

## Role Transformation and Functional Expansion of Television Editors in the All-Media Context (Postprint)

**Authors:** Liu Dan

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### Abstract

Against the backdrop of global cultural integration, new media is exerting influence on people's lives in unique ways, gradually transforming their daily lifestyles and habits. In the all-media context, the functions of television editors are also undergoing transformation, the pace of competition is accelerating, and both the connotation and denotation of television editing are continuously expanding. Television editors should integrate resources based on determined editorial content, leverage multiple platforms, and innovate editorial mechanisms to provide superior editorial content for all-media. This paper briefly analyzes the pathways for the long-term development of television editing through research on the role transformation and functional expansion approaches for television editors within the all-media context.

### Full Text

#### Role Transformation and Function Expansion of TV Editors in the All-Media Context

**Liu Dan**

**Abstract:** Against the backdrop of global cultural integration, new media is influencing people's lives in unique ways, gradually transforming daily lifestyles and habits. In the all-media context, the functions of TV editors are also evolving, the pace of competition is accelerating, and the connotation and denotation of TV editing are constantly expanding. TV editors should integrate resources, utilize multiple platforms, and innovate editing mechanisms based on determined content to provide better editorial content for all media. This paper analyzes the long-term development pathways for TV editors by examining the routes for role transformation and function expansion in the all-media context.

**Keywords:** All-media context; TV editor; Role transformation; Function expansion

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As a channel for daily topics and news information reception and dissemination, television significantly impacts people's lives. As organizers of television news information, TV editors should conduct editing work while ensuring the authenticity of news information. With the continuous growth of online media, the all-media era has arrived. In this context, how to seize opportunities, meet new challenges, and establish a long-term foothold while achieving development in television media has become a problem every TV editor must face and solve. In this new era of development, TV editors are required to continuously improve editing methods, innovate editing forms, enrich editorial content, expand communication platforms, enhance the appeal of television media, and elevate its social competitiveness, thereby securing broader development space and a long-term path for both TV editors themselves and television media.

### 1.1 Facing Diversified Development

In the new era of development, all-media information is exploding, and the role of TV editors should also develop toward diversification. In the new media era, TV editors face increasing workloads and broader editorial content. TV editing work is shifting from traditional post-production of television programs to comprehensive production, achieving an all-around role transformation. Consequently, the job content of TV editors needs to be redefined. In the new media era, with the emergence of commercial production models, the programming methods of many television media are constantly being updated. Correspondingly, the work of TV editors is no longer limited to simple text and image editing but involves repositioning and adapting television programs while simultaneously performing journalistic duties. They must strengthen the link between television media and new media, improve the efficiency of information dissemination, and innovate television program content in an all-around and diversified manner while being responsible for positioning and arranging text and images. This approach better enhances the appeal of television programs, improves the effectiveness of role transformation for TV editors, and promotes the long-term stable development of TV editors themselves.

### 1.2 Innovating Editing Concepts

The working philosophy of TV editing evolves with the arrival of the new media era. In the all-media age, TV editing concepts should also innovate, changing with the times—reflecting social transformation while guiding the direction of

television program innovation. Currently, TV editors should possess a positioning concept that includes both program content positioning and audience targeting, which forms the critical foundation of TV editing philosophy. When editing and planning television programs, editors must first consider what audience the program faces and position the program style according to the target audience. Furthermore, to attract more viewers in the all-media era, they must screen and integrate vast amounts of information to define their audience. After establishing the editorial positioning of television programs, they should integrate different resources to produce distinctive programs that present their core content in new forms. This approach not only improves the professional competence and comprehensive quality of TV editors in practical work but also drives them to innovate editing concepts, rapidly achieve role transformation, and promote the perfection of TV editing functions.

## 2. Function Expansion of TV Editors

### 2.1 Expansion of Editing Platforms

With the emergence of new media communication platforms such as smartphones and tablet televisions, the work content of TV editors has significantly expanded. Fixed television broadcasting has shifted to mobile television broadcasting, and people are increasingly focusing on mobile screens, which has become a breakthrough point for the expansion of TV editing platforms. Currently, TV editing platforms mainly include traditional media, Internet TV, mobile TV, and mobile video. Traditional television media serves as the operational platform for conventional TV editing work; mobile TV represents a new digital broadcasting form of ground transmission; Internet TV offers program-on-demand and live broadcast formats; and mobile video primarily involves online or cached viewing of television programs. Regardless of the viewing medium, TV editors are indispensable and must make different settings according to different platforms. With technological development, the work platforms for TV editors will continue to expand.

