

Characteristics and Innovations in Television News Gathering, Editing, and Planning in the New Media Environment: Postprint

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Abstract

New media technology has posed certain challenges to traditional media. In the new media environment, television news gathering, editing, and planning have undergone significant transformations. This paper analyzes the new media environment, elucidates the characteristics of television news gathering, editing, and planning, and briefly introduces innovative approaches for both in the new media environment, aiming to promote the further development of television news.

Full Text

Research on the Characteristics and Innovation of TV News Gathering, Editing, and Planning in the New Media Environment

Abstract: New media technologies have presented significant challenges to traditional media. In the new media environment, TV news gathering, editing, and planning have undergone substantial transformations. This paper analyzes the new media environment, examines the characteristics of TV news gathering, editing, and planning, and proposes innovative strategies for these processes within the new media context, aiming to advance the further development of TV news. As new media technologies continue to evolve, traditional TV news gathering, editing, and planning can no longer satisfy contemporary audience demands for news information. Therefore, in news gathering, editing, and planning, it is essential to understand and analyze audience characteristics within the new media environment, leverage the advantages of new media [1], address practical challenges that emerge in these processes, and thereby fully realize the important functions of news information. In traditional TV news dissemination, audiences played a relatively passive role [4], serving merely as recipients. In

the current online media landscape, however, anyone can publish their observations and experiences on the internet, leading to a fundamental transformation in the audience's role. The proliferation of channels for receiving and publishing information has transformed TV news dissemination methods. Moreover, China currently has over 700 million internet users, a number that continues to grow steadily. As any internet user can publish news online, the volume of information has grown exponentially, creating an enormous workload for TV news gathering and editing personnel.

Keywords: New media environment; TV news; Gathering and editing; Planning

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1. Overview of the New Media Environment

The concept of new media has not yet been definitively established. New media is primarily defined in contrast to traditional media, and in a broad sense refers to all media forms other than traditional media. New media generally includes online media, mobile media, digital television, digital newspapers and magazines, internet radio, and various other forms [2]. In essence, new media is digital media. Therefore, UNESCO defines new media as “media that use digital technology as a foundation and networks as a carrier for information dissemination” [3]. The new media environment is the media ecosystem supported by contemporary new media technologies. Since the new media environment primarily uses networks as a carrier, information in this environment can transcend temporal and spatial boundaries. As an important component of traditional media, TV media must undergo innovation and development to meet the specific needs of audiences in the new media environment and further achieve information resource sharing.

2. Characteristics and Innovation of TV News Gathering and Editing in the New Media Environment

2.1 Characteristics of TV News Gathering and Editing Work

Gathering and editing constitute the most critical aspect of TV news. The essence of gathering and editing is the process of collecting and organizing news information, comprising two primary components: gathering and editing. News gathering involves investigating, collecting, and researching news information, while news editing primarily involves integrating and compiling the gathered information. In TV news, gathering and editing work significantly impacts the authenticity of news information. Therefore, to adapt to the new media environment, the content and methods of TV news gathering and editing should be innovated to enhance TV news quality.

2.1.1 Huge Volume of News Gathering and Editing Information With the development of information technology, news information has transitioned from traditional forms to online dissemination. On the internet, hundreds of millions of pieces of information are exchanged daily, significantly expanding the scope of information dissemination and making information categories more complex. At the same time, traditional TV news dissemination featured a relatively passive audience identity [4], with the public merely serving as recipients. In the current online media environment, however, anyone can publish their observations and experiences on the internet, leading to a fundamental transformation in the public's role. The proliferation of channels for receiving and publishing information has transformed TV news dissemination methods. Moreover, China currently has over 700 million internet users, a number that continues to grow steadily. As any internet user can publish news online, the volume of information has grown exponentially, creating an enormous workload for TV news gathering and editing personnel.

2.1.2 Diversity of News Information Carriers Traditional news information dissemination generally occurred through channels such as television, radio, newspapers, and magazines. In the new media environment, these traditional dissemination carriers can no longer meet public needs for news information, and such dissemination methods constrain the further development of the information society. The popularization of network information technology has gradually shifted information carriers toward more comprehensive and three-dimensional directions, with news dissemination carriers possessing high diversity. For example, the public can obtain information from Weibo, WeChat, news websites, and news applications. Since news information dissemination carriers have changed, they inevitably necessitate a series of transformations in TV news gathering and editing requirements, weakening the influence of traditional TV news. Therefore, TV news gathering and editing work should be continuously innovated and developed to meet the needs of the new media environment.

