

An Analysis of Television News Editing Techniques in the New Media Environment: Postprint

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Abstract

In recent years, the media industry has witnessed rapid development, and the advantages of new media have garnered widespread societal attention. In the new media paradigm, audiences have begun to demand higher standards for the form and content of television news, significantly impacting the development of traditional media. To ensure television news maintains its audience appeal, traditional editing models must be upgraded and optimized. This paper examines the characteristics and challenges faced by television news in the new media environment, analyzes the significant role of strengthening news editing techniques, and further expounds on strategies for television news editing techniques in the new media environment, with the aim of providing guidance for future endeavors.

Full Text

Abstract

In recent years, the media industry has developed rapidly, and the advantages of new media have begun to receive widespread attention from society. Under the new media model, people have started to demand higher standards for the form and content of television news, posing a serious impact on the development of traditional media. To ensure that television news continues to attract audience attention, it is imperative to upgrade and optimize traditional editing modes. This paper analyzes the characteristics and challenges facing television news in the new media environment, examines the important role of strengthening news editing techniques, and further elaborates on measures for television news editing techniques in the new media environment, with the aim of providing assistance for future work.

Keywords: New media environment; Television news; Editing techniques

1.1 Enhancing the Competitiveness of Television Media

New media has demonstrated unique charm in its continuous development. Compared with television media, new media's greatest application advantages lie in its interactivity and timeliness. Media audiences can communicate and exchange ideas through online platforms, expressing personal viewpoints and opinions—something television media cannot achieve. However, new media also has limitations in practical application, most seriously its inability to effectively guarantee news authenticity. The primary principle of news is authenticity, and news program disseminators must assume relevant responsibilities and obligations for news authenticity, a requirement that online media cannot fulfill. The various false information received through new media seriously affects people's judgment and values, misleading behavioral norms. Television news possesses authenticity and authority that new media lacks, though there is also a significant gap in audience reach. Some older audience members encounter difficulties in operating new media, making television news the primary channel for such groups to receive information. However, the overly uniform editing mode of television news causes visual fatigue among viewers, ultimately diverting their attention to other media forms.

1.2 Meeting the Demands of the New Media Environment

Based on an analysis of media development in recent years, television media ranks first in terms of news dissemination quality and efficiency. As new media has penetrated all sectors of society, enhancing television media's news editing techniques has become the core content of mainstream domestic media development. Media development trends further require television media to keep pace with the times, reasonably innovate and adjust based on existing news editing modes, thereby breaking through single-form news dissemination methods and presenting television news content to audience groups in diversified and varied forms, ensuring that audiences can experience the charm of new media while personally feeling the development and progress of television media.

2.1 Diversification of Editing Forms

Among all television news programs, message-type programs constitute the majority. Since the news transmitted by such programs represents the latest social content, it often receives the most attention from the public. To enhance the timeliness and seriousness of television news, scientific adjustments must be made to the procedural and standardized defects in the editing mode of message-type programs. News content is primarily presented to audiences through concise explanations by program hosts, accompanied by on-site scenes and footage. However, the more serious and fixed the news editing mode, the more it intensifies audience aversion. Therefore, the primary task of television news innovation and development is to strengthen editing methods for message-type programs, applying diversified and convenient approaches to interpret content and improve news flexibility and vividness. For example, when reporting news messages re-

lated to on-site events, program staff must arrange for reporters to conduct field investigations, maximizing the acquisition of first-hand information and seizing the optimal timing for exclusive interviews, thereby using television media to disseminate specific examples from the news scene to audiences. For socio-economic news programs, particularly when reporting on specific domestic economic conditions, content editing must be concrete. By capturing key event nodes and main threads, and using videos and images for comparative analysis, economic changes can be presented from multiple perspectives. Only by correctly positioning economic development prospects and providing appropriate guidance to audience groups can the flexibility of news programs be effectively enhanced and the distance between audiences and television media be further shortened.

2.2 Diversification of Editing Content

Due to its distinct uniqueness, television news brings different program experiences to audience groups across various time slots. Program differences are reflected according to the specific content of news events—for instance, agricultural news, political news, and economic news each have their own characteristics. Therefore, news editing staff should adopt editing methods that emphasize individuality, while simultaneously adjusting diversified and convenient means according to specific news content and time slots. For example, CCTV's morning program 'First Time,' broadcast promptly at 8:00 AM daily, allows audiences to obtain the latest social information during viewing. By employing comic forms to interpret specific news events and using humorous and witty language to analyze news stories, it attracts greater viewing attention from television audiences, which has become the core reason for the program's enduring popularity. As a widely acclaimed and praised program, CCTV's famous news column 'Focus Interview' utilizes methods such as explaining hot events and on-site hotline interactions, with hosts providing sharp yet objective commentary that endows the news program with a unique style. By reflecting people's living conditions and value orientations through actual social problems, it receives attention and concern from ordinary citizens while enhancing the aesthetic quality of news program interpretation.

