

Exploring Editing Techniques for Hard-News Television Programs from an Audience Perspective: Postprint

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Abstract

With the advancement of society and the development of the national economy, people's living standards have continuously improved, and their pursuit of spiritual and cultural fulfillment has become increasingly pronounced. Television programs, as a crucial medium for information acquisition and leisure entertainment in daily life, occupy a significant position in modern society. News-oriented television programs constitute an important channel for the public to access news and information; how to effectively enhance program scheduling from the audience's perspective to generate greater viewer interest is a subject that merits more proactive exploration by all media professionals.

Full Text

Exploring Editing Techniques for News-Type TV News Programs from an Audience Perspective

Abstract: With social progress and national economic development, people's living standards have continuously improved, leading to stronger pursuits for spiritual fulfillment. As an important means for people to obtain information and entertainment in daily life, television programs occupy a significant position. News-type TV news programs serve as a crucial channel for audiences to access news. How to effectively improve program arrangement from the audience's perspective to generate greater interest merits active exploration by every practitioner.

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1. Characteristics of News-Type TV Programs

News-type TV news represents an important form of TV news programming, primarily based on objective facts with brief textual accompaniment broadcast on television channels, mostly selecting hot news events recently occurred domestically and internationally. Compared with other media types and programs, news-type TV programs exhibit the following characteristics:

1.1 Timeliness

Timeliness constitutes the primary characteristic of news reporting. With the rapid development of modern electronic and television media, temporal demands for news reporting have become increasingly stringent. News-type programs typically select content from events that have just occurred or are currently unfolding. Moreover, compared with traditional radio and print media, television media possesses significant advantages in transmission speed.

1.2 Concise Language

In addition to reporting events in the shortest time possible, journalists must organize and report event content with the most concise language, representing another incomparable advantage over other media.

2. Effective Measures to Improve News Program Editing

With the rapid development of modern media technology, the scope and channels through which audiences receive information have gradually expanded. Radio and television programs exhibit strong complexity, broadness, and regional characteristics. Only through more detailed understanding and analysis of these features can we better grasp public psychology, thereby providing more valuable reference information for news program editing work.

The audience composition of TV news programs is relatively complex, spanning wide ranges in age, profession, education level, and political affiliation, resulting in strong complexity and variability in audience psychology. A considerable portion of audiences regard TV news programs as an important channel for obtaining various types of information, requiring TV news programs to provide more messages and news with high practical significance while demanding higher overall program quality. Other audiences simply treat TV programs as a form of daily entertainment and leisure, watching news programs perhaps merely out of habit or as a way to pass time, without placing excessive demands on overall program quality or information volume. For this group, TV news programs with stronger appeal more easily attract their interest.

Based on the above analysis of audience characteristics, news-type TV news program editors should ensure their programs demonstrate excellent performance in both importance and appeal. Specific strategies include:

2.1 On-Site Reporting

On-site reporting represents an important mission and fundamental characteristic of news programs. Many news-type TV news programs continuously increase the proportion of on-site reporting within the overall program. Actively leveraging the advantages of television media requires combining text, sound, and images during program reporting—an effect unattainable by newspapers and radio. Television can satisfy audience demands for watching news events at the first time and from the first scene, presenting the objectivity and authenticity of news to a large extent by integrating event scenes, specific situations, visuals, and audio elements. Simultaneously, journalists responsible for on-site reporting must provide specific commentary and evaluation of news events. Through such live broadcasting methods, audiences are provided with opportunities to personally experience event processes. Additionally, this reporting approach can guide audiences to focus on the progression of events, thereby fully utilizing television media's functions.

2.2 Localization of News Content

Content constitutes the primary element of news reporting. Regardless of what changes occur in news forms, sufficient attention to news content remains essential during the reporting process. First, ensure reported content possesses strong objectivity and authenticity. During the editing process, editors must analyze and verify news authenticity to ensure the news collected by on-site journalists is sufficiently genuine and reliable. Second, strong relevance is necessary. Faced with complex news information, editors must make selective choices, picking out news of greater value that can arouse audience interest for reasonable arrangement.

The localization characteristic of news reporting also represents an important communication law formed through years of media development. Due to various internal and external factors, the radiation range of each television station differs significantly. Provincial-level and above television stations have broader coverage, higher ratings, and relatively richer audience bases. In contrast, prefecture-level and municipal television stations, affected by factors such as their own development scale and regional economic development, have relatively smaller influence ranges. To effectively improve ratings and attract more audience attention, emphasizing news localization is crucial. Localization primarily applies to CCTV, meaning adjusting the broadcast ratio between domestic and international news during reporting, focusing on domestic news as the main body with emphasis on events within China's borders. For local television stations, when selecting news content, they must focus on news events more closely related to people in their region as the main reporting subjects, covering events happening

around ordinary people to become more close to the masses and better fulfill television programs' public opinion guidance function, thereby better satisfying broad audience demands.

In practice, some television stations consistently pursue the influence formed by broadcast news programs, neglecting the reporting ratio of various news types during reporting, sometimes focusing excessively on international news and causing audience disinterest, resulting in sharply declining ratings. However, some local television stations can integrate news reporting with local characteristics based on actual local development conditions, merging local features with program editing to achieve excellent ratings effects. For example, Hebei Television's "Live Fifty Minutes" and Jiangsu Television's "Nanjing Zero Distance" both adhere to the principle of staying close to local audiences in their creative concepts, conducting in-depth reporting on events and issues concerning local people, transforming news media into an important platform serving local communities. Of course, emphasizing localization in news editing and reporting does not mean rejecting non-local and international news information but rather rationally setting the proportion and focus of different news types in reporting, concentrating more energy on local news coverage.

2.3 Emphasizing Program Interactivity

When information technology was less developed in the past, audiences mostly received information transmitted by media without selection, leading media to typically exclude audiences from factors influencing news dissemination. This situation caused some news program reporting to deviate from actual conditions. With the rapid development of modern information technology, mass media communication forms have expanded significantly, and media have begun paying greater attention to audiences' important position in news dissemination. Some TV news media, to better satisfy audience information demands, enable some audience members to participate in news event reporting processes to express their views and opinions on news events—particularly prominent after the gradual development of online news. Quite a few website news platforms have established relevant public opinion communities and online interaction platforms, enabling audiences to not only understand news information but also express their views without restriction, thereby effectively strengthening interaction between media and audiences. When editing TV news programs, editors can also fully utilize this development characteristic, facilitating effective communication between audiences and journalists to express their opinions, effectively enhancing TV news programs' influence and appeal. Simultaneously, telephone and internet connections can be used to build communication channels with audiences watching live broadcasts, giving TV news programs greater affinity and enhancing audience engagement.

In conclusion, editors of news-type TV news programs need to actively proceed from the audience's perspective in program arrangement, making more rational editing of program content to provide the public with higher-quality public

opinion guidance. Relevant practitioners should explore and draw lessons from some advanced technologies and development concepts abroad, then combine them with the overall situation of China's radio and television broadcasting development industry to create a news-type TV news program editing system more suitable for China's national conditions, injecting continuous vitality into the long-term healthy development of the national economy.

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

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