

Postprint: Innovation in Radio and Television Program Editing in the New Media Era

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Abstract

With the emergence of new media represented by the Internet, radio and television programs are currently confronted with formidable market competition. Consequently, to address the increasingly pressing competitive landscape posed by new media, radio and television programs must intensify innovation, continuously enrich their content, and transform the entrenched concepts of traditional program editing, thereby securing a foothold in the intense competition. This paper presents an in-depth discussion of the principal issues currently plaguing radio and television program editing and proposes effective innovative measures with the aim of enhancing program quality.

Full Text

Innovation in Radio and Television Program Editing in the New Media Era

Abstract: With the emergence of new media represented by the Internet, radio and television programs currently face intense market competition. Therefore, confronted with the pressing competitive landscape from new media, radio and television programs must intensify innovation efforts, continuously enrich program content, and transform the entrenched concepts of traditional program editing to secure a position in this fierce competition. This paper delves into the main problems currently existing in radio and television program editing and proposes effective innovative measures aimed at enhancing program quality.

Keywords: new media; radio and television; editing; innovation

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As society develops, people have placed higher demands on quality of life. For radio and television programs, this presents a situation of both opportunities and challenges. On one hand, continuous economic development has provided a strong material foundation, leading to higher expectations for spiritual and cultural needs, with radio and television programs serving as an indispensable form of entertainment in people's lives. On the other hand, with technological advancement and rapid development of Internet technology, the network has become a new media form that runs parallel to radio and television programs. With the popularization of mobile networks, the Internet plays an increasingly important role in people's lives. Therefore, radio and television programs must maintain continuous innovation, enrich program content, and innovate program formats to provide more high-quality television programs for the people.

1. Current Deficiencies in Radio and Television Program Editing

Under the current vigorous development of new media, radio and television media are also accelerating reform to meet new demands of the era. However, in reality, many provincial radio and television stations, in terms of both production concepts and hardware conditions, fail to keep pace with the times. Often constrained by habitual thinking during program editing, they suffer from severe inadequacy in innovation. Specifically, in the new media environment, radio and television programs exhibit deficiencies in the following areas.

1.1 Poor Timeliness of Radio and Television Programs

In the past, when networks were not widespread, television was favored for its timeliness. However, with the development of network technology, the popularization of smartphones, and the maturation of mobile networks, the speed at which people obtain news is no longer comparable to what traditional media can offer. Therefore, in terms of timeliness, radio and television programs have inherent disadvantages compared to the Internet. Constrained by both their media nature and regulation by relevant state authorities, radio and television programs inevitably experience time intervals in news broadcasting, making them unable to compete with networks on timeliness.

1.2 Monotonous Program Format and Content

As traditional media, radio and television programs have undergone decades of development, forming a set of entrenched production and broadcasting models. However, continuing to use traditional thinking in television production

today results in insufficient competitiveness in the new media environment. On one hand, programs lack innovation and feature outdated content. On the other hand, different radio and television stations adopt similar production and broadcasting concepts, leading to uniformity that fails to truly capture audience attention. In the new media environment, people can access a rich variety of program content and formats through the Internet and can switch between programs according to their preferences at will.

1.3 Insufficient Innovation in Program Structure

Radio and television programs are typically broadcast through home television sets, and neither transmission efficiency nor viewing experience can compare with new media. Particularly in the new media environment, audiences can use PCs and mobile phones to watch desired programs anywhere. However, radio and television programs broadcast on television still follow traditional program structures—news followed by dramas or entertainment programs, frequently interspersed with advertisements and news programs. Over time, audiences have long lost interest in such program structures, even developing a sense of annoyance. Thus, driven by multimedia technology, radio and television programs must strengthen innovation awareness and capability to bring audiences back to television and improve ratings through excellent programs with diverse editing.

2. Innovation Measures for Radio and Television Program Editing

2.1 Enhance Innovative Thinking to Bridge the Gap Between Audience and Program

With the vigorous development of network technology and the accelerating process of triple-network convergence, radio and television programs face increasingly fierce competition. To secure a position and even improve ratings in such an environment, radio and television programs must continuously innovate editing concepts and enhance innovation awareness to inject fresh blood into programs. As program editors, they must continuously broaden their horizons, seeking topics or content from various fields that are close to life and audiences, creating high-value programs that perfectly combine audience interests with program content. For instance, in 2013, a series of life-oriented news programs on Zhejiang Satellite TV received widespread social acclaim, such as “Chinese-style Jaywalking” and “Finding Lei Feng Around Us,” which attracted extensive attention and strong response from society. Moreover, these programs fully leveraged new media to expand their influence. The reason these programs were accepted and loved by audiences lies in their closeness to people’s lives, provoking discussion and resonance. Therefore, only through continuous innovation can radio and television programs truly win audience hearts. This innovation must be sustained—innovation means attempting what has never been done before,

not resting on one's laurels. When Hunan Satellite TV's "Super Girl" became a hit, sparking a talent show craze, its success stemmed from both its approach of selecting stars from ordinary people, which bridged the gap between audience and television, and its unprecedented innovation in production methods, promotion strategies, and program content, earning audience affection. Thus, innovation in radio and television programs requires persistence.

