

Cultivation of Innovative Consciousness for Radio and Television News Program Editors in the Internet Era (Postprint)

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Abstract

With the development of the social economy and the significant improvement of people's living standards, the demand for spiritual and cultural content has increased, rendering traditional broadcast television news programs increasingly inadequate in meeting audience viewing needs; meanwhile, new media is developing rapidly in the current era, enabling individuals to conveniently access real-time information through social forums, thereby posing a tremendous challenge to traditional television news programs. In television news production, editors play a crucial role; obsolete and backward editing mindsets can result in final television news products that are rigid and uninteresting, diminishing audience interest in viewing. Therefore, television stations must commence with the innovation of editing thinking, innovate program production philosophies, and thus, under the guidance of innovative concepts, produce television news programs featuring rich content and novel formats that effectively capture the attention of the mass audience. Based on this, the present study takes television news editing as its research subject, investigates the content of editing thinking innovation and the specific applications of innovative thinking, among other aspects, with the objective of providing empirical reference for the innovative application of editing thinking in other television stations.

Full Text

Cultivating Innovative Consciousness in Radio and Television News Program Editing in the Internet Era

Abstract: With socio-economic development and significantly improved living standards, people's demands for spiritual and cultural content have increased substantially. Traditional radio and television news programs increasingly struggle to meet audience needs. Simultaneously, new media platforms are developing

rapidly, enabling people to conveniently access real-time information through social forums, which has profoundly impacted traditional television news. In television news production, editors play a crucial role; outdated editorial thinking leads to rigid and uninteresting final products that diminish audience interest. Therefore, television stations must address editorial thinking to innovate program production concepts, creating rich content with novel formats that capture widespread audience attention under innovative guidance. This paper examines television news editors as its research subject, exploring the content of editorial thinking innovation and its specific applications, aiming to provide experience for innovative editorial thinking application at other television stations.

Keywords: editorial thinking; innovation; television news; application

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Currently, many television stations face unsatisfactory news program ratings, a problem that requires serious attention. Multiple factors contribute to this issue, with editorial thinking being the most critical. Throughout the entire television program production process, editors must search for and analyze materials, produce programs, and then conduct high-quality editing of all news program materials to make the content vivid, engaging, and appealing to diverse age groups. However, many editors enter television stations directly after learning program editing techniques in school, possessing immature perspectives and rigid thinking derived primarily from textbooks. Additionally, some veteran television editors lack understanding and learning of new editing concepts, resulting in programs that lack innovation. Consequently, television editors urgently need to transform their editorial thinking toward non-linear editing approaches, fully utilizing modern computer technology and innovative concepts in their work.

1. Current Status of Radio and Television News Editing

In today's era of widespread internet availability, radio and television news is characterized by its own transmission model but lacks initiative and autonomy. The primary broadcast mode relies on radio waves, yet announcers cannot determine whether an audience is listening during their work. Without audience feedback, announcers lack understanding of their vocal performance and cannot make timely adjustments when problems arise. Without listeners, there is no foundation for improvement. By contrast, internet and newspaper audiences can select content that interests them, whereas broadcast listeners have no such choice and cannot access preferred content, leading to poor listenership and disengagement. To ensure news ratings, news editors must constantly focus on audience needs, prioritizing audience acceptance during news editing and

continuously improving broadcast quality to satisfy viewers and help them feel present at news scenes.

Traditional program editing relied on linear thinking that was straightforward, logically rigorous, and narrative-driven. With numerous program material tapes, editors faced heavy workloads, preventing them from fully presenting all valuable materials to audiences. Programs produced under this thinking model were largely similar to one another, leaving no lasting impression on viewers and gradually eroding their interest. Therefore, editors must effectively transform conventional linear thinking into non-linear editing thinking, enabling organic integration of all program content. This approach allows editors to develop divergent thinking from single frames and create innovative program visuals that attract audiences with lively and interesting content, ultimately building a stable viewership.

2. Innovation Awareness in Current Radio and Television News Editing

Innovating broadcast content is essential for the radio industry's development in the new era. Only through continuous innovation can audiences be attracted. In the current era, broadcasting must reform to align with the times, transforming previous declining listenership and passive development states. The broadcast industry should be more proactive rather than passive. To rekindle audience interest in radio and television news, content must relate to people's lives. Only content with appeal can sustain continuous broadcast industry development. How to enhance broadcast power is currently the most pressing challenge.

Radio and television news editing innovation should primarily involve changes in news content, with style and presentation methods forming audience-beneficial states while continuously capturing audience attention to increase influence when people are listening. News value lies in the timeliness and importance of news products. Therefore, in current radio and television news editing, editors should first select news manuscripts that are down-to-earth and vivid, capable of influencing audiences and presenting novel communication modes. When news content involves multiple levels of importance, key events must be emphasized, using different methods to disseminate news, enhancing audience interest, reducing fatigue, and forming a distinctive broadcast format.

