

On Innovation in Television Program Planning and Editing: Postprint

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Abstract

This article provides a brief overview of the significance of innovation in television program planning and editing, offers a preliminary analysis of the principles and innovative measures for television program planning, explores innovative strategies for television program editing, with the aim of serving as a reference for related work in television program planning and editing innovation.

Full Text

On the Innovation of TV Program Planning and Editing

Abstract: This paper briefly discusses the significance of innovation in TV program planning and editing, analyzes the principles underlying TV program planning and corresponding innovative measures, and explores innovative approaches to TV program editing, aiming to provide valuable references for practitioners in the field.

Keywords: Television; Program Planning; Editing Innovation

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Television media represents a crucial communication platform that plays a vital role in entertaining the public, preserving contemporary culture, and guiding public discourse. With the rapid advancement of information and multimedia technologies, various new media formats have emerged, exerting substantial competitive pressure on traditional television. It is essential for television media to intensify innovation in program planning and editing to enhance their credibility and maintain relevance [2].

1.1 Responding to Intense Competitive Pressure

Currently, with the swift development of information and multimedia technologies, diverse new media forms have proliferated. Compared to traditional

television, these new media exhibit diversified program characteristics, strong innovative capacity, and notable technological advantages, creating enormous competitive pressure for TV media. The competition between new media and television for economic and social benefits has become increasingly fierce, with entertainment-oriented programs emerging incessantly. By innovating TV program planning and editing, television media can substantially improve program quality, enhance competitive advantages, and secure greater economic and social returns, thereby effectively addressing intense competitive pressures [1].

1.2 Spreading Advanced Contemporary Culture

Television media occupies a significant position among communication platforms and plays a crucial role in disseminating advanced contemporary culture. Strengthening innovation in TV program planning and editing facilitates more effective transmission of advanced culture. While pursuing economic benefits, television media must balance social responsibilities and undertake the duty of cultural dissemination. TV program planning and editing exert subtle influences on viewers, shaping their spiritual world and values. Therefore, television media must enhance program planning and editing innovation, produce more high-quality programs, and promote the effective spread of advanced contemporary culture.

1.3 Establishing Television Media Credibility

Television media not only bears social responsibility for cultural transmission but also shoulders the important mission of correctly guiding public opinion. Innovating TV program planning and editing helps establish television media credibility. Television programs encompass diverse forms, including entertainment, culture, sports, and news, with news programs requiring particular authenticity and timeliness. Credibility constitutes the primary manifestation of television media's public trust. Television organizations must strengthen innovation in program planning and editing to enhance media credibility [2].

2.1 Principles of TV Program Planning

2.1.1 The Guiding Principle

During the initial planning phase, practitioners must adhere to the guiding principle by thoroughly analyzing correct orientations of public opinion and the cultural-entertainment needs of the populace. This involves striking a balance between properly guiding public discourse and effectively satisfying audience demands for cultural content [3]. For instance, CCTV's renowned legal program "Legal Report" dedicates itself to public legal education, popularizing legal knowledge while guiding public opinion appropriately. The program achieves this by presenting classic legal cases to introduce relevant laws and inviting legal experts for commentary, thereby subtly strengthening viewers' legal consciousness.

2.1.2 The Psychological Principle

TV program planning must follow the psychological principle, requiring in-depth analysis and accurate comprehension of audience psychology. Planners should fully consider viewers' actual needs and carefully examine their psychological characteristics. Macroscopically, this entails understanding general audience psychology to grasp collective demands, thereby enhancing program appeal for mainstream viewers. Microscopically, it involves precisely identifying specific psychological traits of particular audience segments to increase program targeting and relevance [4].

2.1.3 The Innovation Principle

The innovation principle demands paramount attention in TV program planning. To effectively address intensifying media competition, achieve effective dissemination of contemporary advanced culture, and correctly guide public opinion, planning personnel must embrace innovation, actively expand divergent and creative thinking, break free from conventional planning constraints, and achieve substantial breakthroughs in program planning [5].

2.2 Innovative Measures for TV Program Planning

2.2.1 Content Innovation

Program ratings fundamentally depend on quality content. Content innovation requires planning staff to thoroughly examine current social changes and audience needs, closely align with the spirit of the times and social hotspots, and refresh program material. They should select scientifically sound perspectives and program themes—such as love, family affection, education, and reality formats—while drawing lessons from successful programs and adapting them to organizational strengths. For example, Hunan Satellite TV adapted South Korea's MBC parent-child outdoor reality show to create "Where Are We Going, Dad?", which generated tremendous social impact and achieved high ratings.

2.2.2 Format Innovation

Planning innovation must extend beyond content to encompass format, using novel structures to capture audience attention and boost ratings. Planning personnel should employ innovative formats to seamlessly integrate rich content materials and enhance appeal through dynamic music and vivid visuals. For instance, Hunan Satellite TV's "I Am a Singer" invited established singers to compete, generating substantial publicity. Its multi-stage competition format—including regular matches, revival rounds, challenger rounds, semi-finals, and the final battle—increased competitive intensity and delivered strong ratings performance.

3.1 Upholding a “People-Oriented” Service Philosophy

TV program editing innovation must uphold a “people-oriented” service philosophy. Editing staff must prioritize audience considerations, recognizing that television serves the broad masses. This approach emphasizes publicizing advanced culture, correctly guiding public opinion, promoting socialist core values, and fulfilling social responsibilities. Editors should focus on creating programs that genuinely satisfy popular cultural and entertainment needs. While pursuing economic benefits, they must balance social impacts, strengthen positive guidance of public opinion, and purify the media environment. Editing should avoid vulgar, sensationalist content driven solely by profit motives and must not neglect social responsibilities. Instead, it should exemplify refined humanistic concern and ethical social values.

3.2 Enhancing Audience Participation in Program Editing

Editing innovation should actively involve audiences in the editing process. With television media achieving substantial development and viewership growing annually, significant potential remains for further audience expansion. Editing staff should employ diverse methods to invite enthusiastic viewers to participate in editing processes, encourage personalized feedback and suggestions, and simultaneously strengthen publicity efforts for editing innovations to substantially improve anticipated ratings.

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

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