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Holistic Innovation in Large-Scale Television Programs in the Context of Media Convergence: Postprint

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Abstract

Against the backdrop of media convergence, innovation constitutes the soul of large-scale television programs, with coordinated innovation serving as the guarantee for their successful execution. Emphasizing and strengthening television program innovation is therefore of paramount necessity, as coordinated innovation can ensure the quality of large-scale television media events. The reasonable and appropriate direction and coordination of program innovation can enable large-scale performance activities to achieve optimal effects and enhance related work efficiency. This paper takes the characteristics of large-scale television media events as its point of departure to discuss coordinated innovation in large-scale television programs, aiming to provide references for the improvement of television program quality.

Full Text

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Coordinated Innovation in Large-Scale Television Programs Under Media Convergence

Abstract: Under the background of media convergence, innovation serves as the soul of large-scale television programs, while coordinated innovation ensures their smooth execution. Emphasizing and strengthening program innovation is extremely necessary, as coordinated innovation guarantees the quality of large-scale television events. Proper and appropriate director coordination of program innovation can perfect performance effects and improve work efficiency. This paper takes the characteristics of large-scale television media events as its starting point to discuss coordinated innovation in large-scale television programs, aiming to provide references for enhancing television program quality.

Keywords: media convergence; large-scale performance events; coordination art; program innovation

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The development of the economy and society drives the advancement of large-scale television events. Many television media outlets also leverage large-scale event planning to enhance their brand and increase revenue. Consequently, the planning and implementation of large-scale television events have attracted attention from various industries and groups.

1.2 Development Status of Large-Scale Television Programs

In the context of integrated media development, large-scale television performance programs feature strong audience participation and numerous interactive segments, such as grouping participants during interactions and creating competitive situations to enhance entertainment value. Currently, domestic large-scale television programs are diverse, with talent shows, career programs, and dating programs all significantly attracting audience attention, thereby strengthening the influence of television media and generating certain economic benefits. Despite their success, these programs exhibit many problems, including vulgarization and excessive commercialization, which should attract the attention of television stations. To improve event effectiveness, innovative director coordination art must be incorporated into large-scale television performance activities. Innovating director coordination art not only improves work efficiency but also enhances the quality of large-scale television performance events. Indeed, the level and appropriate application of director coordination art directly affect the quality and communication effectiveness of large-scale television events [1]. However, as television audience tastes diversify, planners of large-scale television performance events complicate procedures to cater to these preferences. Combined with fierce competition and diversified audience demands, this places higher requirements on director coordination art and performance programming.

2. The Role of Coordination Art in Large-Scale Television Programs

The quality of large-scale television programs is closely related to the level of director coordination art. In large-scale television programs, the director and entire production team serve as the planners, executors, and behind-the-scenes workers. Large-scale television events are relatively cumbersome and complex, and their orderly development relies on the director's coordinated planning, which demonstrates the charm of coordination art.

1.1 Characteristics of Large-Scale Television Media Performance Events

The characteristics of large-scale television media performance events mainly include clear objectives, extensive social communication, strict operations, and large investment. Clear objectivity means that planners of large-scale television performance events must plan according to audience characteristics and communication purposes. Extensive social communication refers to both the communication function of television media and the social communication effect of large-scale performance events. Good communication effects constitute the fundamental purpose of planning large-scale television media performance events. Therefore, during the planning and implementation of large-scale television performance events, innovative director coordination art methods should be used to attract audience participation, with full consideration given to the event's appeal to audiences. Meanwhile, because large-scale television media performance events involve numerous participants and complex planning and implementation processes, they impose high requirements on operability. The planning and implementation of large-scale television media performance events should be rigorous to ensure smooth execution. Additionally, large-scale television media performance events require substantial investment and high socialization [2]. Therefore, in planning and implementing large-scale television media performance events, director coordination art should be fully utilized to allocate funds rationally, ensure improved work efficiency, obtain good large-scale performance event quality, and thereby achieve good communication effects. This is because, in large-scale television performance events, every audience member may participate, which can maximize the entertainment and interest of the event. The work of large-scale television performance event directors is to create sensational events with minimal resources in a short time. Television director coordination art embodies this capability and serves as an important guarantee for achieving performance event effects.

2.1 The Role of Director Coordination Art Before Large-Scale Television Media Events

Coordinated innovation manifests in all aspects of large-scale television media programs. Directors must use limited funds within extremely short timeframes to contact and invite relevant personnel and units from multiple industries to jointly establish event planning teams for coordinated planning innovation. First, television directors must fully consider all preparatory work before the program event and conduct coordinated planning from financial, human, and other resources. They should also consider which requirements can improve activity quality and contemplate differences between expected and actual effects. Only through comprehensive consideration of various relevant factors can the successful hosting of large-scale television programs be ensured. Television directors establish the general direction for large-scale programs, decompose the entire activity into specific segments, and make the entire activity flow more

detailed and concrete.