3. Overview of Radio and Television News Editorial Thinking Innovation

Successful television news program production requires editors to conceive ideas, gather materials, and then edit through equipment operation. Different thinking modes create significant differences in program content. If editors possess lagging thinking, program quality will suffer. Previously, editorial thinking was predominantly linear—direct, clear, and logically rigorous. With numerous television program material tapes, editors faced substantial workloads, preventing

complete presentation of valuable materials to audiences. Programs produced under this thinking were largely similar to news programs, leaving no lasting impression and gradually losing audience interest. Therefore, editors must transform conventional linear thinking into effective non-linear editing thinking, enabling organic integration of all program content to develop divergent thinking from single frames and create innovative program visuals that attract audiences with lively, interesting content, ultimately building stable viewership.

Non-linear editing refers to editors' ability to quickly edit digitally recorded programs via computer, a process that does not significantly impact program signal quality. After program completion, any creative editing ideas can be implemented through re-editing, imbuing different program types with different meanings so audiences gain educational significance and aesthetic enjoyment from viewing. Therefore, television stations must actively encourage program editors to develop innovative thinking, thereby producing excellent television news programs. Innovative editorial thinking is manifested in program shot organization, rough cutting, and fine editing. Editors must locate required image materials in footage, select appropriate editing points, apply modern expression techniques such as montage, and conduct effective editing according to the program's overall script, endowing television programs with aesthetic significance. Effective application of innovative editing thinking requires editors to master advanced current program editing techniques to produce programs that align with audience psychology, while also learning knowledge from different industries through the internet in daily life, discovering details and highlights in life, and applying them to program editing to demonstrate dedication and innovation.

4. Cultivating Innovation Awareness in Radio and Television News Editing

To summarize and generalize news content, the central idea must have a clear theme, and the news must be exploitable. Whether in the past, present, or future, news content must be positive, enabling listeners to sense emotional fluctuations and event development processes in broadcasts. Content must be concise and clear, allowing listeners to understand immediately.

Radio and television news headlines represent key content and the overall program direction. Therefore, a good headline is the program's focus and the editor's most important fundamental skill. When selecting headlines, editors should choose content of significant importance or audience demand that genuinely reflects people's lives, concerns their interests, and establishes correct values, seeking content that attracts audiences, capturing their hearts, continuously elevating program quality, and gradually enhancing innovation awareness in radio and television news editing.

For the radio and television industry to adapt to new era development, cultivating innovation awareness is the only trend. Editing is a crucial link in radio

and television news; only through continuously cultivating news editors' innovation awareness can better radio and television news programs be produced. Although the broadcast industry currently stagnates, through the innovative efforts of radio and television news editors, the industry can continue advancing, adapt to new era development models, and continuously enhance the value of radio and television news.

5. Application Analysis of Innovative Editing Thinking in Television News Programs

Non-linear editing thinking-based program editing requires integrating all material footage so that unrelated frames can form a whole, conveying extended meanings to audiences. This extended meaning requires editors to master computer technology, editing equipment operation skills, and innovative thinking to reasonably arrange numerous frames, enabling shot composition to convey not only the program's required physical content but also spiritual content embedded in the visuals. Therefore, this innovative editing thinking must be applied in the following work stages:

5.1 Selection

Applying innovative editing thinking first requires editors to possess strong visual information selection ability, laying a solid foundation for program editing work. In program content selection, editors must fully mobilize their ideological consciousness, accurately capturing perceptual information from physically existing information to form creative program content and editing points. Innovative editing thinking enables editors to select valuable and meaningful program themes and content at the production stage, establishing the program's overall tone and standards.

5.2 Editing

After program production, editors must edit materials, fully demonstrating creative and imaginative thinking. This stage constitutes the most important work content in editing. In specific work, editors must locate required image materials in footage, select appropriate editing points, apply modern expression techniques such as montage, and conduct effective editing according to the program's overall script, endowing television programs with aesthetic significance. Innovative editing thinking application requires editors to master advanced current program editing techniques to produce programs that align with audience psychology, while also learning knowledge from different industries through the internet in daily life, discovering details and highlights in life, and applying them to program editing to demonstrate dedication and innovation.

To apply innovative thinking in program editing, staff must preserve all creative content completely and review audio, visual, and other content to ensure produced programs are exquisite and meaningful. Innovative editing thinking

application here is primarily manifested in whether editors can predict audience reception after editing and whether viewers can identify subtitle errors or unsmooth visual transitions. If editors can anticipate these issues during the review stage, they can effectively avoid broadcast accidents. Simultaneously, improving editing based on problems discovered during review can enhance visuals to better meet audience aesthetic needs. This demonstrates program editors' innovative thinking and their willingness to work with audiences to promote high-quality television program production.

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