2.2 Innovate Editing Content to Meet Audience Needs

The greatest disadvantage of radio and television programs compared to new media programs is the inability to offer on-demand viewing. Audiences can freely select their favorite programs from the vast resources available online, while television is much more passive, broadcasting fixed programs at fixed times with very limited audience autonomy—only able to switch from one channel to another. This disadvantage requires radio and television programs to achieve two points in production and editing. First, break traditional program production concepts and develop toward diversification. Previously, almost all radio and television stations followed the same production and broadcasting models, with similar daily program structures that further compressed audience choice. Therefore, radio and television program production must develop toward diversification, breaking traditional thinking and creating programs with various forms and content for audiences. Second, program production must be more targeted. The current era has developed into the information age, with massive amounts of information awaiting processing every day. While people can obtain this information through networks, television can provide carefully processed programs. However, this requires television program production to align with audience psychological needs, keenly capturing what audiences most want to see. Therefore, radio and television program editors must possess excellent information discrimination ability and political sensitivity.

Zhejiang Satellite TV's "Running Man" is a program that meets audience psychological needs. Adapted from the popular Korean variety show "Running Man" and combined with Chinese characteristics, its biggest feature is that celebrities shed their idol personas, expressing joy and sorrow in games just like ordinary people, deeply attracting audiences. Particularly in the final name-tag ripping game, the celebrities' full commitment leaves audiences thoroughly satisfied, fulfilling their curiosity about stars and making the program a great success.

2.3 Deeply Explore News to Produce Exclusive Reports

The greatest advantage of radio and television programs over new media is that programs are refined and processed before being presented to audiences, whereas online resources are a mixed bag of quality. Therefore, in the editing and production process, radio and television programs must maximize this advantage through refined processing. This is specifically manifested in multi-angle, multi-level in-depth elaboration of news and events to produce truly unique, novel,

and heart-touching quality television programs.

At any time and under any competitive circumstances, a program that can arouse interest and stimulate inner thoughts must be an excellent program. Zhejiang Satellite TV's series "Finding Swimmable Rivers" focused on the widely concerned issue of water pollution, conducting multiple in-depth investigations on this theme, taking audiences along for comprehensive investigation and supervision of water pollution problems. The series included two groups of reports, "Finding" and "Asking About Water," along with more than thirty interview-style news reports, generating heated social discussion. This program represents a typical case of radio and television programs exercising their public opinion supervision function. Its success mainly lies in sufficient depth in exploring news topics, combined with the theme's close relevance to people's daily lives, thus arousing strong audience response after broadcast.

2.4 Enrich Television Program Formats and Seek Diversified Innovative Elements

In recent years, many highly acclaimed television programs have emerged, including "Dad, Where Are We Going?", "I Am a Singer", "Running Man", "Go Fighting!", and "The Voice of China". These programs have refreshed audiences with their innovative elements, earning recognition and affection. Analyzing these successful programs reveals that their success stems primarily from innovation. "If You Are the One" succeeded by placing male and female perspectives on love and mate selection in a public forum, satisfying audience curiosity through brief ideological collisions to decide whether to pair up, with both format and content feeling fresh to audiences. "The Voice of China" succeeded by having mentors face away from the audience, making the competition fairer and more entertaining for viewers. Additionally, the program broke previous talent show judge models by introducing the mentor model, adding unprecedented interest.

Conversely, some television stations remain unmoved in the new environment, resting on their laurels, resulting only in struggling operations. Therefore, radio and television programs must focus on innovation, break through traditional thinking, enrich television program formats, seek diversified innovative elements, and create more excellent and refreshing programs for audiences.

Currently, innovation remains extremely lacking in China's radio and television programs. On one hand, many stations still follow traditional production and broadcasting models, refusing to break with tradition, leading to a shrinking market. On the other hand, the serious phenomenon of copycatting among many radio and television programs also reflects a lack of innovation awareness. After "If You Are the One" became popular, various stations launched their own dating shows; after "The Voice of China" became a hit, many similar talent shows emerged. Blind copying and imitation do nothing to improve program quality—only continuous innovation can find new paths for radio and television

programs.

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

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