

Development Trends of Radio and Television Editing in the Context of Big Data Integration: Postprint

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Abstract

In recent years, with the rapid development of big data and television media, China's radio and television industry has achieved remarkable development achievements, while related research on radio and television editing has also garnered increased attention and emphasis. This paper examines the current state of research on radio and television editing in China from the perspective of big data integration, analyzes existing problems within the relevant research domains in China, and explores its development directions and trends in light of actual conditions.

Full Text

Abstract

In recent years, with the rapid development of big data and television media, China's radio and television industry has achieved remarkable progress, attracting increased attention to research on radio and television editing. This paper examines the current state of radio and television editing research in China from the perspective of big data integration, analyzes existing problems in the field, and explores future development directions and trends based on practical considerations.

Keywords: big data; radio and television editing; research status; development trends

Introduction

In the era of big data, network information technology has become increasingly integrated with daily life, forming an indispensable component of modern society. While embracing significant development opportunities, the radio and

television industry simultaneously faces unprecedented pressures. Critical challenges include ensuring information authenticity, seriousness, and objectivity under big data integration, as well as maintaining the authority and credibility of broadcast media. These challenges have consequently accelerated research progress in radio and television editing, aiming to provide direction and momentum for industry development.

1. Current Status of Radio and Television Editing Research Under Big Data Integration

1.1 Shallow Research Depth

An examination of current research on radio and television editing in China reveals that despite rapid development in big data integration, the field remains at a relatively superficial level. Most publications merely summarize work experiences or document workflow procedures and precautions for various aspects of broadcasting, lacking depth and theoretical reflection. These studies fail to move beyond surface-level phenomena to analyze underlying essence and nature, neglecting exploration of deep-seated causes and fundamental issues. This approach results in high redundancy across research outputs, as many practitioners conduct analyses based solely on superficial phenomena and generalizations about industry conditions, leading to repetitive content confined to low-level aspects. Such shallow research methods cannot advance theoretical development in the radio and television industry.

Research in any discipline must be built upon a deep foundation, characterized by two key features. First, systematic and comprehensive investigation is essential. Currently, most research remains confined to describing work experiences and industry phenomena, which are typically partial and incomplete, failing to reflect the essential issues of the broadcasting field. Genuine research must penetrate to the core of problems, ensuring content integrity, logical coherence, and profundity. Second, theoretical abstraction from concrete issues is necessary. A crucial indicator of mature research is whether it achieves conceptual elevation from specific problems to general theory. This requires researchers to fully consider all relevant factors, ensuring outcomes are grounded in big data integration to guarantee universal guiding significance. However, many studies merely describe phenomena without achieving theoretical abstraction or in-depth analysis. Consequently, the field remains in its preliminary stages, operating at a superficial level.

1.2 Low Research Quality

Beyond shallow depth, radio and television editing research also exhibits clear characteristics of low quality, primarily manifested in heavy constraint by traditional theoretical frameworks, particularly newspaper editing theories. The field largely adopts similar frameworks to newspaper editing in terms of research questions and conclusions, resulting in persistent limitation to describing

work phenomena and experiences. However, the radio and television industry is highly practical, and research progress requires not only summarizing surface phenomena but also achieving deep theoretical abstraction regarding editing methods, content, and theories. In essence, research must profoundly grasp both the commonalities and unique characteristics of different media forms to ensure scientific rigor and applicability.

Since newspaper editing theory research began much earlier, radio and television editing research inevitably falls under its influence, as seen in aspects such as editorial policy determination and news planning processes. Therefore, it is essential to address existing problems by ensuring research originates from the perspective of radio and television editing, fully reflecting the distinctive features of this medium. Additionally, this low-quality characteristic appears in program positioning, as many researchers fail to develop self-awareness of their medium's identity, resulting in lack of creativity and advancement in research design and selection.

2. Development Trends in Radio and Television Editing Research

2.2 Further Enriching Research Content

This trend directly addresses the prevalent issues of shallow research depth and high content redundancy. By further enriching research content, existing problems can be effectively ameliorated, enhancing both research efficacy and output quality. This requires practitioners to integrate comprehensive knowledge across disciplines, incorporating sociology, psychology, history, political science, and other fields into existing research frameworks to elevate depth and standards. Such interdisciplinary integration can open more critical and instructive research directions, substantially enriching the content of radio and television editing research. In today's information era, mass media is developing rapidly, and as a crucial component, radio and television media must confront both opportunities and challenges through continuous improvements in theoretical research and practical development.

2.3 Further Clarifying Research Value Orientation

In the development of radio and television media, beyond improvements in research methods and theories, the clarification of value orientation in editing research directly influences media advancement. Under new historical conditions, to meet contemporary development demands and people's real-life needs, radio and television media must make scientifically sound and explicit value choices to achieve innovation and development.

First, researchers must emphasize self-improvement through enhanced theoretical learning to master advanced editing methods and theories, while simultaneously gaining practical experience to broaden perspectives. The integration

of theory and practice yields greater knowledge and experience. Throughout this process, researchers should scientifically evaluate the practical effectiveness of various methods and theories, promptly addressing identified deficiencies. Continuous accumulation of research methods and experience will gradually elevate theoretical standards, eliminate existing constraints, and facilitate more profound and higher-level research.

2.4 Utilizing Big Data and Cloud Computing to Construct Editing Cloud Platforms

Under the backdrop of big data integration, advancing radio and television editing work can be achieved by leveraging big data and cloud computing technologies to construct an integrated, intelligent, standardized, specialized, and intensive editing cloud platform. Such a platform would support free access across various system platforms, terminal devices, and communication networks, forming a nationwide network covering urban and rural areas as an independent yet interconnected system serving all members. This platform could gradually evolve into a major component of the national educational cloud service system. Simultaneously, exploration and innovation in management operation models, information technology methods, and cloud computing technologies must be intensified to enhance the core value of national radio and television editing and better promote editing work.

3. Conclusion

In summary, research on radio and television editing in China remains in its infancy under big data integration, with much work still at a shallow and low-level stage. Future research must confront these issues directly, fully grasp the era's context and industry environment facing broadcast media development, and implement gradual improvements across all dimensions to elevate Chinese radio and television editing research to new heights.

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