

Research on Broadcasting News Planning Based on Innovative Thinking (Postprint)

Authors: Li Gang

Date: 2023-10-08T00:00:00+00:00

Abstract

Planning plays a crucial role in radio and television news programs; high-quality planning directly translates to high-quality programs. With the development of the times and societal progress, planning professionals have integrated innovative thinking into the news planning process, substantially enhancing the recognition of such approaches. The application of innovative thinking has markedly improved the quality of radio and television news planning and effectively broadened audience reach. Accordingly, this paper presents an in-depth exploration of radio and television news planning through the lens of innovative thinking, aiming to offer valuable insights.

Full Text

Research on Radio and Television News Planning Based on Innovative Thinking

Abstract: Planning plays a crucial role in radio and television news programs—high-quality planning directly translates to high-quality programs. With the development of the times and social progress, planners have increasingly applied innovative thinking to the news planning process, significantly enhancing its recognition. The quality of radio and television news planning has markedly improved through the use of innovative thinking, substantially expanding audience reach. This paper therefore conducts an in-depth exploration of radio and television news planning under the framework of innovative thinking, aiming to provide valuable references for practitioners.

Keywords: Radio and television news; planning; innovative thinking

Chinese Library Classification: G229.25

Document Code: A

Article ID: 1671-0134(2017)09-079-02

DOI: 10.19483/j.cnki.11-4653/n.2017.09.025

Author: Li Gang

News programs represent a vital format in radio and television. The rapid development of the internet has strongly impacted the status of traditional mass media, posing significant challenges to radio and television outlets. Today's audiences possess considerably higher cultural levels and critical appreciation abilities. If radio and television news continues to rely solely on conventional methods to attract viewers, it will hinder the development of radio and television media and even threaten their survival. Therefore, to gain broader audience recognition, radio and television news must innovate its planning approaches.

1. Overview and Principles of Radio and Television News Planning

When a news event occurs, it carries specific reporting requirements, and television programs have their own particularities. These two factors demand careful attention from journalists when planning radio and television news coverage. To ensure comprehensive communication strategies, planners must thoroughly analyze the content of news events beforehand and develop a clear understanding of reporting structures and approaches. Through meticulous planning, news dissemination effects can be significantly enhanced. Radio and television news planning enriches program content and maximizes both economic and social benefits. Since the dissemination of radio and television news programs directly affects planning outcomes, maintaining planning quality is critical, requiring adherence to two fundamental principles throughout the process: journalistic objectivity and correct guidance of public opinion. The former requires journalists to refrain from distorting or fabricating facts, grounding all planning and creative activities firmly in news reality. The latter demands maintaining correct ideological direction in news planning, guiding audience thinking and psychological responses in a positive direction through news reporting [1].

2.1 Fabrication

Currently, some journalists hold a narrow understanding of news planning, fabricating news events and neglecting factual authenticity, thereby gradually eroding the intrinsic value of news dissemination and severely undermining the development of radio and television journalism. For instance, a news story claiming "A rice noodle shop on Kaiyuan Road in Pingdingshan uses corpse oil to make noodles and enjoys booming business!" caused a tremendous uproar when published on an online media platform. The exposed noodle shop went from thriving to deserted overnight. However, subsequent police investigation confirmed the news as false information, and such fabricated reporting generated serious negative social impacts. This misinformation primarily emerged from jealous competitors in the noodle shop business who fabricated the fake news to undermine the shop's success, yet such hype had already caused severe adverse social effects.

2.2 Deliberate Arrangement

Some news planners, driven by self-interest, carefully orchestrate and deliberately stage pseudo-events at specific times that hold no news value, primarily aiming to secure media coverage. Common examples include orchestrated demonstrations and building inauguration ceremonies. Such news fundamentally violates principles of journalistic objectivity and authenticity, easily misleading audiences and harming public interests.

2.3 Blind Hype

News hype disregards the principles of truthfulness, accuracy, and fairness in reporting, using unethical means such as exaggeration and distortion to conceal facts, or even resorting to extreme tactics (fabrication, sensationalism) to create sensational effects for personal gain. Blind hype has become pervasive in radio and television news planning. For example, several years ago, various media outlets successively reported a story about “a stepmother brutally beating her six-year-old stepdaughter,” which sparked considerable controversy upon broadcast, with widespread condemnation of the stepmother. However, subsequent police verification revealed the story as false reporting, and such baseless news coverage caused serious negative social impacts.

3.1 Adhering to Principles of Radio and Television News Program Planning

When planning radio and television news programs, journalists must analyze elements related to the program, which should be based on the characteristics presented by television programs, including news event content and pre-production requirements. This enables clear understanding of how to conduct reporting, formulate scientifically sound dissemination strategies, and prepare in advance to effectively prevent unexpected situations during program transmission [2]. High-quality radio and television news planning inevitably leads to high-quality program transmission; well-planned news naturally attracts high audience ratings. Without scientific and rational planning, news loses its most reliable foundation. Radio and television news program planning must adhere to three principles: objectivity, audience-first orientation, and guiding public opinion. The objectivity principle requires reporters to present events impartially without personal bias, ensuring sufficient facts and fairness. The audience-first principle prioritizes audience needs at all times, striving to capture their attention through innovative thinking in planning. The guiding public opinion principle requires media professionals to shoulder the responsibility of correctly directing public discourse, fully leveraging their role in shaping public opinion.

