectly interprets pictures and news themes from the news subject's perspective. Second, text editing should emphasize appropriate font and size application. For example, TV program titles typically use Song or Hei fonts with gradient or semi-transparent effects, with picture-down switching often using portrait methods.

3.3 Sound Editing Technology Currently, TV news sound editing mainly involves broadcast language processing and synchronous sound editing. In post-production, audio-visual synchronization must be ensured. First, ensure broadcast language accuracy and off-screen sound synchronization. Second, ensure proper matching between background music and news pictures.

Conclusion

This paper first analyzed requirements for TV news editing content in the new media era, identified current shortcomings in TV editing technology, and proposed recommendations to address these deficiencies, hoping to provide feasible references for future TV news editing technology and promote the development of the TV news industry.

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Author Affiliation: Shandong Province Qixia City Radio and Television Station

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

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