

Analysis of Innovative Strategies for Television News Gathering and Editing in the New Media Era: Postprint

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Abstract

An excellent grassroots-level television news professional must master fundamental television news gathering and editing skills, which holds significant importance for the implementation of their work and its ultimate outcomes. Consequently, news professionals should attach great importance to television news gathering and editing work and pursue further innovation in this area, thereby better enhancing the efficiency and effectiveness of television news operations. This paper examines the fundamental circumstances and existing issues in television news gathering and editing work, and offers several recommendations regarding how to innovate in this domain.

Full Text

Innovation Strategies for Television News Gathering and Editing in the New Media Era

Abstract: An excellent grassroots television news professional must master fundamental television news gathering and editing skills, which are critically significant for both the execution of their work and its ultimate effectiveness. Therefore, news personnel must prioritize television news gathering and editing and further innovate these processes to better enhance the efficiency and impact of television news work. This paper examines the basic situation and existing problems in television news gathering and editing, and offers recommendations for how innovation can be achieved.

Keywords: New Media Era; Television News; Editorial Innovation; Strategy Analysis

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1. Basic Situation of Television News Gathering and Editing in the New Media Era

In the new media era, the media industry enjoys greater development space but also faces significantly intensified competition. At the grassroots television station level, this competition manifests as viewers having access to an ever-increasing number of television channels and a growing wealth of programs and information. Consequently, a common challenge for grassroots television stations is how to seize the opportunity to develop distinctive features and ensure their own healthy development trajectory. Compared with traditional media, new media possesses far stronger timeliness, presenting unprecedented challenges for grassroots television.

For instance, mobile news services can instantly disseminate information using only a few images accompanied by one or several paragraphs of text, whereas television programs must follow a standardized process from gathering and editing to review and broadcast, requiring considerable time and numerous technically skilled personnel. This makes television news slower than mobile news, often resulting in television news lagging behind mobile reports. Additionally, influenced by WeChat, which enables even simpler information dissemination, everyone can become a journalist—simply filming a video and tapping send constitutes news, sometimes without any text at all. Therefore, to stand out in contemporary media competition, the foremost priority is ensuring news “freshness.” To preserve traditional methods within this multimedia environment, grassroots television stations should actively adjust their development strategies, further innovate and optimize television news gathering and editing, and fully leverage their role as mouthpiece and bridge, leading public opinion, serving society, and inspiring morale among cadres and the masses.

Television news gathering and editing comprises two components—news collection and editing—both of which significantly impact program quality. Therefore, when selecting information for news broadcasts, choices should reflect people’s lives and address events that concern the public and reflect their demands.

2. Existing Problems in News Gathering and Editing

2.1 Insufficient Connection to Real Life in News Gathering and Editing

In terms of news selection and collection, television news personnel often interview and broadcast too little content that is close to daily life, with most coverage focusing on leadership activities and meetings. This creates increasing distance between people and news, while monotonous content fails to capture audience interest, gradually causing viewer attrition.

2.2 Lack of High-Quality Editorial Personnel

Television news quality directly affects public attention, and behind news quality lies talent—personnel quality determines program quality. Therefore, talent shortages constitute the bottleneck restricting program quality improvement at local television stations. The current situation presents three issues: First, graduates from key universities are unwilling to work at county-level television stations, deterred by low compensation and preferring to develop in major cities. Second, graduates from ordinary universities who do join are ideologically unstable and leave at the first opportunity, turning television stations into talent training bases with a constant outflow of staff. Third, there is excessive “discharging” and insufficient “charging”—staff are overworked while receiving inadequate professional development, resulting in outdated knowledge that is not promptly updated, degrading personnel quality and making program improvement difficult.

2.3 Challenges from the New Environment

As described above, in the new media environment, media enterprises connect all aspects through internet technology, making the media landscape more complex. Traditional television programs face time constraints, requiring audiences to watch at fixed times. However, in the new media environment, rapid internet development enables viewers to watch desired television programs at any time. Beyond this, all sectors of society have developed rapidly within this new media environment, and the emergence and popularization of smartphones have perfectly integrated modern information technology with the media industry. The convenience of modern technology has attracted large numbers of young people, causing many traditional programs to migrate to digital platforms. Furthermore, the rise of public exchange platforms such as WeChat and Weibo has enhanced new media interactivity, presenting both new challenges and opportunities for television gathering and editing.

