

Postprint: Innovations in Traditional Television News Text Editing in the Context of Big Data

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Abstract

The mobile internet era, marked by a series of new media applications such as Weibo, WeChat, and Kuaishou, is rapidly transforming our lives. These paperless, high-efficiency, and widely-accessible interconnected applications have profoundly influenced the transformation of the television news media industry, heralding the arrival of a new era. This paper takes the innovative development of text editing in China's television news media under the background of big data as its research object, focusing on studying the various impacts that big data has brought to China's television media industry, and provides valuable insights for the future career development of television news text editors.

Full Text

Innovation in Traditional TV News Text Editing under the Background of Big Data

Abstract

The mobile internet era, marked by new media applications such as Weibo, WeChat, and Kuaishou, is rapidly transforming our lives. These paperless, highly efficient, and widely accessible applications have profoundly influenced the transformation of the TV news media industry, heralding a new era. This paper examines the innovative development of TV news text editing in China against the backdrop of big data, focusing on the various impacts of big data on China's TV media industry and providing valuable insights for the future career development of TV news text editors.

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Big data refers to “massive and complex data sets that cannot be extracted, stored, searched, shared, analyzed, or processed using existing software tools.” The industry typically summarizes the characteristics of big data using four Vs (i.e., Volume, Variety, Value, Velocity). Enormous data volume (Volume) is one of the main features of big data, and it is precisely because of this vast data volume that it can comprehensively encompass all information and materials from the present world and the past several thousand years. Research on big data is of great significance to the information age, as it can enhance the effective utilization of resources, break through historical and temporal barriers, and improve modern education with informationization as its main appeal, thus playing an important role in the informationization construction of TV news media text editing work.

1. Impact of Big Data on TV News Text Editing in China

From an overall perspective, the rapid development of big data has influenced TV news text editing work in China mainly in the following aspects:

1.1 Impact on Communication Influence Traditional TV news text editing primarily involved organizing existing materials and interview content, structuring logic for news pieces, and serving public communication purposes. Conventional methods mainly relied on print advertisements, video ads, and magazine copy for dissemination, with textual content originating from editors' writing and compilation. However, when dealing with information spanning long historical periods or similar contexts, it was often difficult to achieve the accuracy and timeliness that text editing work should demonstrate. In contrast, new media forms driven by big data have greatly enriched editors' content compilation and information exchange by rapidly circulating information and widely disseminating the same content through visual, auditory, and other forms across various digital platforms. With the rapid advent of the big data era, the ways of reading textual information have also changed significantly. Using mobile clients or online platforms for browsing and forwarding information has proven far more effective for promotion than traditional media's communication influence. TV news text editing has shifted from pure text editing to editing methods that intersperse text within streaming or digital media. Through the application of big data, TV news text editors now place greater emphasis on the frequency and efficiency of content distribution, possessing greater practical possibilities for grasping industry focuses, event dynamics, and news timeliness with the aid of big data. This also determines that traditional TV news media have greater communication influence under the background of big data.

1.2 Impact on Audience Level Previously, TV news media served as the primary source for people to quickly obtain fresh information and social news. Due to its high level of digital effects and intuitive presentation, it remained the main impression of media communication for a long time. Text editors in traditional TV news media would only plan and interview based on specific topics, completing editing, compilation, and publication, or providing corresponding manuscripts for TV programs, without maximizing their actual role. However, the development of big data has broken down information barriers between industries, and the actual role of text editors is no longer limited to focusing on specific topics. They can provide more information resources for TV news media audiences, use text to demonstrate the charm of news, better grasp social dynamics, industry hotspots, and current affairs, present relevant news faster than video and other media forms, and maximize audience engagement.

