

Exploring Innovative Thinking in Radio and Television News Planning Under Media Convergence: Postprint

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Abstract

With the continuous development and advancement of electronic information technology, China has gradually entered the era of electronic information. In this context, new media have progressively emerged while traditional media and new media have undergone organic integration. Under these circumstances, the news media industry has placed higher demands on radio and television news planning. Given that news planning has consistently occupied a crucial position throughout the entire news production process, broadcast news planning within the media convergence framework must demonstrate robust innovative thinking. Only with the support of highly innovative thinking can the planned news content satisfy both public information needs and the industry's own developmental requirements. This paper offers a concise analysis of innovative thinking in broadcast news planning against the backdrop of media convergence.

Full Text

Preamble

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Abstract: With the continuous development and advancement of electronic information technology, China has gradually entered the electronic information age. In this context, new media have emerged in public view while traditional and new media have undergone organic integration. This environment places higher demands on radio and television news planning. Since news planning has always occupied a critical position in the entire news workflow, planning under media convergence must possess strong innovative thinking. Only with robust innovative thinking can planned news satisfy both public information needs and the industry's development requirements. This article provides a

brief analysis of innovative thinking in radio and television news planning under media convergence.

Keywords: media convergence; radio and television; news planning; innovative thinking; strategies

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1. Basic Principles of Radio and Television News Planning Under Media Convergence

Fundamentally, news planning represents the most critical component of all radio and television news work. The quality of news planning directly determines both program ratings and the economic benefits of broadcasting enterprises. Consequently, planning personnel must adhere to multiple professional criteria in their work. Regarding basic principles under media convergence, two primary standards must be upheld: First, the principle of ensuring objectivity in news content. This requires that planners must not distort news facts for personal gain while applying innovative thinking appropriately, with all planning work centering on factual accuracy. Second, the principle of adhering to correct public opinion guidance. This demands that news events be evaluated with objective and impartial attitudes, without deliberately belittling or elevating stories due to personal reasons. This principle constitutes an essential work criterion. If planning fails to evaluate news objectively and fairly, causing incorrect public opinion guidance, it will severely impact social stability and diminish public trust in the broadcasting news industry. Moreover, such behavior violates legal provisions and may result in sanctions.

2. Challenges in Enhancing Innovative Thinking for Radio and Television News Planning

The obstacles to enhancing innovative thinking in radio and television news planning under media convergence manifest in three primary aspects. First, the industry lacks a comprehensive training system to effectively elevate planners' innovative consciousness. This stems from management's failure to prioritize training mechanism development. Research indicates most broadcasting news managers believe training mechanisms substantially increase operational costs

while yielding limited outcomes. Consequently, they conduct only singular pre-job training covering basic requirements without addressing innovative thinking.

Second, planners cannot accurately recognize innovative thinking's importance for personal and industry development. Survey data reveal many planners believe traditional thinking is more publicly acceptable and less risky, causing them to favor conventional approaches in practice. This issue arises because media industries inadequately publicize innovative thinking's importance, failing to communicate its value effectively. Additionally, deeply ingrained traditional thinking makes rapid transformation difficult, resulting in planned news that struggles to meet both industry development and public information needs.

Third, planners exhibit a strong utilitarian mindset. To boost ratings, they frequently violate the foremost principle of ensuring news accuracy by distorting facts. Although they innovate, the direction of innovation suffers serious problems, leading to news distortion. This diminishes public trust and exerts extremely adverse effects on the industry's overall development. If unresolved, these problems will prevent further media industry development under convergence.

3. Strategies for Enhancing Innovative Thinking in Radio and Television News Planning

3.1 Enhancing Innovative Consciousness in Radio and Television News Planning

As an emerging technology, internet technology can significantly improve broadcasting news industry efficiency and promote overall development when applied to production and operations. This application requires staff to possess high innovative consciousness and capabilities. Therefore, management must conduct both pre-job and regular on-the-job training. During pre-job training, instructors must inform trainees about internet technology's importance to industry development and consciously emphasize innovative consciousness, enabling staff to maintain an innovative mindset. During on-the-job training, instructors must comprehend the latest industry and technology developments, share examples of new internet technology applications, and encourage divergent thinking, perspective-sharing, and future planning to stimulate innovative consciousness. This approach enhances planning innovation efficiency and promotes industry development, securing competitive positioning.

3.2 Accurately Recognizing Innovative Thinking Among News Planners

To enhance planners' innovative thinking and enable them to create news satisfying public information needs while achieving sustainable industry development, planners must personally recognize innovative thinking's importance for

their growth and media advancement. Practically, China's news media industry disseminates information primarily through internet, television, and newspaper carriers, with radio and television having the longest history and most extensive influence, covering diverse information types. With numerous similar programs and high content similarity, planners must accurately understand public information needs and select novel, publicly acceptable themes while ensuring content richness. This satisfies public needs and enhances media competitiveness. To achieve this objective, planners must possess strong innovative thinking and application abilities. Only by effectively applying innovative thinking to actual planning can they ensure it fulfills its intended role under media convergence, demonstrating news planning's value and promoting media industry development.

3.3 Abandoning Traditional Planning Thinking

Due to China's relatively late new media industry start, many radio and television news planners still apply traditional thinking in actual planning despite achieved media convergence, without effectively integrating extended content. This creates significant discrepancies between planned news and event essence. To enhance innovative thinking and promote industry development, planners must abandon traditional thinking in practice. They must focus not only on improving professional qualities but also on breaking through traditional approaches by applying modern planning thinking. Based on accurately understanding news event essence, they should expand perspectives, examine events macroscopically, and systematically compile content while maintaining innovative consciousness. Only through this approach can they create content meeting public viewing needs, enhancing audience interest, improving industry competitiveness, and promoting overall development.

Conclusion

In summary, China's new and traditional media industries have achieved effective integration. This environment places higher demands on radio and television news planning, requiring planners to possess both strong planning capabilities and innovative thinking. Only with high-level innovative thinking can planners accurately and effectively create news rich in content, innovative in concept, clear in viewpoint, and well-organized. Therefore, management must prioritize research on strategies for enhancing planners' innovative thinking under media convergence, formulate scientifically reasonable strategies based on contemporary contexts and public information needs, and implement them in practice to fulfill their intended role, enabling the radio and television news industry to efficiently achieve its development goals.

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

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