

Career Development of Radio and Television Directors: Current Status and Future Prospects (Postprint)

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Abstract

With the rapid development and advancement of the information age, our lives have gradually entered the multimedia era, with increasingly diverse media forms—television, radio, magazines, the internet, etc.—continuously innovating and breaking new ground, posing tremendous challenges to the development of broadcast television media. In this new context, broadcast television directors hold a position of paramount importance within the broadcast television industry. The author will examine the current state of career development for broadcast television directors, analyze future prospects for the profession, and propose several insights, hoping to offer feasible theoretical recommendations for the future development of broadcast television stations.

Full Text

Preamble

Research • Prospects and Analysis

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Analysis of the Current Status and Future Prospects of Radio and Television Director Career Development

Abstract: With the rapid advancement of the information age, our lives have gradually entered the multimedia era. The proliferation of media forms—including television, radio, magazines, and the internet—has continuously innovated and broken through traditional boundaries, posing significant challenges to the development of radio and television media. In this new landscape, radio and television directors occupy a position of paramount importance within the broadcasting industry. This paper examines the current status of radio and television director career development, analyzes future prospects for

the profession, and offers several insights, aiming to provide feasible theoretical recommendations for the future development of radio and television stations.

Keywords: radio and television director; career development; future; prospects

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2. Future Prospects for Radio and Television Director Careers

2.1 Promising Career Development Prospects

The quality and capability of radio and television director teams directly determine the quality of radio and television programs. Currently, with the prosperous development of China's radio and television industry, demand for professional radio and television directors is increasing, accompanied by higher requirements for their quality and capabilities. For sustainable development, the radio and television industry must address the challenges of recruiting and retaining director talent by establishing a scientific career development mechanism covering talent recruitment, incentives, and training to assist directors in formulating appropriate career plans. First, during recruitment, an open and fair selection system must be adopted to analyze the alignment between candidates' interests, hobbies, and the competency requirements of the position, thereby optimizing talent allocation and enhancing the overall comprehensive quality of the radio and television director profession [1]. Second, when incentivizing directors, preference should be given to versatile talents who excel in management, possess technical expertise, and demonstrate innovative capacity. Compensation should be linked to performance while ensuring directors' material well-being to motivate their passion for work and enable them to fully realize their potential. Additionally, a long-term training mechanism must be established, implementing appointment and elimination systems throughout the training process. Strict standards should be applied to pre-employment preparation, and regular training should be provided to keep directors abreast of contemporary developments and master the latest work concepts and operational skills. Finally, relevant management institutions must conduct effective human resource planning, closely integrating actual job content with current developmental needs to create a comprehensive and feasible human resources management model while activating internal media mechanisms to expand future development space for radio and television directors [2].

2.2 High Requirements for Quality and Capability

When evaluating radio and television programs, common criteria include whether programs align with contemporary trends, satisfy audience preferences, and resonate with viewers. These standards require radio and television directors to fully leverage their core role in program planning by understanding public interests and needs, clarifying program themes and directions, and designing and creating content that attracts mass audiences. Directors must also coordinate the entire program operation process with strategic foresight to improve program quality. However, China's current radio and television programming has fallen into an imitation trend: once a television station produces a high-ratings original program, other stations immediately follow suit, severely hindering the development of original programming and obstructing healthy career development for radio and television directors [3]. Ultimately, the primary cause of this phenomenon is the lack of innovative capacity and consciousness among radio and television directors, resulting in fewer original programs and increasing homogenization.

2.3 Enhancing Director Quality and Capability

Radio and television directors must establish a work philosophy of dedication and keeping pace with the times, continuously learning professional theoretical knowledge in their field while fully leveraging their innovative consciousness to update program creation concepts promptly. They should ground themselves in society, connect with the actual spiritual and cultural needs of the people, and produce radio and television programs with novel concepts, innovative material selection, and rich content. Simultaneously, directors must continuously acquire new knowledge to enhance their professional competence and maintain high professional standards [4]. First, they must establish correct worldviews, outlooks on life, and values, consistently implementing Party principles and policies in their work, clarifying their political stance, and ensuring their programs possess clear value orientations with guiding functions. Second, directors must continuously elevate their artistic proficiency through concrete practice, achieving competence in arts such as music and fine arts to apply artistic rendering in program production and enhance program quality [5]. Finally, directors must increase their enthusiasm for innovation, breaking free from existing work method constraints during production, independently examining social issues from multiple perspectives, and innovating radio and television programs while respecting facts.

2.4 Emphasizing Talent Cultivation for Radio and Television Directors

To ensure efficient radio and television director work, strengthening talent cultivation in this major at universities constitutes a fundamental measure. Universities should actively promote teaching reforms in radio and television director programs to enable graduates to quickly adapt to and 胜任 (be competent in) di-

rector work upon graduation, thereby reserving sufficient high-quality, practical talent for China's radio and television industry. First, when designing curricula, cultivating students' practical operational abilities should be a primary objective. In implementing practical teaching, the proportion of core professional courses should be appropriately increased. For instance, courses such as photography technology, television program production, non-linear editing technology, and audio-visual language must prioritize practical operational skills, with theoretical knowledge serving only as a foundation to support student learning, enabling students to solidly master various director skills [6]. Additionally, universities should establish harmonious cooperative relationships with radio and television media, signing 定向培养合同 (targeted training contracts) when conditions permit to conduct specialized talent cultivation based on specific workplace requirements. After such systematic training, students can undertake internships at radio and television stations to consolidate theoretical knowledge while improving practical abilities.

2.5 Facilitating Directors' Adaptation to the Media Convergence Environment

In the media convergence environment, radio and television directors must accurately position themselves, recognize their professional roles, enhance their career loyalty, and actively expand their professional capabilities to better address opportunities and challenges in the broadcasting industry. With continuous information technology development and increasing internet users, more members of the public participate in information dissemination, resulting in massive information volumes, cumbersome content, and difficulty distinguishing truth from falsehood. Under such circumstances, radio and television directors must distinguish and filter information through their correct value concepts, never abandoning proper values in pursuit of news exclusivity or high attention. As a mainstream medium in China's current development, radio and television must play an exemplary role among numerous social mainstream media to maintain high public trust in radio and television media.

This paper has analyzed the current development status of radio and television directors and examined future prospects for the profession, identifying several key aspects that directors must address for sustainable industry development and emphasizing the need to enhance their comprehensive quality and professional capabilities. With rapid era development and deepening reforms in the radio and television industry, directors' work plays an extremely important role in sustainable broadcasting development. Facing competition from emerging new media in the new media era, radio and television work should actively implement a series of response measures, comprehensively recognizing existing problems and key challenges in their work, proactively adopting countermeasures, bravely meeting various challenges, and pioneering an innovative path with distinctive characteristics to strengthen work capabilities and create a favorable spiritual and cultural environment. In summary, this paper has con-

ducted a preliminary analysis and research on the future development of radio and television directors, hoping to provide simple theoretical recommendations for future radio and television work.

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

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