2.3 Diversification of Editing Concepts

According to current trends in television news editing work, program editing concepts also need to be adjusted based on specific news event circumstances while enhancing the aesthetic quality of news programs. For example, news titles, as the audience's first impression of a program, directly influence their intuitive feelings and viewing attention toward the program. For instance, the program name 'News Investigation' allows audiences to identify the focus of current social issues. Editing staff can extract hot and new vocabulary according to various media developments, or employ classic language to process news titles, infusing artistic vitality into news headlines. In summary, within similar news programs, editing perspectives must forge unique paths, breaking the shackles

of conventional news editing thinking to bring fresh experiences to audience groups.

3.1 Organic Integration of Audio, Visual, and Aesthetic Elements

Television news practitioners possess strong capabilities in collecting hot events. The main difference between television media and new media lies in their dissemination methods. However, regardless of the dissemination method, the professional competence of staff in news editing is indispensable. For television news, editing work constitutes an important technique. News editing staff must continuously enhance their own convenient capabilities, combining actual conditions with learning characteristics to form their own style. Editing personnel should pay real-time attention to social public demands, comprehensively understand and master relevant aesthetic knowledge, and improve convenient techniques.

3.2 Broadening the Development of Editing Concepts

Television news already has relatively fixed broadcasting forms and times, resulting in weaker timeliness. To effectively improve the timeliness of television media's news reporting, review and post-production arrangement must be conducted after news information collection is completed, and only after these tasks are properly finished can content be broadcast via television media. On the basis of enhancing the aesthetic value of news editing, editing concepts should be disseminated. Additionally, some news programs have long intervals between event collection, post-production, and final broadcasting, while audience groups obtain relevant information instantly from new media, making it impossible to ensure the timeliness and attractiveness of news events. Therefore, television media news programs must promptly adjust and innovate arrangement modes, changing the stereotypical style of television news.

Analyzing current new media reporting strategies reveals that news content and forms are beginning to cater to the reading habits of younger audiences. Relevant data shows that post-80s and post-90s generations have become the main force in news consumption, but their choices in news reception methods tend more toward content that matches their reading habits and preferences. Therefore, television news needs to creatively design news reporting content to enhance its humanistic quality, interest, and authenticity. Conducting previews and promotional work before news broadcasting, achieving organic integration of news images and text, ensuring that content explanation styles match events, and selecting videos and images that satisfy public aesthetics and news themes are essential.

3.4 Establishing Awareness of Editing Innovation

Television news editing work is essentially a thinking process involving information consultation collection, organization, screening, processing, layout, and

dissemination. As a creative labor, news editing determines that practitioners must continuously explore and innovate new work pathways. For television programs to improve ratings and attention, they must prioritize innovation awareness, keep pace with social development, and ultimately transform innovation awareness into innovation capability.

3.5 Extracting Effective Information and Reasonably Reducing Content

During news content editing, staff must learn to conduct careful analysis and judgment from large batches of raw material information, accurately identifying the core content of news events, and eliminating irrelevant or unimportant materials to ensure that all content elements in the final news program are meaningful. Simultaneously, staff need to understand how to increase information value and the amount of effective information within limited time, such as through forms like quick broadcasts and briefs—one-sentence news that concisely presents real-time news. When necessary, background information about events can be reasonably added, roughly narrating the main threads of event development to ensure the completeness of news events while facilitating audience understanding of news content.

Diversified editing of television news must emphasize natural transitions and organic connections between different editing methods. In the new media environment, exploring diversified editing paths for television news is an inevitable trend. However, diversified news editing is not merely about breaking conventional forms; its essential content lies in the integration of various editing forms to create natural and harmonious transitions. This prevents the problem of mismatched event content and editing forms caused by one-sided pursuit of diversified news formats, which would affect audience demands for news aesthetic effects and taste.

In summary, traditional television news in the new media environment faces enormous challenges and impacts. Although television news currently maintains its position as an effective mainstream media, the competition it faces is increasingly fierce. Staff engaged in television news program editing should proactively improve and adjust existing modes, maximizing the diversified characteristics of television news to cater to audience groups and market demands.

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

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