2. Innovation in Traditional TV News Text Editing under the Background of Big Data

2.1 Accelerating the Integration of Public Opinion Guidance and Media Stance Traditional TV news media face pressure from new media in their current development, but new media and traditional TV news media are not in opposition; rather, they are mutually beneficial and interdependent, and both are indispensable. TV news media serve as centralized platforms for national and social news and information. New media needs to rely on TV media's information to achieve its requirements for lightweight experiences, while TV news media also needs new media's broad audience and strong communication influence to help them achieve sound development in the new era. Under the impact of today's internet information flow, the volume of information that text editing work needs to process continues to expand. Utilizing big data is not about blindly expanding information quantity. Although the efficiency of information release has indeed improved compared to before, text editors must deeply understand the stance and public opinion orientation of TV news media themselves. For instance, some events originate from online public opinion fields, and TV news media and other outlets conduct detailed investigations and reports on these events and moral issues, clearly expressing positions and attitudes different from online new media, occupying the correct aspect of public opinion guidance, eliminating one-sided criticism, and fairly expressing the role of contemporary TV news media in "setting the record straight and clarifying facts," rather than blindly following or...

2.2 Strengthening the Construction of Technical and Content Channels Big data has its own convenience in application, but as TV news text editors, it is essential to accurately grasp information content on the basis of reasonably utilizing big data platforms. Combining new media forms to expand technical channels and using the content review logic of traditional TV news to determine how to apply big data to release news with greater quality and timeliness is a top priority for TV news media text editing work today. Currently,

numerous traditional TV news media in China are transforming and developing new media platforms, such as CCTV, Dragon TV, and Hunan TV, which have leveraged their resource advantages and years of practical experience in the news media field to create their own new media operation platforms. These new media platforms can be completely regarded as replicas and sharing of their TV news media resources to achieve multiple dissemination of the same resource. From the above, it is clear that TV news media need to have clear positioning and good innovation capabilities when building their own new media platforms. For example, in constructing WeChat public platforms, TV news media should launch new media plans with high readability and strong practicality tailored to their channel's media resources after fully understanding the reading habits of their audience. This includes strengthening the use of trendy online vocabulary on the basis of integrating pictures and text. This approach, which seemingly departs from the rigor of mainstream media, actually strengthens the people-friendly characteristics of new media promotion, enhancing their own economic benefits while making the image of internet new media more deeply rooted in people's hearts.

2.3 Strengthening the Integration of Content Sharing, Resource Openness, and Copyright Protection In the big data era, TV news text editing content is largely also a shared resource of online media. China's current protection of property rights for internet resources cannot be comprehensive. In 2016 alone, high-quality content widely plagiarized from mainstream media has expanded from print media to online media and new media products. The product of text editing work is news or text content with similar communication effectiveness, representing a manifestation of cultural creativity. However, the application of big data has transformed this content, originally disseminated only in specific fields, into public and shared mass content, which has also enabled so-called self-media individuals who scrape high-quality internet content for marketing purposes to thrive. It is clear that TV news media text editors must not only be skilled at creating content but also adept at strengthening copyright protection behaviors and awareness within their own content, adding anti-theft chain and other copyright protection measures to text resources shared on public networks, and focusing on content sharing rather than direct copying for dissemination. This is both a basic requirement for text editors and a requirement for modern media industry practitioners. Only by facing up to the positive and negative impacts that big data brings to the news media industry can we strengthen the value of text editors who contribute content and resources in traditional TV news media in the new media era, and achieve a good combination and practical development of big data and news text editing work.

2.4 Emphasizing the Cultivation of TV News Text Editors' Personal Abilities The personal abilities of text editors are reflected in the accurate grasp of social trends and news hotspots and their transformation into textual

content. In the process of text editing, attention must be paid to grasping the different effectiveness that text may have, forming one's own viewpoints, and establishing correct public opinion guidance. In the big data era, the personal abilities of text editors are more reflected in keen news insight and excellent text integration capabilities, drawing on the strengths of many to form one's own unique insights, rather than simply following others' opinions or acting as a transporter of online text resources. This requires corresponding improvements in text editors' reading and information extraction abilities, as well as maintaining correct professional ethics and moral bottom lines when facing billions of information resources on big data platforms. Increasing understanding of work content and attention to future development forms a professionalized perspective for text editing with a modernized framework.

Conclusion

In summary, as China's new media market continues to improve and audience groups gradually stabilize, the work of TV news media text editors will achieve considerable development. Meanwhile, TV media themselves must prepare by actively clarifying and establishing their own business philosophies, management systems that align with public opinion orientation, and advanced news media operation and management concepts. It can be foreseen that the application of big data will be an important direction for the future development of China's TV news media.

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

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