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How to Excel at Television News Gathering and Editing in the New Media Era: Postprint

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Date: 2023-10-08T00:00:00+00:00

Abstract

The continuous development and progress of information technology and society have posed significant challenges to traditional television media, with escalating public demands. Television media must conform to the evolving trends of the era, innovating its systems and editorial processes to align content and forms with audience expectations. Against the backdrop of rapid new media development, traditional television media must undergo reform and innovation to ensure healthy and sustainable development in an intensely competitive social environment. This paper proposes recommendations for the development of television media based on an analysis of the developmental trajectories of both traditional television media and new media, aiming to facilitate the rapid advancement of television media.

Full Text

Abstract: The continuous development of information technology and society has posed significant challenges to traditional television media, with increasingly higher audience expectations. Television media must adapt to the trends of the times by innovating its systems and news gathering/editing workflows to align content and format with public demands. Against the backdrop of rapid new media development, traditional television media must undergo reform and innovation to achieve healthy and sustainable development in a competitive society. This paper analyzes the development of both traditional television media and new media, offering recommendations to promote the rapid development of television media.

Keywords: new media era; television news; gathering and editing work

Classification Code: G232.2

Document Code: A

Article ID: 1671-0134(2017)11-096-02

DOI: 10.19483/j.cnki.11-4653/n.2017.11.032

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Traditionally, television news has greatly enriched people's lives by delivering timely and effective information. However, with the continuous progress of the times, new media has emerged and gained recognition across various fields. While bringing great convenience to the public, new media has also significantly impacted television media. To achieve long-term development, television media must change its traditional models and methods, and innovate its news gathering and editing capabilities. The development of television media is fundamentally determined by the quality of its news gathering work, which directly affects whether television news can develop in a healthy and sustainable manner.

New media is not constrained by time or location and offers multiple dissemination channels, greatly accelerating news 传播 speed and posing a tremendous challenge to the timeliness of television news reporting. In the new media era, the widespread popularization of the internet has led to explosive growth in the number of internet users in China, with mobile users comprising the majority. Increasingly, people are accustomed to obtaining news through applications like Weibo and WeChat. This demonstrates that channels for accessing information have become more diverse and information sources more extensive. The rise of new media has provided broad space for public participation in news production and diffusion, while its influence in news events continues to grow. As information publishing and dissemination have become more convenient, new media has become a gathering place for all kinds of information. Conversely, the monopoly position of traditional media such as television and newspapers has been broken, and their discourse power is continuously weakening. In this context, many journalists have also turned to new media as a source for news. However, it should be noted that new media information dissemination has strong anonymity and lacks effective control, resulting in much false information. Coupled with some traditional media blindly pursuing attention and neglecting the principle of news authenticity, they fail to verify information from new media sources, leading to an endless stream of false information. Many audiences only realize they have been deceived after browsing the information, which greatly impacts the credibility of news.

1. Development Status of News Media

Although news media has met people's basic requirements to a certain extent, many problems have emerged under the impact of new media. Compared with new media, television media content is not accurate or authentic enough, while television media 传播 speed is relatively slow. The lifeline of news is timely and effective information, so news media must optimize and adjust to address these two issues.

2. Challenges and Opportunities for News Work in the New Media Context

As information technology continues to develop, mobile terminals such as smartphones have been widely applied in people's lives, and news dissemination channels have gradually increased, posing a huge challenge to the timeliness of television news reporting. The emergence of new media has brought a certain degree of impact on traditional media, and the disadvantages of television news have gradually become apparent. First, television news gathering and editing requires a complete set of procedures: staff must gather news, refine it, and obtain approval from higher-level departments before broadcasting. This not only consumes considerable time but also affects news timeliness. Second, television news broadcast times are relatively rigid, with both broadcast schedules and platforms subject to certain restrictions that affect news dissemination speed. However, new media such as Weibo and WeChat are not limited in these ways.

New media technology, derived based on internet technology, possesses inherent advantages as it is not only a product of the network economy and media industry but also a media product derived from the dual effects of society and economy, providing certain impetus to the development of China's media industry. Therefore, to better meet the development requirements of the new media era, staff should actively integrate new media technology when conducting television news gathering and editing work. Meanwhile, under the background of media convergence, the development level of China's new media technology has also been correspondingly improved. To a large extent, integrating new media technology into news gathering and editing work can further promote the diversification of television news gathering and editing channels. In addition, staff can actively utilize new media technology to establish corresponding news broadcasting platforms online, achieving sharing of news information resources. Through the close integration of various news websites, they can broaden news gathering and editing channels and further enrich news gathering and editing content. Staff can also use digital technology in new media technology to reorganize traditional news gathering and editing models and correspondingly construct a gathering and editing system for the new media era, fulfilling the requirements for efficient development of China's new media technology.

3. Work Strategies

The continuous strengthening of China's economic and technological capabilities has injected vitality into the better development of new media. At the same time, the gradually increasing number of information exchange platforms has made information circulating in society overly complex and somewhat false. Therefore, this requires journalists to strengthen news review efforts during the television news gathering and editing process, consolidate and steadily enhance the credibility of television news media in the public's mind, and resolutely prevent adverse consequences caused by the widespread circulation of false in-

formation in society. At this stage, to actively guide public opinion, promote positive social energy, ensure news authenticity and timeliness, correctly analyze news information with an objective and dialectical attitude, and lay a solid foundation for the vigorous development of television news media.

The “public” is a general term for important organizations, individuals, and groups existing in the larger social environment. In the current development process, to do television news gathering and editing work well, the first step must be to enable the public to provide feedback on television news program information through effective means and enhance their participation. In the new media era, the emergence and development of various online platforms have effectively expanded information dissemination channels while also bringing new opportunities for the development of television news gathering and editing work. In the traditional television news gathering and editing process, low information effectiveness posed certain obstacles to the development of television news gathering and editing work. In the current development process, television news gathering and editing can effectively shorten the distance with the public by establishing independent public exchange platforms. The public can use different electronic devices to provide feedback on information through exchange platforms, which can not only ensure information accuracy to a certain extent but also guarantee the effectiveness of information acquisition, thereby promoting progress in television news gathering and editing work. Additionally, utilizing public feedback can be achieved through telephone, online platforms, and prize commentaries, enabling public feedback on information. These methods can enhance public participation in television news programs to a certain extent, providing an important guarantee for doing television news gathering and editing work well and promoting the development and progress of television news.

The emergence and development of new media is a product of continuous social development. It meets people’s higher demands for information forms and content but also has a tremendous impact on television news. In this context, television news must learn to view issues with a developmental perspective, respect objective laws of social development, give full play to subjective initiative, summarize shortcomings in news gathering and editing or other work based on analysis of actual conditions, actively apply modern scientific and technological means and models to adjust and optimize its structural system, change traditional thinking patterns and methods, meet people’s diverse demands for news, actively learn advanced gathering and editing skills and management methods, ensure a place in fierce social competition, and guarantee the healthy and stable development of television news.

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

Source: ChinaXiv — Machine translation. Verify with original.