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Quality Enhancement and Business Innovation for Broadcasting Editors in the New Media Era: Postprint

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Abstract

With the in-depth development of network technology and informatization, the modes and channels of information dissemination have undergone significant transformations, leading to increasingly stringent timeliness requirements for news. Against the backdrop of new media, the traditional radio and television industry must pursue an innovative path to achieve development in the fiercely competitive market, breaking free from the constraints and limitations of conventional operational concepts. This entails continuously enhancing editorial competencies and innovating business categories in the new era, thereby providing more valuable news content for the broader audience.

Full Text

Preamble

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Radio and Television Editing Quality Improvement and Business Innovation in the New Media Era

Abstract: With the deepening development of network technology and informatization, information dissemination methods and channels have undergone significant transformation, with increasingly higher demands for news timeliness. In the new media context, traditional radio and television industries must seek innovative paths to survive in fierce market competition, break through the constraints of traditional operational concepts, continuously improve editor quality and innovate business types in the new era, and provide more valuable news content for audiences.

Keywords: New Media Era; Radio and Television Editor Quality; Business Innovation

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Editors constitute a crucial component in the development of traditional radio and television news teams, playing an irreplaceable role in news creation both historically and in the foreseeable future. However, the laws of development are not static; they must evolve with the times and resonate strongly with the era to sustain the journalism industry's long-term progress. Traditional radio and television editors must possess solid political literacy and service philosophy, profound insight and accurate judgment, certain social communication skills, and exceptional artistic appreciation abilities. These qualities enable them to complete interview and editing tasks smoothly during news gathering and production, ensuring that resulting radio and television programs attract maximum audience attention and satisfy people's artistic appreciation and aesthetic needs. In the new media era, beyond requiring all the above professional qualities, new demands are imposed on editors in light of contemporary development needs and characteristics. Only through multi-path development focusing on editor quality improvement and business innovation can radio and television enterprises avoid being eliminated by the times.

1. Problems with Radio and Television Editors in the New Media Era

As the market economy system gradually improves and the market environment matures, competition across industries becomes increasingly fierce. To adapt to this competitive landscape, radio and television organizations have implemented adjustments, updates, and training for editors to help them enhance their comprehensive qualities promptly. However, despite certain improvements achieved through these initiatives, many problems persist under the pressure of rapid new media development. First, influenced by political ideology, many radio and television editors habitually integrate news content too closely with politics in program production, lacking correct understanding of political thought and policy propaganda. This approach not only fails to achieve effective publicity but also creates audience resistance, leading to overall program failure. Second, some editors deliberately exaggerate and employ overly flamboyant presentation styles to create dramatic effects, making entire programs resemble clown performances. This not only fails to deliver accurate news information but also reduces program quality and reputation, seriously affecting the station's image and credibility. Third, some editors mistakenly believe their existing knowledge suffices to create news programs that meet audience needs, unaware

that their current knowledge falls far short of keeping pace with developmental demands. Fourth, many radio and television editors lack imaginative and associative capabilities, cannot complete language organization and news writing tasks within short timeframes, struggle to accurately grasp news content value, and fail to fully excavate news implications, resulting in wasted news resources. These issues prevalent among editors in many radio and television organizations constitute key factors hindering industry progress and represent fundamental differences in professional quality between traditional and new media editors. With the rapid development of the internet, news dissemination methods and technological levels have significantly improved, requiring increasingly extensive knowledge. Therefore, strengthening editors' skill levels and professional qualities through enhanced training and structural knowledge awareness is essential to provide continuous momentum for radio and television industry development.

2. Impact on Radio and Television Industry from New Media

In a market environment where new media represented by internet media and self-media develops rapidly, many radio and television organizations suffer significant market impact due to their failure to recognize the importance of innovative transformation. Many talented young people are attracted to new media markets, with few entering traditional radio and television institutions, creating a shortage of successors for industry development. Analyzing how new media attracts large audiences in short periods reveals several patterns: new media programs originate from user-generated content, including self-filmed and shared short videos that capture audience curiosity to boost ratings; programs created by professional teams for specific user groups that traditional broadcasting cannot provide, allowing viewers to watch anytime and satisfy special needs; and video platforms built by traditional television stations that purchase TV programs and variety shows for online-only broadcasting.

