

Analysis of the Application of New Media Technology in Television News Gathering and Editing (Postprint)

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Abstract

With economic development and social progress, new media is evolving at a rapid pace, a situation that has exerted certain impacts on traditional television news. Therefore, under these new circumstances, television news gathering and editing operations should undergo comprehensive improvement to enhance editorial efficiency. In contemporary television news programming, the key objective of television news development centers on boosting attention and audience appeal, innovating television news gathering and editing practices, and exploring a sustainable development pathway.

Full Text

Application Analysis of New Media Technology in TV News Gathering and Editing Work

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Abstract: With economic development and social progress, new media is evolving at a rapid pace, creating significant impacts on traditional television news. Consequently, TV news gathering and editing operations must undergo comprehensive improvement to enhance editorial efficiency. In contemporary television news programming, the primary development objective centers on increasing audience attention and appeal, innovating news gathering and editing practices, and exploring a sustainable development path.

Keywords: New Media Era; Television News Gathering and Editing Work; Current Situation; Specific Measures

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In the information age, television news remains one of the primary means through which people obtain information in China's media landscape, covering extensive fields such as politics, economy, and culture. However, the diversification of news dissemination formats in the new media environment has posed significant challenges to news editors. Therefore, editorial staff must possess strong political acumen and a solid grasp of national political guidelines and policies. They should be able to identify which policies relate to news events and provide informed perspectives on political and economic issues.

1. Characteristics of TV News Gathering and Editing Methods in the New Media Era

In the new media era, TV news gathering and editing should center on meeting audience needs. This involves understanding viewer interests across different age groups, analyzing audience demographics, and ultimately providing relevant news materials. In today's society, information exhibits increasingly complex characteristics with diversified presentation methods. Consequently, editorial personnel must enhance their professional knowledge and master communication techniques comprehensively. Additionally, they must understand news sensitivity and focal points according to the features of online dissemination.

2. Professional Qualities Required of News Gathering and Editing Personnel

2.1 Professional News Theory and Operational Techniques

Television news professionals should possess rich theoretical knowledge and practical operational skills. Only with these competencies can they resolve work challenges and ensure smooth operations—qualities essential for the profession. In other words, editorial workers must master news gathering methods and identify effective channels for obtaining information. This enables them to comprehensively organize news material and employ skilled technical means to produce high-quality television news programs that truly serve the public interest.

2.2 Comprehensive Qualities that Keep Pace with the Times

News is characterized by timeliness, a defining feature of information media. Editorial personnel must maintain forward-thinking awareness that evolves with the times, enabling them to integrate practical information effectively and highlight news timeliness. Essentially, television news programs reflect social reality; their content relates to people's vital interests and encompasses numerous fields,

including politics, economy, and culture, all of which constitute important components.

3. Current Challenges Facing TV News Gathering and Editing Methods in the New Media Era

3.1 Challenges from Online Media

With rapid economic and social development, computer network technology has become widely utilized, occupying a crucial position in information dissemination. It breaks temporal limitations, enabling people to access news information anytime—a characteristic that television news lacks. Furthermore, using animation to comprehensively package news for online platforms represents a format unavailable to television news. Under current circumstances, the comprehensive dissemination of news through computer networks creates competitive pressure for television gathering and editing while significantly impacting television news transmission.

3.2 Severe Challenges from New Technologies

With the rapid development of computer network technology, new media forms have emerged endlessly, such as WeChat and Weibo. Fresh events can be instantly disseminated through social circles. WeChat's information dissemination offers convenient advantages—mobile devices only require a data connection to browse news events comprehensively.

3.3 Relative Lag in TV News Programs

The rapid development of network technology and the continuous emergence of new media forms like WeChat have significantly impacted the channels through which television news obtains and disseminates information. Comparatively, some new media forms possess greater appeal than television media and feature faster dissemination speeds, enabling more timely information access. For certain news, social media outpaces television news programs, allowing people to gain comprehensive understanding in advance.

3.4 Generalization of Program Information

Due to the extensive sources of new media information, its content has certain questionable aspects. Traditional media, however, possesses inherent advantages in authority and credibility. Therefore, traditional media should effectively leverage these strengths.

3.5 Lack of Personalization

Some editorial workers fail to prioritize audience perspectives, cannot fully understand viewer interests, and neglect to consider audience feelings and

aesthetic needs, ultimately unable to meet personalized demands objectively. In the new media era, television news gathering and editing should feature diversification—meaning programs should present diverse characteristics. Audience diversity across age groups should manifest as personalization. However, in reality, achieving comprehensive personalization is genuinely difficult when relying solely on one-way communication modes, leaving most audiences in a passive position. Television news still centers on traditional commentary reporting, unable to fully display individual differences in audience age and occupational characteristics.

4. Specific Strategies for TV News Gathering and Editing Methods in the New Media Era

With rapid technological development, traditional television news gathering and editing must make relevant changes to better meet contemporary demands and fully demonstrate innovation. Additionally, news editorial workers should recognize their deficiencies and improve professional competence from multiple perspectives.

4.1 Comprehensive Innovation of News Gathering and Editing Concepts

Innovation requires news gathering and editing workers to inject greater vitality into their work. Only by infusing work with vitality can sustainability and stability be ensured. To achieve comprehensive innovation, the underlying concepts must be reformed. Overall, television news gathering and editing comprises two key aspects: news collection and information editing. Problems in either aspect will affect program production. Since television news programs are common among the masses, editorial processes should connect news forms and categories with people's lives. Furthermore, editors should improve content quality. Television news credibility holds an important place in public perception, so traditional media should leverage this advantage to expand its influence.

4.2 Leveraging Traditional Media Advantages

Television news gathering and editing professionals should prioritize news authenticity, uncover social events and their essence from unique perspectives, and express authentic voices through direct methods to win audiences. Additionally, they should actively implement news verification systems to eliminate fake news and ensure material reliability.

4.3 Improving Comprehensive Qualities of Editorial Staff

Television news gathering and editing personnel should proactively enhance innovation awareness. Only with such awareness can they transform thinking patterns and truly improve news quality. In the new media context, editorial

staff should think comprehensively from multiple perspectives or analyze news specifically from particular angles. Therefore, cultivating innovative thinking abilities is essential to discovering valuable news works that audiences appreciate.

5. Conclusion

In summary, new media has impacted television gathering and editing work, posing challenges to traditional practices. Therefore, editorial personnel must improve their comprehensive qualities and bravely meet these challenges to better accomplish their work.

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