

A Brief Analysis of the Diversification of News Editing and Production in Contemporary China: Postprint

Authors: Zhang Xiaoli

Date: 2023-10-08T00:00:00+00:00

Abstract

In recent years, the continuous development of new media and information technology has brought significant transformations to China's news editing industry. These transformations are reflected not only in richer news content, more diverse perspectives, and deeper interpretations, but also in greater diversification of editing forms. This article, proceeding from the aspects of news editing content, news editing forms, and layout techniques, analyzes different news columns to explore the pathways and possibilities for diversifying news editing, hoping to provide some assistance to the current news editing industry in China.

Full Text

Introduction

With the continuous development of society and technology, people's demand for news is constantly increasing, as are the channels through which news is accessed. From traditional media to emerging media, the editing and reporting of news by each medium continues to evolve alongside the times. The emergence of network information technology, in particular, has opened a new development path for news editing and production—one that shares the diversified characteristics of the new media era. To keep pace with contemporary trends, news editing and production must inevitably be presented to the public in diversified forms.

The term “news editing” comprises two components: “news” as content and “editing” as form and method. The diversification of “news editing” thus refers to both richer content and more varied forms. The transformations brought about by new media and information technology have led audiences to impose higher demands on news in terms of quality and perspective. Diversification is both a requirement of the times for news editing and the direction for its future

development. Specifically, the diversification of news editing should encompass the following aspects.

2. Diversification in News Form

Given current development trends, pursuing diversified editing is an inevitable choice. However, diversification is not merely about breaking conventions in form; more importantly, it involves the organic integration of diverse editorial approaches. Future news editing development must gradually adapt to people's short, fragmented reading habits. To this end, news editors should continuously absorb and learn from the advantages of online news to develop new forms of journalism. For instance, the revamped "News Live Room" addresses the "fragmented" nature of current news information by using short headlines and keywords to concisely summarize entire news stories, significantly improving audience efficiency in receiving news content. Simultaneously, in the process of in-depth analysis and interpretation of domestic and international current affairs, it employs modern advanced technologies such as 3D animation, combined with host demonstrations, greatly enhancing the visual effects of television news programs.

Content diversification means that news program editors should conduct innovative editing according to program content and attributes. This should include at least two aspects: diversification of news angles and diversification of news interpretation. Both enrich news content while simultaneously deepening it. In today's online society, obtaining news is not difficult; the challenge lies in identifying valuable news among the vast array of information. This requires news editors to excavate and interpret news from multiple angles and in all directions. For example, regarding Two Sessions news, CCTV once launched the series "Quanling's View on Two Sessions," bringing the latest information from the Two Sessions to ordinary people from a unique perspective. In recent years, live streaming of the Two Sessions has served as a window to comprehensively showcase the spirit and atmosphere of the event to the public. With the popularization of mobile internet access in recent years, watching the Two Sessions on mobile phones has become the primary window through which people understand the event.

As for the diversification of news interpretation, programs like Phoenix TV's "Qiangqiang Three-Person Show" demonstrate how a host and two guests can discuss current affairs with personalized expression. The discussions focus on hot news that has already occurred and been reported by other media, yet the program remains popular with audiences precisely because it offers in-depth exploration. For instance, its analysis of the Chinese women's volleyball team's championship—from the perspective of workplace competition—provided a unique interpretation compared to other media outlets' overwhelming promotion of the indomitable women's volleyball spirit. This novelty exemplifies diversified news interpretation. Similarly, CCTV's "Today's Focus" enables audiences to gain deeper understanding of current international hot issues through

in-depth interpretation by guests.

As the times develop, the concept of news continues to broaden, and news content will become richer. How to make a news program stand out among numerous programs depends on the skill of news editors and how far their editorial thinking can extend. In the future, new media communication will become increasingly widespread, and leveraging new media to innovate in news content and form represents both the direction of news editing development and the path forward for the news editing industry.

