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Television Editing Technology in the Digital Age: Postprint

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Abstract

The development of new media has posed certain challenges to television as a traditional media form; nevertheless, as a mass medium, television still maintains a relatively stable audience base by virtue of its intuitive advantages in information communication and artistic presentation. Editing constitutes an essential component in television program production, particularly in the context of modern television programming, where the compelling nature of a program largely hinges upon the caliber of post-production editing techniques. Consequently, numerous television professionals have prioritized the enhancement of both the technical proficiency and artistic quality of television editing as a key research focus. This paper presents a brief investigation into the developmental trajectory of television editing technology in the digital age, the challenges encountered in this evolution, and corresponding strategic approaches.

Full Text

Research on Television Editing Technology in the Digital Age

Abstract: The development of new media has posed certain challenges to traditional media forms like television. As a mass medium, television still maintains a relatively stable audience base based on its intuitive advantages in information communication and artistic display. Editing is an essential link in television program production, especially in modern television program production where whether a program is exciting largely depends on the level of post-production editing technology. Therefore, many television practitioners have now focused on how to enhance the technical and artistic quality of television editing as a key research area. This article briefly explores the development of television editing technology in the digital age, combined with existing problems in the development of editing technology and relevant strategies.

Keywords: digital age; television editing technology; development strategies

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1. The Importance of Television Editing Technology in Television Program Production

Some regard editing as the “secondary creation” of television programs. Indeed, in television program production, after the initial round of material collection, editing technology is required to present these rich yet fragmented materials in a manner that conforms to audience viewing habits and aligns with the program’s theme. In recent years, programs such as *Where Are We Going, Dad?*, *Running Man*, and other film and television dramas have achieved both critical acclaim and high ratings, not only due to their innovative content but also because their editing has gained audience recognition. This demonstrates that the notion of “editing as secondary creation” holds certain validity. With the arrival of the digital age, audience aesthetics for television programs have become even more demanding, further highlighting the importance of editing technology in television program production.

Specifically: First, editing technology influences the overall conception of television programs. The theme serves as a primary thread throughout the program, and every segment should revolve around it. However, when producers collect television program materials, the theme is not always clear. During editing, editors can filter similar materials, remove redundant parts, and use compactly structured content to directly extract the thematic thread. This allows the program to stimulate audience emotional resonance through its theme when broadcast, thereby improving program effectiveness. Second, editing enriches program content. Through editing, television programs can present content that did not exist in the original material collection. For instance, in variety show editing, editors can flexibly combine different shots to construct new visuals and create psychological suggestions for the audience, or use interesting decorative fonts to provide visual explanations, thereby increasing visual interest. This editing approach is clearly helpful for enriching program content. Finally, editing enhances audience visual experience. Entering the digital age, emotional interaction with the audience has become an important criterion for evaluating television program quality. Editors can utilize relevant technologies to enhance the visual effects of specific images, such as inserting on-site news footage in news programs or adding special effects based on plot development in variety shows. These editing techniques can stimulate audience vision and thereby improve the artistic appeal of programs.

2. Development Changes in Television Editing Technology in the Digital Age

2.1 Improved Television Editing Efficiency

The application of television editing technology requires professional software and hardware support. Entering the digital age, the development of digital tools has significantly improved editing efficiency. From the perspective of hardware development, traditional information carriers not only had small capacity but also made repeated reading and writing difficult. Once editing errors occurred, modifications were extremely troublesome. The development of computer technology has greatly improved hardware functions in editing and storage. From the software perspective, compatibility and stability have brought convenience to editing work, which not only improves editing effects but also reduces unnecessary steps in the editing process, thereby enhancing editing efficiency.

2.2 Made Television Editing Work More Convenient

In the digital era, the emergence of portable editing tools enables television program editing to be conducted anytime and anywhere. Meanwhile, high-capacity material transmission allows editors to access large amounts of material resources even outside specialized editing rooms, thereby breaking the limitations of time and location in editing. With the support of digital tools, editors can typically edit and produce program content directly. On one hand, this reduces the time between production and broadcast, which is clearly beneficial for news programs. On the other hand, it lowers production costs and improves the overall efficiency of television programs.

2.3 Promoted Personalized Development of Television Editing Content

In traditional television program production, editing was a highly specialized technical skill requiring professional equipment and technical personnel. However, with the arrival of the digital age and the popularization of editing software, some internet users interested in editing have begun creating personalized editing productions and uploading their works to online platforms, generating certain responses. Although these productions are difficult to compare with specialized television program editing in terms of professionalism, they highlight the personalized development trend in program editing and, to a certain extent, promote the innovative development of television editing technology.