2.4 Challenges from New Technologies

New media development relies on modern information technology, meaning television news gathering and editing technologies face even greater challenges in the new media era. Today, audiences can subscribe to news tailored to their preferences and watch the latest information anytime and anywhere. However, traditional television gathering and editing personnel are accustomed to spending considerable time interviewing and editing a single piece of content, preventing them from meeting audience demands for immediacy. For instance, at disaster or fire scenes requiring live reporting, traditional television news gathering and editing methods involve collecting relevant materials and taking substantial time to edit them, which hinders continuous on-site reporting. Consequently, how to improve relevant technologies has become the most severe issue facing new-era media.

3. Innovation Strategies for Television News Gathering and Editing

3.1 Innovating Interview Methods

Conducting interviews is essential and unavoidable for obtaining the latest news, forming the foundation of news reporting. To improve interview quality, innovation must occur in both interview processes and methods. When conducting interviews, journalists must undergo a process from cognition to comprehension, and to obtain richer news information, they must discover lesser-known social issues through their own observation, thereby reflecting the most novel social phenomena to broad audiences. News interviews must maintain prominent authenticity—only social information that is close to the masses and authentic can be called news. After interviews, journalists must think from the public's perspective, report on practical matters that concern them, and publicize good people, good deeds, and positive energy. Innovating interview methods involves selecting different approaches based on circumstances. While telephone and audio recording are commonly used, undercover interviews may be conducted under special circumstances to ensure content authenticity.

3.2 Innovating News Language

Unlike other communication methods, television news comprises both visual and textual components. First, visual language creates deep and vivid impressions, producing direct imagery that makes impressions more profound. Therefore, attention must be paid to both the expressive power of scenes and macro perspectives, and the impact of relevant details, presenting the most exciting visuals to audiences. Second, textual language must be innovated to reflect personality while ensuring it is sufficiently concise and expressive. In summary, through the organic integration of textual and visual language, news can become more watchable and influential.

3.3 Innovating News Formats

In traditional news broadcasting, formats primarily focused on information dissemination and policy propaganda, resulting in excessive singularity that created distance between programs and audiences. As society has advanced, audience aesthetic consciousness has risen, placing higher demands on news dissemination. Therefore, we must fully utilize television elements and other expressive elements. Television elements directly assist news presentation, while other elements can meet current social needs. Only through combined application and innovation of both can news formats achieve genuine innovation.

3.4 Innovating News Editing

To innovate news editing, improvements can be made in three areas: visual images, auditory art, and news layout. News images are directly presented

to audiences, so news personnel can design based on content, displaying news with clear hierarchy. When editing news commentary, the language should be concise, plain, and catchy, making news vibrant. Finally, in news editing, emotional artistry should be demonstrated and audience psychological needs considered to increase news value and information content, further improving dissemination effectiveness.

3.5 Integrating with Modern Society

Although traditional television news gathering and editing faces many difficult challenges in the new media era, it retains considerable advantages. First, the traditional news model has a substantial audience base, particularly among elderly populations and those with lower education levels, achieving relatively outstanding viewership ratings. Moreover, these groups have relatively stable interests, and once they favor a particular program, they become loyal fan bases. Second, traditional news organizations have formal media enterprises conducting gathering and editing, ensuring absolute authenticity and reliability with very high authority. Meanwhile, new media's flexibility means it is unconstrained by time, allowing information reception at any moment. Therefore, traditional television news gathering and editing should build upon its strengths and integrate traditional methods with new media approaches to achieve greater development space.

4. Conclusion

In summary, improving innovation in television news gathering and editing requires enhancing four aspects: interview work, news language, news formats, and news editing to deliver excellent news programs with rich visuals, concise language, healthy content, and novel formats. Integrating these with new media methods will yield greater development space.

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