

Diversified Postprints in Television News Editing in the New Media Environment

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Abstract

With the continuous development and advancement of network information technology, the new media environment is becoming increasingly diversified. In this macro context, television news editors have access to an ever-growing number of communication channels and information gathering pathways. In addition to utilizing traditional television media, emerging mobile media, online media, and other platforms can all serve as “valuable assistants” for television news editors. Television news editing will inevitably develop toward diversification. This paper will discuss the necessity of diversified development in television news editing and explore strategies for the diversified development of television news editing based on the new media environment.

Full Text

Diversification of TV News Editing in the New Media Environment

Abstract: With the continuous development and advancement of network information technology, the new media environment has become increasingly diverse. In this context, TV news editors now have access to a growing array of communication channels and information gathering methods. Beyond traditional television media, emerging mobile and online media platforms can all serve as valuable tools for TV news editors. Consequently, TV news editing must inevitably evolve toward diversification. This paper discusses the necessity of diversified development in TV news editing and explores strategies for achieving this diversification in the new media environment.

Keywords: new media environment; TV news editing; diversification

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In today's new media environment, television news media's once-unquestioned dominance in news reporting has been profoundly challenged, and its inherent advantages are gradually diminishing. Therefore, to achieve stable development of TV news editing in this new landscape, pursuing a path of diversification, exploring more innovative editing approaches, and enhancing the freshness and communicative influence of TV news editing have become critical practical issues. Based on this, this paper focuses on analyzing and researching the diversification of TV news editing in the new media environment.

2. Strategies for Diversifying TV News Editing in the New Media Environment

2.1 Diversification of Editing Content

The long-term development of TV news editing in the new media environment must begin with transforming editing content to maximize diversity, employing various entry points and perspectives to achieve comprehensive coverage of news stories. This means that beyond the traditional focus on people's livelihood issues and international affairs, TV news editing must incorporate a wide range of social issues, anecdotes, and stories of good deeds into its content scope. However, even in the new media environment, television news still maintains relatively high credibility and authority in news reporting, which must be preserved to the greatest extent possible. To this end, TV news editors should avoid emulating "clickbait" tactics that use vulgar content or exaggerate facts to attract attention. Instead, they should strengthen the correct guidance of public opinion while continuing to leverage their authority and credibility, effectively meeting the diverse news consumption needs of audiences. For instance, CCTV's "Morning News" program has implemented diversified reforms in its editing content by actively employing a commentator mechanism. While reporting news, the program invites experts to provide analysis, commentary, and in-depth interpretation based on actual circumstances. Simultaneously, it encourages netizens to actively participate in discussions about news stories and related topics by scanning QR codes displayed on the television screen. During their commentary, experts can delve deeper into viewpoints and content based on questions and comments from netizens, thereby enhancing news value while strengthening communication and interaction with audiences and increasing the program's appeal to younger demographics.

2.2 Diversification of Editing Forms

In addition to diversifying content, the long-term stable development of TV news in the new media environment also depends on diversifying editing forms. Currently, central news channels and various local news stations and programs have widely adopted combined editing and reporting forms that include tele-

phone interviews, audio news reports, live video broadcasts, and scrolling text at the bottom of the screen. These approaches enhance the integration of visual and auditory elements, fully engaging audience senses to improve their viewing experience. However, in the new media environment, the emergence of various media platforms has intensified competition, requiring TV news to continue diversifying its editing forms to enhance core competitiveness and capture greater market share. For example, CCTV's "News Live Room" once struggled with traditional TV news editing forms and lost a significant portion of its audience. Later, the program's editors launched an online questionnaire to understand specific audience needs. The survey revealed that due to accelerating life rhythms, audiences had less time to watch TV news programs and had grown weary of the unchanging editing forms of traditional television news under the "bombardment" of various emerging media. In response, the editorial team quickly held meetings to discuss changing editing forms and program style. The revised "News Live Room" effectively addressed the current "fragmented" nature of news information by using short headlines and keywords to concisely summarize entire news stories, greatly improving audience efficiency in receiving news content. Additionally, during in-depth analysis and interpretation of domestic and international current affairs, the program employed 3D animation technology to virtually present three-dimensional holographic images, which could be adjusted and transformed through gestures by hosts or commentators, thereby significantly enhancing the program's visual effects.

2.3 Diversification of Content Arrangement

Due to its special nature, TV news has very high demands for timeliness, requiring editors to quickly identify hot news topics, assess situations, and reasonably arrange content by selecting headline news according to importance and urgency to directly and accurately convey the television news media's intended message. Beyond this, diversified content arrangement also requires editors to properly balance "hard" and "soft" news, appropriately interspersing soft news such as anecdotes after large amounts of serious domestic and international political news to prevent audience fatigue. For example, recent episodes of "News Broadcast" have been playing soft content after the main program, such as short videos of beautiful scenery from various regions or images of people enjoying flowers and outings. This approach maintains the coherence of TV news while greatly enhancing its diversity and flexibility.

2.4 Diversification of Brand Building

In the new media environment, single-form TV news clearly cannot compete with diverse emerging media and other news programs. Therefore, TV news editing must also establish diversified brands, using brand power to deepen reporting depth and improve TV news quality. For instance, after Beijing Television established its ground news channel, various provincial television stations across China followed suit, establishing the basic framework of TV news edit-

ing brands. Under brand influence, local news reporting has gradually evolved from single news broadcasting to TV news programs and content discussions, with some TV news columns even employing debate formats, making the TV news editing pipeline more complete and smooth. As we can see from previous network survey analysis, younger demographics generally do not regularly watch TV news programs, and different audience groups have different concerns. Therefore, by building diversified TV news column brands in the new media environment, specific guidance can be provided for broad audiences, meeting their diverse news needs as much as possible.

3. Conclusion

In summary, TV news in the new media environment faces both opportunities and challenges. The key to achieving long-term stability lies in leveraging its advantages of authority and credibility, continuously strengthening diversification in TV news editing content, editing forms, and content arrangement, establishing diversified TV news brands, and creating more time-sensitive programs that are welcomed and loved by audiences. This also requires practitioners to continuously summarize and accumulate work experience, actively learn more advanced TV news editing concepts and methods, so that TV news can better adapt to the new media environment and radiate with new vitality.

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

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