

Research on Innovation and Development of Radio and Television Editing Operations in the New Media Era (Postprint)

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Abstract

As society develops, broadcast television, as a pioneer of multimedia, has been at the forefront of reform and innovation. With the advancement of Internet media, information transmission has become increasingly rapid and convenient. In the new media era, while the innovation of broadcast television business has achieved certain accomplishments, deficiencies and problems persist. Traditional broadcast television centers primarily on editorial operations. Ensuring broadcast television's "big brother" status within multimedia, maintaining its leadership in the collaborative development of multimedia, and guaranteeing its adaptation to the evolving information needs of the era—these constitute the challenges confronting broadcast television editorial business. This study investigates how broadcast television editors can adapt to the new media era's development, offering insights for the innovation and advancement of broadcast television editorial operations.

Full Text

Preamble

Title: Research on the Innovation and Development of Radio and Television Editing Business in the New Media Era

Abstract: With social development, radio and television, as pioneers of multimedia, have been at the forefront of reform and innovation. The development of internet media has made information transmission faster and more convenient. In the new media era, innovation in radio and television business has achieved certain successes, but deficiencies and problems remain. Traditional radio and television focus primarily on editing operations. How to ensure radio and television maintain their "big brother" status in multimedia, how to ensure they continue to lead the common development of multimedia, and how to ensure

broadcast media adapt to the needs of the information age—these are all issues that radio and television editing operations must address. This paper explores how radio and television editing can adapt to the development of the new media era, providing references for the innovation and development of radio and television editing operations.

Keywords: new media era; radio and television; editing operations; innovation and development; strategy

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With the development of new media, information dissemination methods have become more diversified, and transmission speed has become faster and more convenient. Characterized by rapid dissemination and large information volumes, new media has ushered in an era where radio and television media must change their traditional mindset, integrate with multimedia, and promote their own development to maintain a dominant position. This requires finding convergence points with new media, identifying corresponding development paths, innovating editing operations and strategies, improving program quality based on current audience needs, and enriching radio and television dissemination channels through new media technology. Strengthening innovation in equipment and technology for radio and television media will facilitate the innovation and development of editing operations.

1. The Concept of New Media

Driven by the rapid development of social, scientific, and technological information, traditional radio and television media have entered the new media era. Traditional media relied on single-mode communication, with radio and television reporting news through television, audio-visual, and sound formats, resulting in monotonous editing operations. In contrast, new media offers diversity, with online reporting taking the lead through real-time, open, and interactive reporting formats. This places higher demands on editors, requiring them to use internet platforms for interview interactions and information collection, as well as to report on audience opinions and survey results during coverage. Editors must possess high proficiency in internet tools and be able to apply them in practice. In the new media era, online editors must not only integrate topic materials and plan news features, events, and series but also select messages, images, videos, and interactive sections from different news perspectives to present a completely new look for online news reporting. These are the professional competency levels editors must achieve in the new media era. The development of social science and technology has propelled new media forward, with advantages in massive

information dissemination, rapid transmission methods, and information effectiveness, all based on diversified communication media that jointly promote new media development.

2. Current Status and Problems of Radio and Television Editing Business in the New Media Era

2.1 Lag in Radio and Television News

With the development of the internet era, people can access news information through multiple channels and keep abreast of news trends anytime via internet media. However, radio and television news suffers from poor timeliness and slow transmission speed, exhibiting certain lag compared to other media. Generally, retransmitting information already known to the public fails to generate interest, thereby weakening audience acceptance of radio and television news.

2.2 Lack of Rich Content in Radio and Television News

Although radio and television transmit large volumes of news information, their content is relatively monotonous and lacks vividness, mostly consisting of text or data overlays. By reporting news solely from an objective perspective, they lack emotional and interactive elements and have insufficient practical value, which prevents the authentic effects of news from generating audience interest and engagement.

2.3 Single Form of Radio and Television News Communication

Radio and television news still disseminates through traditional methods, with singularity and outdatedness becoming its characteristic features. This has caused aesthetic fatigue and weariness among the public, reducing viewership ratings for radio and television news and directly impacting the development of radio and television media.

