

A Study on the Creative Techniques of Television Directors in the Era of Media Convergence: Postprint

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Abstract

In the context of the current Internet era, traditional media has undergone significant changes, and the era of major media transformation has arrived. Media convergence has also put forward higher requirements for TV directors, who must not only adapt to the development requirements of the new era but also rely on modern network information technology means for creation. This article first analyzes the important role of TV directors in TV programs and their own competency requirements, and on this basis discusses how TV directors should conduct creation, sharing personal viewpoints and understanding for reference.

Full Text

Research on Creative Techniques of TV Directors in the Era of Media Convergence

Abstract: In the context of the current internet era, traditional media has undergone significant transformations, heralding an age of major media revolution. Media convergence imposes higher demands on TV directors, who must not only adapt to the developmental requirements of the new era but also create works by leveraging modern network information technologies. This paper first analyzes the important role of TV directors in television programs and their required professional qualities, and based on this foundation, discusses creative techniques for TV directors, offering perspectives for reference.

Keywords: TV director; media convergence; role; quality; creative techniques

Any television program fundamentally relies on the director's role, and the creative capacity of TV directors directly determines program quality and ratings.

In the current era of media convergence, to adapt to developmental demands and achieve innovation, directors should harness new media technologies, innovate their thinking, actively seek organic collaboration between old and new media, and on this basis pursue innovation and improvement to create more programs that align with public tastes. By utilizing cutting-edge information, directors can determine program themes and content, producing more programs that suit popular preferences and feature rich, compelling content.

1. Quality Requirements for TV Directors in the Context of Media Convergence

TV directors constitute the core creative force in television programming. They observe daily life to extract valuable material, plan and shoot subjects, and ultimately present them to the public through television media forms. With rapid socio-economic development and continuous improvement in television media standards, news and special-topic television programs have essentially become distinct categories. Consequently, TV directors have acquired more clearly defined roles with clearer rights and responsibilities, and their importance has become increasingly prominent. In practice, we must understand directors' work content and their vital role in television media, as only then can we properly comprehend the creative technique requirements for TV directors in the media convergence context. For any television program, from preparation through final production, the TV director must control the entire process and ensure quality supervision throughout. From this perspective, if a TV director lacks sufficient competence, program quality cannot be guaranteed and ratings will suffer. In the current media convergence era, TV directors should possess the following qualities.

1.1 Broad Media Vision

In recent years, with the rapid development of computer network information technology, domestic information technology levels have continuously improved and various technical means have matured, enabling people to access needed information and watch television programs anytime and anywhere through various terminal devices. In this situation, TV directors should be grounded in reality, advance with the times, and continuously innovate and improve according to actual conditions. Only by staying at the forefront of the era, possessing broad vision and keen insight, can they create more timely and relevant television programs. Simultaneously, TV directors should maintain strong social responsibility and accurately grasp the latest, most attractive, and richest dynamic information—this constitutes an effective approach to enhancing directorial capability. By continuously broadening their vision and comprehensively analyzing existing resources and information, directors can determine program themes and content based on the utilization of cutting-edge information, producing more programs that suit popular tastes and feature rich, compelling content. TV directors must master basic television program creation techniques

while also accurately gauging the pulse of the audience, precisely understanding their viewing demands and expectations for program content, and improving their creative capacity by innovating program content and enhancing artistic expression.

1.2 Rich and Diverse Knowledge Structure

For a nation with several thousand years of history, our people advocate learning and accumulating knowledge. With the rapid development of the times, knowledge updates accelerate at a tremendous pace. In the current media convergence era, those who do not constantly learn and accumulate knowledge will be eliminated by the times. As TV directors, to continuously bring richer and more exciting television programs to audiences, they must possess extensive knowledge and skills. Notably, this knowledge accumulation is not entirely limited to television programming but includes skills and knowledge from other fields and domains. Their perspectives and thinking should also be expansive, maximizing awareness of current focal information and hot topics, thereby enabling the creation of richer television programs and keeping pace with media development.

1.3 Mastery of Artistic Media and Communication Technology

In the current media convergence era, highly developed network technology has significantly propelled media into an information integration age, with vast amounts of information inundating us. Traditional television programs can no longer effectively meet the diverse needs of audiences, especially younger viewers. In this context, television audiences demand more novel and content-rich programs, hoping to learn or obtain desired information and content through viewing. When designing television programs, directors should boldly borrow currently popular media creation forms, employ new techniques and methods to update program content and format, and use multiple approaches to produce more novel and content-rich programs for audiences. This quality of TV directors directly determines whether audiences can be retained and whether program ratings can be improved. To meet the demands of the new era, TV directors should also learn the art of media communication and its techniques to further expand the visibility of television programs and individuals. Under current internet media and network technology integration, everything can be created in the new era, and television program materials can be found everywhere. In the process of temporal development and transformation, television programs should also advance with the times, continuously reform and innovate, playing a crucial role in conveying content and ideas. TV directors must both master basic television program creation techniques and accurately gauge audience preferences, precisely understanding their viewing demands and expectations for program content, and enhance their creative capacity by innovating program content and improving artistic expression.

