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A Brief Analysis of Quality Improvement in Television News Re-editing Postprint

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Abstract

In recent years, the development of new media has exerted pressure on the survival environment of television news, intensifying competitive pressures on television media. In this context, television news must prioritize self-reform and innovation as an effective means to enhance competitiveness—a goal to which the ‘re-processing’ of television news editing has contributed promotional effects. This paper takes this as its starting point to analyze the significance and existing problems of current ‘re-processing’ practices in television news editing, and proposes strategies for elevating the level of such ‘re-processing’, aiming to provide effective assistance for improving the quality of television news programs in China.

Full Text

Preamble

Title: A Brief Analysis on Improving the “Re-processing” Quality of Television News Editing

Abstract: In recent years, with the development of new media, the living environment of television news has faced increasing pressure, heightening competitive pressure on television media. In this context, television news must emphasize its own reform and innovation as an effective way to enhance competitiveness, and the “re-processing” of television news editing plays a certain promoting role in this regard. Taking this as a starting point, this paper analyzes the significance and existing problems of current television news editing “re-processing,” and proposes strategies for improving the level of television news editing “re-processing,” aiming to provide effective assistance for improving the quality of television news programs in China.

Keywords: television news; re-processing; improvement; quality

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2.2 Editing Objects in Television News “Re-processing”

In the “re-processing” of television news, emphasis should be placed on improving the quality of textual, visual, and other elements. Effective processing can significantly enhance the broadcast quality of television news programs, providing audiences with a better viewing experience. All of this depends on television news editors’ in-depth excavation of news materials during program “re-processing,” faithfully restoring the truth of facts, and then utilizing effects such as text, sound, and images to bridge the distance between audiences and television news, delivering an authentic and immersive experience to viewers.

1. The Role of News Editing “Re-processing”

In recent years, modern information technology has developed vigorously, giving rise to new media platforms that provide people with more information channels for communication via mobile phones, computers, and televisions. However, this has created a certain impact on the development of television news programs, increasing their survival pressure. Faced with the current living environment of television news, the “re-processing” of television news editing plays an irreplaceable role. It can provide audiences with more dynamic television programs, capture viewers’ attention toward television news programs, help audiences understand the truth of television news events more accurately, and foster a better understanding of the social phenomena reflected in television news events. Television news program “re-processing” allows audiences to more directly perceive the connotation of television news programs, effectively improves the quality of television news programs, and thereby enhances the competitiveness of television news media.

2.3 Editing Methods for Television News Program “Re-processing”

With social and economic development, people’s spiritual pursuits have gradually increased, presenting a developmental challenge for television news programs. As television news editors, during the “re-processing” of programs, emphasis should be placed on innovating editing methods to provide audiences with fresher television news content that offers a refreshing experience. Television news editors must possess the ability to organically integrate news content with

the overall program, comprehensively display news content to audiences, and effectively enhance television news program quality through artistic re-creation.

3.1 Insufficient Editorial Innovation Awareness

Under current era development, television news editors must possess certain innovation awareness to more effectively improve television news program production effects and thereby enhance the competitiveness of television news. Throughout China's television news editing work, there exists a problem of insufficient innovation awareness, mainly manifested in the "re-processing" production of news programs that merely adheres to traditional program production patterns, lacks innovative consciousness, presents overly rigid program effects, and provides superficial analysis of news events, leaving audiences with a shallow understanding of news events and reducing television news program quality.

3.2 Poor Program Interactivity

In today's multi-media development environment, the interactivity of television programs lags far behind other media communication channels. The reasons for this are related to the broadcast mode of television news. The particularity of television news media prevents it from increasing interaction frequency as effectively as other media through platforms like Weibo, resulting in poor information transmission. The conservative one-way communication model is an issue that should be addressed in the current television news "re-processing" process.

3.3 Monotonous Editing Patterns

Throughout China's current television news programs, there exists a problem of program monotony, mainly manifested in news content that is predominantly didactic, lacking improvement in processing techniques such as sound and images, and failing to effectively meet audience appreciation levels, thereby facing greater challenges for survival and development. Therefore, television news editors need to innovate editing methods and approaches during the "re-processing" process to make television news program content and form more dynamic, improve television news program quality, and enhance the program's appeal to audiences.

4. Strategies for Improving Television News Editing "Re-processing" Quality

4.1 Follow Event Truth and Deeply Excavate News Substance

The development of modern information technology has facilitated information sharing and transmission for people. While receiving large amounts of infor-

mation, people's lives have been effectively enriched. In current information sharing, people find it difficult to screen information, resulting in the transmission of some false information across multiple media. As television news editors, it is necessary to align their thinking with current era development. In the information "re-processing" of television news, they should effectively screen news events, follow the authenticity of events, avoid providing audiences with incorrect information due to excessive pursuit of ratings, and during the "re-processing" of television news, deeply excavate the social phenomena reflected behind news events to provide audiences with more objective and detailed interpretation, thereby better fulfilling the role of television news. For example, television news can report on hot news from the internet, such as the story of a student with frosty hair pursuing education, and while reporting, analyze the educational difficulties faced by left-behind children to enhance audience understanding of news events.

4.2 Improve Professional Standards and Integrate Characteristics of Other Media

Due to the particularity of television news programs themselves, their reporting of news events is difficult to match the immediacy and interactivity of other media, which to some extent reduces the competitiveness of television news media. In current multi-media development, people tend to prefer other media options. Based on this, as television news editors in the new era, they should actively integrate the advantages of other media during television news "re-processing" and effectively apply them to television news program production to improve program quality. For example, editors can establish platforms such as WeChat official accounts or Weibo to increase interactivity between audiences and television news programs, actively enhance audience attention to programs, and attach importance to improving based on audience suggestions and opinions to bridge the distance between programs and audiences, thereby improving television news program ratings.

4.3 Meet Audience Needs and Bridge the Distance Between Programs and Audiences

With social and economic development, people's spiritual needs have further improved, and demands for television news program quality have become higher. As television news program editors, during the "re-processing" of television programs, they should value audience perspectives, take closeness to the masses as the main guiding ideology in program production, select content that is close to public life, and use current technological development as guidance in program innovation to provide audiences with news programs with greater visual impact and overall quality, thereby improving television news program ratings.

Conclusion

In summary, the work of television news editing cannot be separated from the support of the “re-processing” procedure, which plays a certain promoting role in improving television news program quality, effectively guides the direction of social public opinion, and thereby enhances television news program quality. Therefore, television news editors should attach importance to the “re-processing” link in daily work, actively identify their own shortcomings and effectively correct them. Respecting facts and deeply excavating the truth of events to provide audiences with detailed and accurate analysis is an important way to enhance the competitiveness of television news media.

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

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