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An Analysis of Creative Techniques for Television Directors in the All-Media Era: Postprint

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Abstract

Against the backdrop of the all-media era, television media is gaining increasing popularity. As people's modes of thinking undergo transformation, various new requirements have been imposed on television directors, presenting a completely new challenge for television media. Consequently, it is imperative to innovate television directing practices to satisfy the audience's spiritual needs and visual enjoyment. This article focuses on analyzing strategies for enhancing television directors' creative techniques within the all-media era context, and proposes new requirements for television directors.

Full Text

Analysis of TV Directors' Creative Techniques in the All-Media Era

Abstract: In the context of the all-media era, television media faces increasingly diverse demands from audiences whose thinking patterns have shifted significantly. This presents a new challenge for television media, necessitating innovation in TV directing to satisfy viewers' spiritual and visual enjoyment needs. This paper focuses on analyzing strategies for improving TV directors' creative techniques in the all-media era and proposes new requirements for television directors.

Keywords: All-media; TV director; Creative techniques

1. The Significance of TV Directors for Television Programs in the All-Media Era

1.1 Directors' Impact on Program Creation Effect

TV directors play an indispensable role in television programs and hold a unique position in television media development. Before producing a program, directors must select materials, draft outlines, and conduct initial filming. This process not only ensures program effectiveness and audience appeal but also accelerates new media development. The popularity of television programs undoubtedly stems from directors' dedicated efforts. For instance, the program *True Story* draws from everyday life to demonstrate human sincerity and life's various conditions. From the audience's perspective, it uses details and stories from viewers' lives to illustrate worldly warmth and understand the meaning of life, evoking resonance through different people's genuine stories. Since everything originates from life, the primary reason for a program's popularity lies in the director's grasp of creative effect.

1.2 Directors' Contribution to Programs

TV directors bear heavy responsibilities, serving not only as program organizers but also providing essential support throughout the entire process—from pre-production material selection to program recording, including intermediate design, layout, and review processes. Therefore, directors occupy a crucial position in television programs. To make programs more appealing to audiences, directors must continuously strengthen their creative techniques and skills. In other words, TV directors are the core figures of television programs, and a program's ratings and broadcast quality depend directly on directors' creative capabilities.

2. New Requirements for TV Directors in the All-Media Era

2.1 Television Media Development with the Times

We now live in a networked era where internet and information technologies are widely applied. Different media forms integrate and combine in the all-media age, providing television with broader development prospects. Consequently, TV directors must advance their work to adapt to this new environment. As core figures in television programs, directors must break away from traditional television media formats to embrace new development trends. Directors should not only establish an all-media mindset psychologically but also combine broadcasting, television, and other media methods to create comprehensive, meaningful television programs. Additionally, directors must enhance program quality through continuous innovation, enabling television programs to better adapt

to the all-media era, satisfy market demands, and allow media enterprises to progress with the times.

2.2 TV Directors Need Higher Creative Capabilities

The rapid development of modern new media is accelerating people's pace of life, while audiences' focus and expectations continuously evolve. Viewers' tastes are constantly elevating, placing increasingly higher demands on programs. Therefore, continuous improvement in program content is essential, requiring changes in both program arrangement and filming techniques. After all, TV directors play a vital role in television programs and must find excellent programs that align with popular interests by experiencing life firsthand and understanding audience preferences. In this information-rich era, TV directors must expand their media horizons to obtain the richest material resources for planning and production. With knowledge updating at an unimaginable speed, directors must continuously enrich their expertise to produce better programs that satisfy audiences' spiritual needs and provide visual enjoyment.

3. Techniques for Improving TV Directors' Creative Level in the All-Media Era

3.1 Strengthening Directors' Professional Quality

In the all-media era, strengthening directors' professional quality can enhance television program quality. In today's rapidly developing internet technology, audiences have more channels for accessing information and knowledge, making it difficult to distinguish the authenticity of online information and potentially confusing viewers' perspectives and judgment. This requires TV directors to integrate and understand information while fully leveraging their capabilities to ensure information authenticity. Directors can design programs based on their perception of news and their media perspective, making television programs more diverse and colorful. Improved program quality leads to greater audience appreciation and support. Directors' personal qualities directly affect program production and filming; excellent director qualities inevitably result in ideal program effects. Furthermore, directors must possess systematic knowledge, which not only accelerates television media development but also presents audiences with good program effects and demonstrates television media's important role in life.

3.2 Improving Innovation Level and Creative Techniques

With continuous information development, TV directors' innovation levels and creative techniques must also improve to ensure more stable and sustained program development. Enhancing creative techniques requires directors to continuously accumulate creative experience and strengthen their media cognition

abilities to produce better programs. Correspondingly strengthened innovation levels can ultimately make television programs more diverse and colorful. While developing innovative techniques, directors must pay attention to program production quality and cannot sacrifice quality for speed. This approach maintains the original meaning of television programs while enhancing their value. Moreover, audiences' spiritual lives have greatly improved, creating higher cultural demands. A good program should enable viewers to empathize, resonate with their own lives, and integrate their emotions with the program content—this marks the success of an excellent program. Therefore, TV directors must excel in this aspect to better disseminate quality programs into viewers' lives. Improving directors' innovation levels and creative techniques can thus enrich and diversify television programs.

3.3 Precisely Positioning Television Program Themes

In most cases, a television program's theme directly affects its quality. Therefore, TV directors must properly establish program themes and do thorough preliminary work to ensure audience interest, spiritual satisfaction, and resonance. During the directing process, directors should continuously disseminate culture based on civilized development principles. To better engage in directing work, directors must investigate audience preferences in advance. Today's diverse program types offer rich variety: entertainment programs allow audiences to enjoy a joyful atmosphere and psychological decompression, while educational programs enable viewers to acquire knowledge and strengthen mutual interaction. These quality programs provide positive guidance, allowing audiences to learn rich knowledge and broaden their horizons through different programs. Therefore, precisely positioning television program themes is crucially important.

3.4 Enriching Interaction Forms and Strengthening Audience Communication

Television program broadcasting requires audience participation and interaction. When watching programs, viewers can express their opinions and perspectives, which actually promotes better program development and enables timely improvement of shortcomings. Modern programs are people-friendly and feature substantial interactive communication, which enhances audience engagement. For instance, current television variety shows always invite guests from different industries, generating strong reactions based on different audience preferences. Audiences can receive substantial information, so enriching interaction forms and strengthening audience communication can better enhance directors' creative techniques, improve program effects, gain audience appreciation, and steer television media toward positive development.

Conclusion

In this era of rapid information development, against the all-media backdrop, we must continuously strengthen TV directors' creative techniques, improve television program quality, and constantly innovate to attract audience attention. While traditional media faces challenges, it can also achieve faster development. After all, program quality determines ratings, and only through continuously improving ratings can we enhance competitiveness.

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