

## Key Work Points and Innovation Approaches for Television News Gathering and Editing in the New Media Era (Postprint)

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### Abstract

Over recent years, with the continuous development of technology, the era of new media has quietly emerged, presenting a substantial challenge to traditional media as various modes of communication have undergone fundamental transformations. The advantages of traditional media have been far eclipsed by the intelligence, timeliness, and other features newly arisen in new media, television media being no exception. Since its inception, television media has consistently comprised a substantial proportion of news broadcasting, attracting considerable attention both domestically and internationally and ranking at the forefront of various media outlets. Confronted with diverse impacts from new media, the television news gathering and editing industry must undertake innovation. Only by converting various challenges into opportunities for development can it maintain an enduring position of strength.

### Full Text

#### Media and Development Research: Key Work Points and Innovation Approaches for Television News Gathering and Editing in the New Media Era

**Abstract:** In recent years, with continuous technological development, the new media era has quietly arrived, posing a significant challenge to traditional media. Various forms of communication have undergone fundamental changes. The advantages of traditional media have been far surpassed by the intelligence and timeliness of emerging new media, and television media is no exception. Since its inception, television media has always had a substantial proportion of news broadcasting, attracting considerable attention both domestically and internationally, and ranking at the top among various media outlets. Faced with the

various impacts of new media, the television news gathering and editing industry must implement innovation. Only by turning challenges into development opportunities can it remain invincible.

**Keywords:** new media; television news gathering and editing work; work points; necessity; innovation approaches

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In today's increasingly competitive environment, television news can only secure its own foothold under the continuous development of new media technology through constant development and innovation. This is the key to achieving its own competitiveness and an important guarantee for improving ratings. While recognizing the development advantages of new media, we must also recognize the advantages of traditional media platforms. For example, television news has certain advantages in the use of human resources, environment selection, and broadcasting methods during news activities, which enhances the authenticity of events and makes them more convincing to the public.

### 1.1 Introduction to New Media

So-called new media refers to emerging media forms with certain communication platforms and high technological content that differ from traditional newspapers, radio, and television stations. In terms of new media itself, its advantages include diversified communication channels, relatively high effectiveness in communication impact, and audiences that are mostly younger.

### 3.2 Single Program Content and Form

Many current programs are dull, making viewers feel that watching them is a waste of time. They simply list news events and have announcers report them in a perfunctory and irrelevant manner. The quality of such news programs can be imagined, seriously hindering the development of television news media and causing audiences to lose confidence in television news.

One characteristic of news is timeliness, which requires journalists to organize and report events promptly to be the first to appear before viewers and maintain freshness. Completing a report before competitors have time to cover it demonstrates advanced news consciousness.

### 3.3 Imitation Far Exceeds Innovation

As audience demands and requirements continue to increase, workers need to inject fresh blood into programs for television news to gain a foothold. However,

many television stations, when learning from foreign program characteristics, copy them wholesale without careful analysis, completely disregarding audience acceptance. This makes audiences unable to accept the content and format of programs, not only failing to improve ratings but also causing audience aversion.

#### **4.1.1 Challenges from Newspapers and Radio**

Since new media entered people's lives, traditional media, especially newspapers and radio, have realized the necessity of reform and have taken relevant measures to implement it. As the biggest competitors of television media, the reforms of traditional media will certainly influence the development of television news media. Under this reform pressure, reform and innovation must be carried out.

#### **4.1.2 Challenges from Internet and New Media**

With the continuous emergence of new media, their characteristics of rapid, convenient, and simple information dissemination pose a huge challenge to television news media. If television news media wants to continue developing, it must reform and innovate.

#### **4.1.3 Challenges from New Technology**

With continuous technological progress, more and more advanced technical equipment has entered China's market. However, most of this equipment is expensive. For television news media to develop, it must introduce advanced equipment, but funding is insufficient. Therefore, to continue developing, reform and innovation are necessary.

### **4.2 Innovation Approaches for News Gathering and Editing**

**4.2.1 Strengthening News Editing Skills** With the emergence of new media, traditional news gathering and editing methods can no longer meet audiences' high standards. Therefore, fresh elements must be incorporated into the television news gathering and editing process, such as skills. During editing, it is necessary to enrich news materials and improve the ability to process and analyze them. While ensuring information authenticity, the methods of conveying news information to audiences should be broadened to make news interesting and not appear dull and boring—only in this way can audience attention be attracted.

Television production should utilize both visual language and textual language to match its unique characteristics. Content should be engaging rather than dull to capture audience attention. Currently, television news exhibits a trend of overemphasizing commentary while neglecting visual elements. However, quality television news reporting depends on logical coherence rather than flowery commentary. Numerous studies demonstrate that visuals impact audiences

far more than commentary. Television news visual language has its own distinctive features; therefore, in future television news editing, we must not blindly pursue commentary at the expense of visual language, lest we fall behind other media.

**4.2.2 Establishing Good Internal and External Supervision Mechanisms** Through mutual supervision among internal staff, behaviors such as perfunctory work, cutting corners, and selecting non-compliant content during news editing can be promptly corrected. The general public can also supervise editors, allowing for timely retraction and correction of reports that do not match facts. Through internal and external supervision, employee work enthusiasm can be enhanced, thereby promoting television news gathering and editing work.

**4.2.3 Improving the Quality of the Editing Team** The quality of television news programs is ultimately determined by the competence of journalists and editors, and improving competence depends crucially on personal cultivation. Therefore, a strong sense of responsibility, rigorous work style, and high professional skills are all essential for an excellent employee.

Strong political responsibility. The prerequisite for being a qualified news editor is having a strong sense of responsibility, which is also an important condition for being a television news editor.

Rigorous work style. One second is very short for us, but different for news gathering and editing workers—daily television news program editing and broadcasting are calculated in seconds. Therefore, staff must be meticulous, cherish time, and have a rigorous work style; otherwise, there will be significant impact, such as directly causing programs to be unable to continue.

High professional skills. A television news editor, in addition to mastering some basic operations proficiently, also needs rapid editing ability, coordination and planning ability, and adaptability. Rapid editing ability is needed because news media emphasizes timeliness, and news publication and broadcasting have time requirements. If editing is not fast enough, other media may scoop the story, making your report meaningless. The need for coordination ability arises because all editors are a team—only through mutual coordination among team members can work be more efficient and performance improved. Unexpected situations always occur in media work, and those with adaptability can resolve issues well, which helps improve innovation. Additionally, analyzing and thinking about problems from different perspectives also helps enhance innovation.

## 5. Conclusion

Everything has two sides, and just as new media is a double-edged sword for us, when facing challenges from new technologies, television news gathering and editing personnel need to, while ensuring their own professional competence,

draw on the innovative ideas and methods of new media. In the television news gathering and editing process, they should improve their innovation capabilities, absorb the essence of new media, turn challenges into opportunities, and transform pressure into motivation, thereby effectively demonstrating their advantages and winning better development prospects.

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