In recent years, China's news industry has gradually evolved from "listening to news" to "talking about news," with various news talk shows emerging before audiences. This transformation in form stems partly from the development of new media, particularly the shift in discourse power brought about by self-media, and partly from changing audience demands as the times progress. As early as 1998, Phoenix TV's "Phoenix Morning Express" pioneered the "talking news" presentation style, which changed audience impressions of traditional news broadcasting, narrowed the distance with viewers, and naturally conveyed correct public opinion guidance while stimulating audience interest. Subsequently, CCTV's "First Time," Hunan TV's "Evening News," and Liaoning TV's "Talking About the World" all adopted this "talking news" approach. In recent years, news talk shows have developed considerably, emerging in large numbers across both online and television platforms, ranging from serious to entertaining formats. This phenomenon arises partly because new media provides a development platform, and partly because of shifts in people's concepts and aesthetics. For a long time, audiences have grown weary of serious news broadcasting forms and have turned toward relaxed, entertaining news presentations, resulting in the proliferation of talk shows with strong personal branding and entertainment value. This establishes a 风向标 (weather vane) for the future development of China's news industry: future news development must feature distinctive personal characteristics, whether in talk shows or news program hosts. This requires news editors to possess strong program design and overall control capabilities.

CCTV's "Focus Interview" is one of the highest-rated programs, featuring in-depth reporting as its main content, structured through diversified narrative and commentary methods, insisting on speaking with facts, following current affairs tracking reports, penetrating social hot issues, and focusing on public topic commentary. Through the loosening of concepts, adjustment of forms, and finally breakthroughs into content-level changes, combined with multiple hosts' professional qualities of being capable, composed, sharp-eyed, incisive in language, and highly knowledgeable, the program has received widespread attention from audiences across all sectors since its broadcast.

"Picture News" is also a relatively novel form of news presentation that has emerged in China's news editing in recent years. It uses several or groups of images to visually present news points. Nowadays, almost all major news websites have "Picture News" sections, delivering news to audiences in an intuitive manner.

3. Diversification in News Arrangement

“News arrangement” refers to the connection between news items. Generally speaking, news editors select lead news according to importance and urgency. The hardness of news and the hardness of language also require reasonable matching by editors. After a large amount of serious and rigorous domestic and international political news, some soft news such as curious anecdotes can be appropriately interspersed. When reporting on non-major political events, more “down-to-earth” language can also be used to avoid audience fatigue. In recent years, “News Broadcast” has reduced the proportion of serious current political news while gradually increasing the proportion of people’s livelihood news. Additionally, it has frequently introduced various internet terms to enrich program content, demonstrating freshness while also reflecting the overall style and arrangement transformation of “News Broadcast.” CCTV’s “Morning News” similarly integrates serious political news with geography, astronomy, and people’s livelihood news, making news arrangement more reasonable and closer to ordinary people’s lives.

Another prominent feature of news arrangement is enhanced interaction with audiences. News is no longer the traditional “you speak, I listen” communication model; instead, the general audience can widely participate in news programs thanks to new media. In the information age, news editors conduct online communication through platforms such as Weibo, WeChat, and dedicated apps to build program brands and increase interaction with audiences, achieving network synchronization. The flexible and diverse content of news program terminals has opened more efficient communication channels for traditional news editing, making news content diversified and three-dimensional to ensure resonance with viewers. Some television programs have specially created segments for audience comments, collecting and organizing data to authentically and intuitively present audience comments on news events as part of the news itself. For example, Sohu has established a “Changyan” column specifically for audience comments. Such social media platforms serve as channels for netizens to receive news information, with diverse dissemination pathways. Some online news columns directly use audience comments as news, encouraging more audiences to participate in news commentary and express their ideas in the self-media era. In terms of future development trends, interaction with audiences will become increasingly widespread, and self-media will become an inevitable trend.

In summary, with the continuous development of new media and information technology, China’s news editing industry is gradually innovating and transforming. On the one hand, news content must become richer, with more diverse angles and deeper interpretation; on the other hand, editorial forms must become more varied. Addressing the current audience’s fragmented reading characteristics, the evolution from “listening to news” to “talking about news” and then to “picture news” represents innovation to 迎合 (cater to) the new media era. News arrangement has also made changes to keep pace with the times, pre-

senting diversified editing effects for audiences and demonstrating the unique appeal of television news programs.

[1] Liu Yan. Analysis on the Application of Non-linear Editing Systems in TV Program Production [J]. Heilongjiang Science and Technology Information, 2013.21.

[2] Dong Zhihui. Preliminary Exploration of Cultivating Innovative Consciousness in Radio News Editing in the New Era [J]. News Research Guide, 2015.17.

[3] Wang Ze. Feasibility and Necessity of Innovating TV Program Production Concepts [J]. West China Broadcasting TV, 2015.17.

[4] Zhang Jiong, Liao An'an. Reconstruction of News Editing Capabilities in the Big Data Era [J]. China Publishing, 2015.17.

(Author's affiliation: Baishan Radio and Television Station)

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

Source: ChinaXiv — Machine translation. Verify with original.