2.2 The Role of Coordination Methods in Refining Job Responsibilities

Large-scale television media programs are relatively complex with numerous segments [3], such as planning coordination, budget planning, team creation, rehearsal coaching, command and synthesis rehearsals, video direction, rough cut editing, and special effects. Directors are responsible for managing and scientifically planning these tasks and transforming plans into charts. Naturally, television directors must use comprehensive consideration and strong planning to coordinate the entire planning chart, enabling staff in each segment to clarify their respective responsibilities. Simultaneously, directors must coordinate planning time according to predetermined schedules to strengthen time consciousness and urgency among staff in each segment, thereby freeing up more time to perfect activity details and improving work efficiency and activity quality. According to time charts and plans, directors should verify and supervise various tasks daily, grasping and guiding the entire activity and its key process points from a holistic perspective. Of course, this places high demands on television directors' coordination art capabilities.

3.1 Coordination Relationship Capabilities for Large-Scale Television Media Activities

Because large-scale television events are relatively complex, involving numerous personnel and industries, their work teams are also large. During production, television directors must coordinate various segments to ensure smooth activity production. Directors must first possess problem-solving and relationship coordination capabilities. Coordinating various relationships can improve work efficiency, promote smooth completion of work plans, promptly resolve conflicts and contradictions among staff, and rationally arrange work time for each segment. This requires not only comprehensive consideration but also arrangement according to priority and sequence, which not only ensures smooth completion of each segment but also saves time for key tasks in large-scale television events. During large-scale television media activity production, directors' coordination work primarily involves coordinating relationships among various industries [4] to avoid conflicts, and coordinating relationships between the activity and various external factors to prevent maladaptation and interest imbalance issues during post-production that could affect maximum overall benefit functionality. Simultaneously, television directors should serve as internal lubricants, coordinating relationships among internal staff to avoid conflicts over interests. Given this, television directors must possess persuasion, perception, understanding, and problem-solving abilities to promptly discover and perceive internal problems, analyze and understand them from their actual situations, and mobilize everyone's initiative and enthusiasm.

3.2 Innovation in Television Media Directors' Artistic Cultivation

In large-scale television media events, innovation in director coordination art requires good artistic cultivation. Without good artistic cultivation, one cannot apply coordination art flexibly and naturally, nor can they bring audiences auditory and visual enjoyment [5]. Improving television directors' artistic cultivation constitutes an important condition for enhancing their coordination art and a prerequisite for applying coordinated innovation. Television media directors must possess good cultural cultivation, which directly affects the formation of their artistic style and the level of their artistry. If a television director is extremely mature, they can permeate their cultural cultivation throughout large-scale activities, edifying audiences' souls. Whether large-scale television events are successfully and wonderfully held depends on the cultural spirit embodied in programs and the coherent connection between programs. Directors must flexibly control and strictly check every program segment. This requires television directors to patiently learn relevant knowledge to provide conditions for their cultural improvement, while also understanding and mastering knowledge from other fields to broaden their horizons and expand their knowledge, cleverly integrating it into activity coordination planning to achieve the purpose of enhancing audience cultural cultivation. Second, television media directors must possess artistic aesthetic ability, which significantly influences the artistry of large-scale television events. Before holding large-scale television events, directors must comprehensively understand and grasp the entire event's characteristics, central ideas, and direction, then enhance its cultural spirit according to their own artistic aesthetics to present audiences with a refreshing work. Additionally, directors should innovate their artistic aesthetics to drive and improve the entire team's aesthetic ability, enhancing the overall activity's artistry. Television media directors' improvement of their artistic aesthetic ability requires accumulation and appreciation from life, constantly comprehending various life states, discovering art and enhancing art from life. Because different people have different lives, television directors should experience various lives, feel and refine life from them, and integrate these insights into director work creation to touch audiences' souls and enhance the influence and popularity of large-scale television media events. Television media directors must possess extremely rich imagination. In large-scale television media events, programs are extremely critical and directly relate to audience popularity. Program selection constitutes an important part of directors' work. Television media directors must select programs from multiple themes that align with the activity's spiritual values and purposes, using their extremely rich imagination to connect various programs seamlessly. Meanwhile, their visual imagination is also important. In large-scale television activity production, directors can transform visual imagination and text to improve large-scale television activity quality. Naturally, this imagination requires directors to continuously learn, not only from life to improve their comprehensive abilities but also to constantly enrich their cultural knowledge, dabbling in knowledge from various professional fields to internalize it as their

own ability. Additionally, they should study and analyze peer directors' works, borrowing from mature work constructions, then imagine and innovate based on their own knowledge to form their own coordination art style, such as artistic styles in color expression, dual emotions, and realism.

4. Summary

Large-scale television media program events are relatively complex, representing a product of teamwork, and television directors are the core force of this cooperative team. Their coordinated innovation is not only an internal system for problem-solving and relationship coordination but also a powerful manifestation of the entire team's effectiveness. It is important management for smoothly achieving large-scale television program production and development goals and an important approach for ensuring smooth large-scale activity production and implementation. Much practical experience demonstrates that television directors' coordinated innovation ability directly affects the quality of large-scale television programs. Therefore, in the context of integrated media development, we should emphasize and strengthen innovation in director coordination art and value the improvement of directors' coordination art capabilities. This requires emphasizing innovation in directors' self-cultivation, imagination, and artistic aesthetic ability, promoting the formation of their own artistic styles, learning to use multiple emotional impacts to resonate with audiences, using colors for emotional transmission, making art closer to the public and life, more natural and intimate, thereby enhancing the appeal and influence of large-scale television events.

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

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