3.2 Requiring Creative Thinking from Planners

Currently, radio and television news programs are primarily disseminated through broadcast frequencies and television news channels. With diverse program types and reasonable scheduling, Chinese audiences prefer obtaining information and news through television news, necessitating careful content selection that ensures both reliability and rational analysis supplemented by appropriate commentary. This explains why news programs hosted by Bai Yansong consistently achieve high ratings. Therefore, planning news programs first requires planners to possess exceptional professional competence. Taking “The Voice of China,” a music commentary program jointly produced by Star Media and Zhejiang Satellite TV, as an example: since its broadcast, it has garnered widespread audience acclaim. This program represents China’s first television production using a separation-of-production-and-broadcasting model, holding significant practical implications. Consequently, news program planning requires planners to employ creative thinking, demonstrated through topic selection, content, reporting formats, and media perspectives. Planners must possess innovation capabilities and consciousness; without these, produced programs often prove unsatisfactory, failing to gain public recognition and falling short of expected economic and communication effectiveness.

3.3 Using Innovative Thinking for News Program Planning

Presently, radio and television programs are becoming increasingly diversified, yet most follow the same pattern, lacking originality [3]. For television news programs to gain broader audience acceptance and maintain vitality, they must start with news planning, fully applying innovative thinking throughout the process and manifesting it in multiple aspects such as material selection, topic choice, and content. This ensures created programs capture audience attention and achieve optimal dissemination effects. For instance, “News 60 Minutes,” a large-scale live news program on Henan Satellite TV, has generated tremendous response since its 2016 launch. Focusing on people and events around the public, it conducts in-depth reporting on valuable news, revealing little-known details behind events and personalities through journalists’ thorough interpretation. Since its launch, the program’s novel presentation format and news content combining depth with human interest have maintained consistently high ratings.

3.4 Innovating in Topic Selection and Motivation

Currently, China’s radio and television news planning generally suffers from stale content and monotonous formats. Planners should avoid outdated and conventional topics whenever possible, fully reflecting their creative intentions to ensure novel subject matter [4], while emphasizing innovative reporting and interviewing methods and applying innovative thinking to production techniques, resulting in news programs with fresh and distinctive content. Simultaneously, planners must break away from outdated work patterns, enriching program con-

tent to gain audience acceptance. Additionally, motivation requires innovation. Previously, planners were primarily motivated by superficial desires for money, power, and praise. Innovating planning motivations expands planners' creative space, allowing them to adopt independent production models and subsequently apply appropriate incentive mechanisms. This enables full utilization of planners' talents, satisfies their higher-level needs, lends personal style to planning, and produces superior news planning.

3.5 Strengthening Innovative Consciousness of News Planners

During news program planning, most planners suffer from insufficient innovative consciousness, often constrained by news events themselves, unable to consider news events comprehensively from the program's overall perspective, neglecting content beyond the events, and failing to conduct in-depth excavation. Consequently, audiences are presented with either stale, recycled stories or superficial coverage. News planners must further strengthen their innovative consciousness, moving beyond the confines of news events themselves, opening their thinking, fully excavating event connotations, and basing their work on the program's overall framework to plan novel and compelling news programs that enhance market competitiveness. For example, as a legal education program, CCTV's Legal Channel launched "News Legal Drama" that recreates cases in television and film formats supplemented by host analysis, creating strong program originality.

4. Conclusion

In summary, stale content and monotonous formats represent common problems in China's current radio and television news planning. This necessitates that radio and television news planning actively employ innovative thinking in the future, improving planning standards while conducting more internal cooperative exchanges and activities to gain broader audience recognition for planned programs and better meet the demands of radio and television news.

References [1] Shen Yue. Innovative Thinking in Radio and Television News Planning Under the New Media Context [J]. New Media Research, 2016, 2(09): 116-117.

[2] Tian Chuqiao. Innovative Thinking in Radio and Television News Planning [J]. West China Broadcasting & TV, 2016, (02): 86-87.

[3] Tong Lijun. Impact of Humanistic Nursing on Schizophrenic Patients [J]. World Latest Medicine Information, 2016, 16(06): 224, 227.

[4] Zhang Hangzhou. Exploration of Innovative Thinking in Radio and Television News Planning Under New Media Environment [J]. New Media Research, 2015, 1(03): 35-36.

[5] Zhang Xiaoning. Discussion on Innovative Thinking in Radio and Television News Planning [J]. Public Communication of Science & Technology, 2015,

7(02): 85, 83.

Author Affiliation: (Author's affiliation: Pingdingshan Radio and Television Station, Henan Province)

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

Source: ChinaXiv — Machine translation. Verify with original.