2.1.3 Separation of Information Collection and Editing Due to significant changes in news information dissemination carriers in China, the content of gathering and editing work has also transformed. After news gathering personnel collect and preliminarily organize news information, it is transferred to the editing department for integration and compilation. In other words, the work of news gathering and editing has become separated. The reason for this separation is the excessively large volume of news online. According to surveys, over 90% of domestic news information is disseminated through Weibo and WeChat [5], meaning that almost all news is spread online. Consequently, all major traditional media outlets conduct real-time news updates on their official Weibo and WeChat public accounts, resulting in excessive workload in news gathering and editing and leading to the separation of information collection and editing work.

2.2 Innovation in TV News Gathering and Editing

2.2.1 Content Innovation Due to the continuous development and popularization of new media, the public's access to news information has broadened, gradually weakening the status and influence of traditional media. This presents new challenges for TV news gathering and editing work. Therefore, TV news gathering and editing personnel should emphasize content innovation. Since every audience member can access various news information online, to make TV news information stand out, gathering and editing personnel must employ new perspectives and methods to collect and edit news information, thereby expanding the dissemination scope of TV news and enhancing its influence.

2.2.2 Language Innovation Analysis of current TV news language reveals that outdated language forms make it difficult for some young audiences to accept. To change this situation, news information language should be actively innovated to give TV news language contemporary and personalized characteristics, thereby attracting diverse groups of viewers. Additionally, news language should be accurate and concise, particularly news commentary, which should control its rhythm and pace to enable audiences to quickly understand the main ideas of news stories, further expanding the TV news audience base.

3. Characteristics and Innovation of TV News Planning

3.1 Characteristics of TV News Planning Work

News planning involves overall adjustment and processing of news information after gathering and editing, extracting news points from the information, and designing and planning the reporting of these points to enable sustainable development of news information. Thus, TV news planning is extremely important. Through planning, news information can be optimized to achieve expected effects in news dissemination and promotion. In the new media environment, the content and methods of TV news planning have transformed. To meet contemporary public demands in the new media era, methods of TV news planning should be actively researched and innovated to coordinate with news gathering and editing work, thereby enhancing news influence.

3.1.1 Timeliness of News Planning As is well known, news information is highly time-sensitive. From the moment breaking news occurs, news information should be gathered and planned to deliver it to the public as quickly as possible. Due to the popularization and development of online self-media, many people publish news through their own new media when events occur, compromising the timeliness of TV news [6]. In light of this, news planning staff should continuously hone their professional skills to evaluate and predict news in the shortest possible time, thereby adjusting news content, structure, and dissemination methods to ensure TV news maintains its necessary timeliness.

3.1.2 Amplification Effect of News Planning When covering people's livelihood topics, TV news often employs amplification and close-up approaches in planning. This method can fully explore livelihood news for in-depth reporting, helping the public achieve comprehensive understanding and improving news dissemination effectiveness. Additionally, in news planning work, the human-centered principle should be followed, with the audience as the main body, respecting and understanding their actual needs to enhance the effectiveness of county-level news.

3.2 Innovation in TV News Planning

3.2.1 Planning Angle Innovation The planning angle is the perspective from which staff, based on their overall grasp of news information, identify the most suitable entry point and focus for news stories. Different planning angles chosen by TV news planners result in different forms and content of TV news, leading to certain differences in outcomes. Therefore, the planning angle is crucial in planning work. To promote the further development of TV news, traditional planning angles should be innovated to make TV news distinctive, thereby stimulating audience interest and enabling news content to stand out among numerous media reports.

3.2.2 Layout Form Innovation The layout form of TV news directly affects audience impressions. Since modern society offers extensive access to and sources of news information, planning staff should attach greater importance to layout form planning, enabling TV news layout to keep pace with the times. News information should be selected appropriately and combined innovatively. In the processes of information processing, production, and integration, the basic needs of the public for TV news should be incorporated to fundamentally improve TV news broadcast effects and promote the development of TV news planning.

In summary, the new media environment presents both opportunities and challenges for TV news gathering, editing, and planning personnel. Therefore, news gathering, editing, and planning staff should adapt to social development, align their work with the actual needs of the public, innovate and transform traditional gathering, editing, and planning methods, improve TV news information quality and standards, expand the scope and influence of news dissemination, and thereby promote the healthy and stable development of TV media.

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

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