### 2.2 Expansion of Editing Language

The transformation of editing concepts began with the emergence of network and digital media. In the all-media context, TV editors have their own self-censorship mechanisms, enabling them to carefully plan reporting methods, content characters, and commentary language for social hot topics and major news. They must ensure that television program language is clear, fluent, and objective. When individual language in television programs becomes biased, TV editors need to reprocess it, objectively elaborate on the language, consider its impact on public opinion, and ensure healthy guidance of public discourse. This requires TV editors to not only understand basic computer operations but also apply computer technology to integrate new statements with original ones, maintaining control of all-media contextual awareness based on public interest.

### 2.3 Expansion of Editing Content

In the all-media era, capturing audience attention has become the focus of television program production for TV editors. Since editing television program content constitutes the main work of TV editors, they must improve both their professional and non-professional skills, enhance their knowledge reserves, screen and integrate massive amounts of information, and produce television programs that can reasonably express the same series of content. They must make changes to a certain extent to form distinctive television programs. This requires TV editors to possess solid theoretical foundations, practical computer operation skills, bold innovative capabilities, and keen perception for television program content innovation. Gradually developing from simple to complex toward diversification and all-around competence strengthens the competitiveness of television media and enhances their own professional competitiveness.

Traditional television program content was relatively monotonous with weak brand consciousness. With the continuous development of new media and the advancement of network information technology, competition among various television programs has become increasingly fierce. Under these circumstances, brand consciousness for television programs has gradually formed and strengthened. The innovation of TV editors can also enhance the effective utilization of resources and contribute to the adaptation of television programs to the new media era. Meanwhile, digital television programs have gradually entered people's lives, becoming a new model for television program viewing. Under these conditions, TV editors must improve their professional quality and professional ethics while enhancing program quality, increasing ratings and click-through rates, forming their own program brand, gradually winning the hearts of the people, stabilizing the position of television program brands in the audience's mind, and improving the market competitiveness of television programs.

## 3. Development Strategies for TV Editors

### 3.1 Improving Comprehensive Quality

In the all-media context, social competition among TV editors is becoming increasingly fierce. Simultaneously, many media outlets, in their quest for social attention and to occupy the peak of public opinion, arbitrarily distort news content in television programs, take events out of context, neglect the authenticity and values of television news, and vulgarize television program production. Therefore, the innovative development of TV editors in the all-media context must emphasize the comprehensive quality of TV editors themselves, establish correct public opinion guidance awareness, disseminate positive energy to society, and regard moral literacy as the primary capability for their long-term development. While guiding healthy public opinion, they must keep pace with the times, improve their professional ethics, enhance the authenticity of television programs, and elevate program quality. Only in this way can the long-term development of TV editors be facilitated.

### 3.2 Enhancing Innovation Capability

As TV editors, they must first possess high political quality. On the basis of establishing correct public opinion guidance awareness, they should strengthen their knowledge reserves, update their knowledge systems, continuously improve their professional skills with the development of the all-media era, constantly surpass themselves, and innovate television editing forms. First, against the backdrop of intersecting new media, they must be adept at utilizing various new media, enhance their perception of social news and development trends, correctly understand new media development, and simultaneously learn advanced editing concepts, knowledge, and skills to improve their internal cultivation in combination with their actual circumstances. Second, as qualified and professional TV editors, they must have an exploratory spirit, seek innovative paths, bring different viewing experiences to audiences from new perspectives, pay attention to social and people's livelihood news, observe major social issues through minor livelihood matters, and open new directions for television program editing from the actual lives of grassroots people. By innovating television program content and forms, they can realize self-worth while disseminating positive energy and create more valuable television programs for social development.

### Conclusion

In the comprehensive development era of new media, to achieve role transformation and function expansion, TV editors must continuously improve their comprehensive quality and professional ethics, transform their development mode toward diversification, realize role transformation, and innovate television program production pathways to achieve function expansion. The impact of all-media context development on people's lives and habits can serve as a breakthrough point for innovation among TV editors. TV editors must seize this opportunity to produce television programs with greater social value, realize their own value, truly become qualified all-media TV editors, and contribute to the healthy development of society.

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(Author's Affiliation: Taiyuan Education Television Station)

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

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