

Creative Techniques of Television Directors in the Media Convergence Era: Postprint

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Abstract

With the further development of network information technology, China has entered the era of media convergence. This era imposes more stringent requirements on the creative skills of television directors, who must possess higher qualifications and capabilities to master more creative skills and play a significant role in the development of television media. Therefore, as competition continues to intensify, television directors must continuously enhance their creative skills to provide more excellent television programs and works for the vast audience of television enthusiasts, thereby maximizing the satisfaction of people's spiritual needs. This paper primarily analyzes the creative skills of television directors in the era of media convergence.

Full Text

Preamble

Research on Creative Techniques of TV Directors in the Media Convergence Era

Abstract: With the further development of network information technology, China has entered the era of media convergence. This era imposes more stringent requirements on the creative techniques of TV directors, who must possess higher qualifications and capabilities to master diverse creative skills and play a vital role in the development of television media. Therefore, as competition intensifies, TV directors must continuously enhance their creative techniques to provide outstanding television programs and works that maximize satisfaction of people's spiritual needs. This paper primarily analyzes the creative techniques of TV directors in the media convergence era.

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With the continuous development of digital technology, different media types have effectively integrated, creating broader development space for television media while simultaneously demanding higher standards from TV directors. In television production, directors must not only plan and coordinate the entire creative process but also execute operational functions, which critically impacts program quality. Under these circumstances, TV directors should adopt measures to continuously improve their qualifications and capabilities to master more innovative techniques. This will enhance the quality and standards of television media, enable audiences to enjoy better programs, and further promote the development of China's television industry.

1. The Role of TV Directors in Television Programs

TV directors serve as the core creative force in television programming, playing a leading role in unified planning of the entire production process. They must not only chart the direction of programs but also understand the complete business processes of television media, actively confronting the challenges and tests of the information age to transform their current thinking patterns, acquire more knowledge, and gain greater experience to learn advanced creative techniques. Simultaneously, directors should maintain team consciousness during creation, listening to diverse opinions and facilitating timely communication and exchange to ensure everyone's participation in the creative process. This approach fosters innovation in creative techniques and propels further development of television media.

TV directors not only create numerous works but also translate these works into televisual form, demonstrating that their role permeates the entire creative process. Thus, TV directors hold crucial importance from initial creation through filming to final broadcast. Only by continuously understanding the primary responsibilities and functions of TV directors within television media can we further analyze the creative techniques employed in the media convergence era.

2. Requirements for TV Directors in the Media Convergence Era

As digital and network technologies continue developing and advancing, significant transformations have occurred both within and beyond the media industry. Currently, humanity has entered the information age, which has substantially elevated people's aesthetic capabilities and comprehensive qualities. Most individuals continuously upgrade their aesthetic standards, focusing on appreciating the external world and transforming their own destinies while intensifying their pursuit of spiritual culture. To a considerable extent, these developments

critically impact and influence the further development and transformation of television media. If television media seeks broader development space, it must fundamentally transform its creative concepts, program types, and stylistic approaches.

3. Essential Qualities for TV Directors in the Media Convergence Era

From preparatory work through post-production compositing, TV directors must ensure quality throughout the entire process. Without strong qualifications and capabilities, they cannot guarantee program quality, which consequently reduces audience support rates. In the media convergence era, TV directors should possess the following qualities.

3.1 Continuously Broaden Media Vision

With the maturation of network information and technology in recent years, people's access to information channels has become increasingly diversified. This trend demands that television media directors continuously innovate, staying at the forefront of the information technology era with broader media vision, acute news insight, and strong social responsibility to grasp the latest, most attractive, and richest news dynamics and resources in the first instance. After analyzing and understanding these resources, they can determine program content and themes based on analytical results, fully utilizing cutting-edge information to design program schemes that better suit popular tastes and deliver the most exciting content, thereby creating television programs with rich and engaging content for broad audiences.

3.2 Maintain a Rich Knowledge Base

China is a nation with 5,000 years of traditional culture that values knowledge acquisition and accumulation. Moreover, the pace of knowledge renewal continues accelerating with societal progress. Without continuous learning, individuals are quickly eliminated by the era and society. As television directors who aim to continuously deliver exciting programs to audiences, they must possess extensive knowledge. Beyond knowledge directly related to television programming, they should also understand other fields and stay informed about current hot topics. Only then can they enrich program content, keep pace with television media development, create more attractive television programs, achieve healthy and sustainable innovative development, and enhance professional standards.

3.3 Master the Art of Media Communication and Technology

The advancement of internet information technology has ushered the media into an era of large-scale information integration, with all kinds of information flooding the landscape. Past television programs can no longer satisfy current

audience demands; viewers require more novel and richer program content, eager to see diverse presentation forms on television. Therefore, when designing television programs, directors should study and draw lessons from current popular media creation forms and content, adopting new methods and techniques to design television programs and renew and enrich program content and presentation forms. This approach creates richer, more novel television programs for audiences, retains their attention, and continuously improves program ratings.

Consequently, TV directors should also learn media communication skills and arts to expand program visibility. The current era represents a major convergence of internet media and information technology, where everything can be created and everywhere contains program materials and vitality. Amidst this transformation, television programs have undergone numerous innovations and reforms, experiencing earth-shaking changes. Television programs increasingly play important roles in information transmission. Therefore, besides learning program creation techniques, TV directors must also understand audience appreciation needs and content requirements, innovating and enhancing program artistic expression, enriching content, and improving their creative capabilities.

4. Creative Techniques for TV Directors

4.1 Determining Primary Program Content

Audience evaluation plays a crucial role in determining program quality. Therefore, when selecting program content, directors must constantly monitor audience needs. Most television viewers watch programs to satisfy cognitive needs, find identity, express emotions and feelings, and ultimately achieve emotional sublimation and physical-mental pleasure. TV directors must always remember this, grasping audience emotions and appreciation needs during specific periods to maximize satisfaction of these needs. Simultaneously, program content must be filled with positive energy, lead contemporary trends, and prioritize building a spiritual civilization society.

4.2 Strengthening Audience Interaction Through Various Means

The most important aspect of modern media communication forms is interactivity with audiences, transforming viewers from passive watchers to active participants who can interact and communicate with programs, thereby enhancing audience engagement. Therefore, TV directors must also learn various interactive methods to strengthen communication and interaction with audiences on television programs or various media platforms, such as Weibo interactions, telephone interactions during programs, or inviting audiences to participate in program recording to increase their sense of participation.

4.3 Innovating Expression Methods

With the emergence of the internet and multimedia, television program expression forms have become increasingly diversified. These diverse expression methods not only enrich program content but also enhance program artistry and increase interest. Therefore, directors must continuously innovate television program expression methods, always giving audiences a refreshing feeling.

5. Conclusion

In summary, with the emergence of the internet and various media platforms, diverse program forms have emerged in endless streams. The current television media is facing an unprecedented era of major innovation and convergence. As TV directors, they must possess acute sensitivity, constantly focus on fresh focal points and information in the media era, continuously enhance their creative capabilities, understand audience psychology, and create more colorful and diverse television programs.

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