

Exploring Innovative Thinking in Radio and Television News Planning: Postprint

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Abstract

With the continuous development of the social economy and the progressive advancement of science and technology, people's living standards are continually improving. To acquire valuable information, the public relies on broadcast and television media. Broadcast television news is subject to numerous factors during its dissemination process, with planning being a crucial influencing element. To continuously enrich content and enhance quality, it is imperative to perpetually innovate in broadcast television news planning, thereby diversifying both content and form while elevating overall standards. This paper investigates innovative thinking in broadcast television news planning and proposes scientifically grounded measures to effectively enhance its quality.

Full Text

Discussion on Innovative Thinking in Radio and Television News Planning

Abstract: With continuous socioeconomic development and technological advancement, people's living standards have improved, leading to greater reliance on radio and television media for valuable information. Radio and television news dissemination is influenced by numerous factors, among which planning plays a crucial role. To enrich content and enhance quality, continuous innovation in news planning is essential. This paper explores innovative thinking in radio and television news planning and proposes scientifically sound measures to effectively improve news quality.

Keywords: Radio and television news; Planning; Innovation

Planning plays a vital role in radio and television news, with its quality directly determining the overall quality of news programming. Therefore, planning's importance must be recognized to improve news quality. In recent years, socioeconomic development and technological progress have not only improved

people's quality of life but also transformed their ideological perspectives. The public increasingly demands accurate, timely, and rich high-quality radio and television news programs. News planning must continuously update and advance with the times to enrich content, improve quality, and deliver popular news that satisfies public spiritual needs, thereby furthering the development of socialist spiritual civilization.

1.1 The Meaning of Radio and Television News Planning

Radio and television news planning encompasses both broad and narrow definitions. Broadly defined, it refers to the overall strategic planning of radio and television news media, including development strategy planning, marketing planning, internal management mechanism planning, advertising planning, media style planning, and positioning planning. The narrow definition primarily refers to news interview planning—the scientific and rational reporting of events that have occurred or will occur to enhance dissemination effects while achieving organic unity of economic and social benefits for sustainable, healthy development.

1.2 Principles of Radio and Television News Planning

Radio and television news planning should follow principles of timeliness, creativity, newsworthiness, forward-looking perspective, moderation, complexity, and cost-effectiveness. Specifically, planning must emphasize the timeliness and freshness of news reporting, innovate dissemination formats to enhance effectiveness, and maintain narrative complexity. This means reporting on a news theme or event must be coherent and complete, never leaving stories unfinished. Additionally, as an art of “leveraging existing forces,” news planning requires integrating social resources to release existing potential, minimizing costs while maximizing output to achieve expected economic benefits.

2. Benefits of Innovative News Planning

2.1 Enriching News Formats

Planning must consider genre, which directly determines the nature of reporting. Therefore, preliminary planning is particularly important. Planning may employ interpretive reporting, predictive reporting, or investigative reporting to continuously enrich news formats. To achieve more prominent reporting effects, integrated reporting styles or continuous and combined reporting methods may also be used, further diversifying radio and television news formats.

2.2 Enriching News Content

The planning process requires theme selection, which serves as the soul and core of news planning. To make themes more distinctive and prominent, they can be

reported from different angles or transmitted through various schemes, thereby enriching news content and making it more substantial and complete.

2.3 Meeting Public Demand for News

Planning should be based on investigation to design culturally appealing formats that the public enjoys. Therefore, news planning helps meet public needs by emphasizing appropriate material selection that satisfies spiritual demands and promotes tangible progress in socialist spiritual civilization.

3. Current Problems in News Planning

3.1 Fabricated News

Current news planning suffers from several problems. Some planners have weak political awareness, limited legal knowledge, and insufficient capabilities, leading to fabricated news. Such fabricated content lacks authenticity and deceives audiences, representing an extremely irresponsible work attitude. Relevant authorities must address this issue through scientifically reasonable control measures to maintain market order and ensure healthy, sustainable development.

3.3 Excessive Hype

With technological development, people now have more information channels, significantly impacting radio and television news. To expand audiences and increase ratings, some news programs resort to hype in their planning, contrary to the original purpose of news development. Although such hype may generate short-term economic value, it is detrimental to long-term healthy and sustainable development.

4. Strategies for Improving News Planning

4.1 Enhancing Journalist Competence

Among television program types, news programs are crucial components and important channels for public information acquisition. However, the network era has strongly impacted traditional mass media, posing severe challenges. To win audiences and develop sustainably, radio and television news must pursue innovation. Since planning is the most important factor affecting program quality, planners must continuously update their thinking, advance with the times, and enhance their capabilities. They should strengthen legal and political awareness, emphasize news authenticity and timeliness, and promote healthy, sustainable industry development.

4.2 Scientific Material Selection

As television media develops with increasingly diverse program types, news programs remain indispensable prime-time content. Planning determines news qual-

ity, reach, and influence. Given existing problems, innovative approaches must emphasize scientifically reasonable material selection. Themes should address public concerns and popular interests, making news more appealing to audiences and achieving harmony between economic and social benefits.

4.3 Flexible Planning Approaches

Planning plays a key role in news dissemination, with content quality directly affecting dissemination effects. Planning should emphasize flexibility, using various formats to report news events, enhancing interest, and creating engaging, thought-provoking content that subtly increases public attention, improves ratings, and achieves or exceeds expected outcomes.

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