From the rise of radio to television development, and from television to internet and mobile media emergence, news communication media continue innovating, demonstrating that era development promotes new 事物 derivation while people's focus and appreciation habits gradually evolve. New media has capitalized on this characteristic to achieve rapid rise. The impacts on traditional radio and television institutions include: first, impact from online platforms. Network channels disseminate news much faster than traditional media like television, radio, and newspapers, enabling audiences to access news content anytime and anywhere via mobile terminals. This transformation in dissemination speed and channels has led many audiences to abandon traditional news acquisition methods, striking a blow to conventional radio and television institutions. Second, impact from print media. Audiences receiving news through radio and television platforms do so passively, whereas newspapers and electronic books allow repeated reading and selective consumption, providing audiences greater choice and implicitly gaining more support. Third, impact from internal technical

levels. For survival and development, radio and television institutions must cooperate with advertisers, resulting in numerous commercial insertions that affect viewing experience. Additionally, local protectionism limits available programs, constraining radio and television technology development to some extent.

3. Strategies for Improving Editor Quality in the New Media Era

3.1 Cultivating Basic Qualities for Overall News Editing Control

In the new media era, improving radio and television editor quality must begin with cultivating fundamental abilities for overall news editing control. Editors must grasp intrinsic connections between news items, actively participate in pre-production planning activities, guide journalists in correctly gathering relevant news content, and integrate advantageous resources from various aspects. This facilitates comprehensive news content mastery and control, enabling presentation of the most authentic and valuable news to audiences while gradually enhancing editors' knowledge levels, news editing capabilities, and technical skills.

3.2 Enhancing Professional Qualities of Radio and Television Editors

In the new media context, radio and television editors must possess not only traditional professional qualities but also those required of new media editors. These include: the ability to master internet language, particularly when disseminating political news, as conventional discourse and expression methods often confuse audiences. Editors must learn to transform rigid language into vivid, intuitive expressions using plain yet vivid language, enhancing news appeal and influence to make economic and political news programs more watchable. They must develop abilities to integrate and apply new knowledge; in an era of abundant new media talent, only editors with higher professional skills and richer knowledge can provide useful, valuable news information for audiences. They must cultivate capabilities to integrate different media resources, learning to efficiently screen news content to ensure richness and value in both content and form, comprehensively employing various production, editing, and special effects methods to make news presentation more impactful. They must develop abilities to utilize new media technology, actively learning and mastering online knowledge, researching new media business and skills, and updating knowledge reserves. They must enhance data mining and processing capabilities, as media operation and news practice in the new media era rely heavily on data mining, with information integration being fundamental to expanding news dissemination influence. Finally, editors must improve interaction and marketing abilities; participation in interactive segments not only maintains news dissemination 热度 and broad participation but also significantly enhances user experience and stickiness.

4. Business Innovation Paths in the New Media Era

4.1 Actively Promoting Integrated Development with New Media

Active interaction with the internet and promotion of integrated development with new media constitute fundamental approaches for radio and television business innovation. For radio and television organizations, rationally organizing and utilizing news resources from broadcasting stations while leveraging online platforms and human resources for news dissemination is essential. Integrated development between radio/television and new media requires promoting shared information resources and integrating respective human, equipment, and news channel resources for one-time, multi-platform dissemination across radio stations, networks, and mobile terminals. This maximizes the value of individual news items, promotes news dissemination, and enhances competitiveness. Innovating radio and television business through integrated development represents both an outlet for institutions seeking new development paths and a necessary route for new media's long-term development.

4.2 Actively Participating in Program Planning

The primary task of traditional radio and television editors is completing in-depth news processing to maximize dissemination effects. With new media development, exclusive news reporting has become increasingly difficult. To achieve distinctive news dissemination effects, radio and television editors must innovate in news breadth, depth, or reporting angles, which requires active participation in program planning processes. Editors should contribute ideas for creating content-rich, audience-preferred, and colorful radio programs, communicating with staff across departments to determine news reporting angles, hot topics, and formats, thereby promoting enhanced news planning capabilities and continuous improvement in program innovation levels.

5. Conclusion

In summary, this article analyzes problems facing radio and television editors and impacts on the industry in the new media era, explores the essence of these problems and impacts, and proposes strategies for editor quality improvement and business innovation paths. These recommendations aim to help radio and television editors correctly understand their external environment and the necessity of business innovation, seeking development paths for traditional radio and television enterprises amidst continuous new media development and multimedia integration to ensure sustainable development of radio and television media.

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