2. TV Director Creation Strategies in the Converged Media Era

Based on the above discussion of the current role and quality requirements of TV directors, I argue that in the era of media convergence, TV directors should innovate their thinking and improve directorial methods and approaches, specifically by focusing on the following aspects:

2.1 Innovative Thinking and Deep Exploration of Connotations

As one of the persons responsible for television programs, a director's thinking mode directly determines the production direction of the program. In the context of media convergence, directors should innovate their thinking patterns, change previous thinking habits, and actively adapt to new era development requirements. Taking character development as an example, storylines in documentaries are paramount, with "storytelling" being the key. If characters are not profoundly documented, the directorial purpose is lost. As senior professional Chen Hanyuan once stated: "Television documentaries record the life trajectories of people, a segment of human history, and represent respect for humanity." Similarly, Phoenix TV's Zhong Danian noted: "The cultural spirit nurtured by human survival consciousness and life consciousness has become a realm in many television documentaries." In my view, the most interesting yet challenging aspect of documentary directorial creation is filming characters, because character images reflect the era. Under media convergence, directors should innovate their thinking and capture character traits. For instance, in *The Story Behind the Mural*, Tao Xianyong is actually a cancer patient who, with the help and encouragement of his teacher (Liu Yu'an), fights against death. Although teacher Liu Yu'an did everything he could, he ultimately could not save his student's life, and his heart was ruthlessly devastated and consumed. However, the mural concentratedly records the beauty of life's struggle, expanding the philosophical connotation of "the beauty of life." For directors, they should not simply conduct superficial treatment, nor merely direct it as a documentary about helping others, but should discover the beauty of humanity, deeply explore characters' inner worlds and humanistic feelings, and provide enlightenment to audiences.

2.2 Clear Program Themes and Audience-Centered Topic Selection

Television program themes directly affect program quality. As directors, they should clarify program themes, allowing audiences to gradually relax while watching. When working, TV directors should approach from multiple perspectives such as cultural dissemination and civilization development, closely integrating audience artistic aesthetic requirements to improve the alignment between program themes and audience expectations. For example, in recent years, China's entertainment industry has developed rapidly, with CCTV and major satellite TV stations and media launching diverse entertainment programs that allow audiences to relax in a pleasant atmosphere and enhance their qualities.

Take CCTV's *Echoes Loud* as an example: during production, it utilizes audience performances of classics with professional evaluation, enabling audiences to gain deeper and more comprehensive understanding of classic works and learn more about the stories behind them—this is its most valuable aspect. Through star-contestant interaction and tribute to classics, classic works can penetrate people's hearts. As media gradually converges, for television programs to keep pace with the times and stay close to audiences, topic selection is key. During topic selection, TV directors must avoid empty imagination but instead go deep into reality, investigate the market, more extensively listen to public opinions and voices, determine themes according to viewing demands, and complete topic selection. In a sense, a good theme is the key to successful directorial creation. TV directors need comprehensive cognition and understanding of market audience appreciation and aesthetics, which also reflects the humanistic nature of program themes. Taking *Running Man* as an example, such reality TV programs cater to youth tastes, combining brotherhood with youth, and based on the dual effects of stars and humor, enable audiences to experience joy in their entertainment lives.

2.3 Expand Communication and Strengthen Interaction

Communication and interaction in television programs can enhance populist appeal and improve audience loyalty to the program. During interactive communication, audiences can also provide suggestions for program development, innovation, and improvement. In the media convergence era, television programs have numerous interactive platforms, such as telephone, WeChat, and text messaging, all of which enable participation and prize-winning. Through these methods, television programs can become more civilian, allowing more people to experience the program's populist nature. Simultaneously, TV directors should innovate program expression and formats, refreshing the audience's experience, increasing visual impact, and satisfying audience curiosity. During interaction with television audiences, directors can identify program problems and deficiencies, thereby improving the pertinence of program enhancement. For instance, *The Voice of China* uses text message voting to cast support votes for contestants, stimulating audience interest and enthusiasm.

In conclusion, in the context of media convergence, TV directors should continuously improve their comprehensive qualities, understanding that reflection leads to change, and change leads to adaptation. TV directors should adjust their direction, combine market demands with industry development requirements, and continuously innovate and improve, thereby creating more quality television programs for audiences.

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

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