2.4 Imposed Higher Standards on Television Editing Technology

In the digital age, the continuous development of cinematography technology has also placed new demands on television program production technology. For example, in film production, 3D effects require clearer and smoother images, which inevitably imposes higher requirements on editing technology. Further-

more, high-definition and ultra-high-definition images not only increase the storage scale of editing data but also make content selection more complex for editors. Only by imposing strict requirements on editing technology can the artistic quality of image transmission be ensured.

3. Problems in Television Editing Technology

Although digital technology has brought new opportunities for the development of television editing technology, an examination of current television program production effects in China reveals that some programs suffer from obvious editing traces, slow plot progression, lack of visual texture, and monotonous editing effects, which seriously affect audience visual experience and have drawn widespread criticism of television editing technology. Compared with professional editing technology in the United States, problems in the development of China's television editing technology remain prominent, such as slow updating of technical equipment that cannot support high-demand television program effects; backward editing talent cultivation systems; although large numbers of amateur editors fill online platforms, television program editing effects cannot meet audience aesthetic requirements from a professional perspective; and both China's education system and television production system lack due recognition for editors, thereby affecting their editing enthusiasm. Additionally, editing lacks awareness of detail processing, overly relies on filmed materials in program production, and lacks innovative artistic processing, resulting in relatively scarce program content and even problems of repetitive production and plagiarism.

4. Relevant Strategies for Promoting Continuous Development of Television Editing Technology in the Digital Age

4.1 Innovate Television Production Concepts and Adhere to Basic Editing Principles

In program production, producers should fully recognize the role of editing technology in enriching program content and improving production effects, and adhere to basic editing principles. On one hand, material selection should be based on a certain theme with smooth transitions to ensure plot progression and character psychological changes conform to objective laws. On the other hand, editing characteristics should be added according to the aesthetic needs of contemporary audiences to satisfy their aesthetic psychology and thereby enhance program appeal.

4.2 Upgrade Editing Equipment and Introduce New Editing Technologies

As previously mentioned, television editing technology relies on professional software and hardware equipment. Therefore, in television program production, production departments should actively update editing hardware equipment,

use digital tools to optimize traditional editing environments, and promote the application of the latest editing technologies. Additionally, we should emphasize the introduction of new technologies. For instance, the United States currently masters the most advanced editing technology in film production. Therefore, through multi-faceted cooperation, we should strengthen technical learning and experience exchange, learning from their experience in editing concepts and technical application to inject new vitality into the development of China's television editing technology.

4.3 Focus on Detail Production to Improve Editing Artistic Effects

As the saying goes, "details determine success or failure." In today's open communication environment, even minor editing mistakes in television programs will be noticed by audiences. Therefore, in the digital age, editors should start with details and continuously improve editing effects. In editing, detail production is first reflected in the selection of editing style. Editors should grasp the requirements based on the program's theme and the aesthetic demands of the primary audience group to present unique artistic effects. Second, attention should be paid to editing rhythm. For example, when editing variety shows, editors should grasp audience psychological changes according to plot progression to ensure a tight and smooth rhythm. Finally, personalized elements should be added to attract audience attention.

4.4 Cultivate Editing Talent and Promote Universal Participation

In the digital age, universal participation in editing has become a main characteristic of television editing development. On self-media platforms, simply entering keywords brings up diverse editing works in search engines. This indicates on one hand that editing has become a form of leisure and entertainment for modern people, and on the other hand that amateur editing talent has become a talent reserve pool for promoting the development of television program editing technology. Therefore, in the development of television editing technology, relevant departments should emphasize the discovery and cultivation of editing talent, promoting continuous innovation in editing technology through universal participation.

5. Conclusion

In summary, television editing is a comprehensive technology involving multi-faceted content processing. In the digital age, television editing technology has achieved new development, but audiences have also placed new demands on television program editing effects. Based on this, television program producers should, according to the requirements of the times, on one hand enhance editing awareness and regard editing as an important means of enhancing television effects; on the other hand, they should actively introduce and develop editing technology, use perfect editing to improve material integration capabilities, and

enhance television program quality according to audience diversification needs, thereby promoting continuous innovation and development in television news presentation forms.

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

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