2.4 Technical Problems in Radio and Television Media Editing

Radio and television media technology features simple operation and large audiences. As traditional media, radio and television have substantial fixed viewer groups, such as elderly people and students, indicating significant development potential. However, rapid technological development has also created problems, including the lack of standardized procedures for cross-regional broadcasting and severe local protectionism, which have reduced audience numbers. Additionally, advertising overload has seriously affected ratings, and the emergence of new media technology has impacted radio and television technology.

3. Innovation and Development Strategies for Radio and Television Editing Business in the New Media Era

3.1 Enriching and Broadening Radio and Television News Content

Based on audience demand, radio and television editors can fundamentally enrich and broaden news content by conducting in-depth excavation of news acquisition channels and writing content. Grounded in the current development status of multimedia, they should pursue diversified channels for news information and optimize network resources. Under new media influence, radio and television news editors need to continuously explore news sources, enrich information channels, strengthen cooperation with other media, and reinforce the advantages of broadcasting media. They should expand the scope and authenticity of news reporting, promote content diversification, prioritize headline news editing, strengthen news subjects during the editing process, and vitalize news content to promote the diversification and enrichment of news content.

3.2 Integrating New Media Technology into Radio and Television

Currently, radio and television media are continuously innovating and reforming. In the new media era, radio and television editing is undergoing corresponding reforms, attempting to integrate with new media and fundamentally innovate editing operations and broadcasting formats. In this regard, radio and television should increase the application of intelligent terminals in news dissemination. Due to the good sound quality, clear images, and strong anti-interference capabilities of broadcasting channels, increasing the number of channels can provide convenience for people, stimulate improvements in viewership ratings, and enhance the efficiency and quality of radio and television.

3.4 Innovating Program Planning and Highlighting Media Characteristics

To meet current media development demands, radio and television editors should actively seek breakthroughs, reposition themselves, shift from passive to active in the new media era, and establish clear editing strategies. By combining news information processing with planning work, they can innovate editing concepts and methods to create radio and television programs compatible with new media. Under new media development requirements, radio and television media must strengthen their comprehensive systems. Editors should also develop the quality and authenticity of news information and actively participate in news tracking, reporting, and organization. In the new media environment, radio and television editors must enhance program planning capabilities, adopting a comprehensive editing concept in program selection and planning to elevate editing operations to new heights and create greater economic benefits for radio and television media. They should focus on developing their own characteristics, pursuing a specialized path that highlights unique features while meeting different audience needs. For example, as a major

agricultural province, Anhui could develop local-featured programs serving agriculture, rural areas, and farmers, providing targeted broadcasting that satisfies audience needs, highlights local characteristics, and gains popularity.

3.5 Radio and Television Media Asset Management

Radio and television media should establish a fully rationalized network platform that integrates production, operation, and management, applying multimedia technology, network technology, and computer technology to integrate and securely connect all broadcasting functions. Through network convergence, they should build an information resource platform for resource sharing, digitally processing and storing various channels and applying network transmission to facilitate the exchange and reuse of broadcasting media assets. Combining media asset management with program editing operations, and through the construction of asset management systems and platforms, they can transform editing concepts and improve the utilization efficiency of broadcasting media assets to launch innovative media products more quickly. Facing the rapidly evolving new media era, effective information transmission, management, and utilization require enhanced broadcasting media asset management that strictly complies with relevant regulations, carefully excavates, organizes, and processes resource value, increases resource appreciation, and better leverages radio and television media's leading role in multimedia.

3.6 Improving Internet Television Construction

Radio and television media should actively integrate with online media to jointly develop network convergence. By fully utilizing resources from both radio/television and online media, effectively combining them, achieving resource sharing, and obtaining mutual benefits, they can ultimately realize common development [1]. Establishing a joint reporting platform for radio/television and online media is the primary issue to solve in network convergence. Rational use of news and human resources from both media allows them to become mutual driving forces for common development. For example, meaningful interviews and live broadcasts can be jointly viewed. Integrating dissemination materials enables one-time publication across mobile phones, televisions, and other media, leveraging the combined advantages of radio/television and online media to improve network convergence effectiveness.

4. Conclusion

In summary, constrained by traditional thinking, radio and television editing has hindered the development of radio and television media. Promoted by new media, radio and television media have entered a new development stage where editing plays a crucial role but also faces tremendous challenges. Radio and television editors must adapt to new media development trends by innovating work perspectives, continuously innovating program content, editing concepts,

editing methods, and editing content, thereby promoting innovation in editing operations and enhancing the development of radio and television media in the new media era.

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