

The Convergence and Innovation of Television News Editing in the Context of Media Convergence: Postprint

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Abstract

In the new context, social digitalization has witnessed significant development, and the emergence and proliferation of new media have posed substantial challenges to the production and development of traditional media. Against the backdrop of the converged media era, how television news editors can achieve integration and innovation, and how to integrate new media with traditional media, have become issues of paramount concern to numerous television news editors, and are matters that every television news editing professional should attach great importance to. In this regard, this article, drawing upon the author's practical work experience, explores the integration and innovation of television news editors within the converged media context, for reference purposes.

Full Text

Preamble

Title: Integration and Innovation of TV News Editing in the Context of Converged Media

Abstract: In the new era, social digitization has developed significantly. The emergence and development of new media have posed considerable challenges to the production and development of traditional media. Against the backdrop of the converged media era, how TV news editors can achieve integration and innovation, and how to effectively merge new media with traditional media have become issues of great concern to every TV news editor. In this regard, combining practical work experience, the author explores the integration and innovation of TV news editing in the context of converged media for reference.

Keywords: converged media context; TV news editing; integration

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At present, network technology has developed rapidly, significantly changing the ways information spreads. Particularly noteworthy is the extremely fast development of new media dissemination methods. Under these circumstances, media convergence has gradually taken shape. New media possesses strong interactivity and extremely fast dissemination speed, which traditional media cannot replace. As a traditional medium, television is greatly influenced by new media, placing enormous pressure on TV news editors. Only through active innovation can we promote significant improvement in news editing capabilities.

2.1 Dull and Dry TV News Content

When TV news broadcasts conference news, it primarily focuses on scenes of attendees and conference footage. The repetitive nature of such conference news fails to gain audience approval. However, in new media reporting, editors can promptly synthesize and summarize conference news, presenting it to audiences through interpretive approaches that highlight key points and provide concise overviews.

1.1 Connotation and Characteristics of Converged Media

With the continuous development of the information society, converged media has emerged, adopting the principle of learning from others' strengths as its primary means and objective. It utilizes and integrates various internet contents to maximize the advantages of both traditional and new media, enabling resource convergence. Converged media features developmental, interactive, timely, and diverse characteristics. At present, the rapid development of the internet era has severely impacted the news dissemination methods of traditional media such as radio, television, and newspapers. In the "converged media" era, it is essential to fully leverage the complementary nature of converged media, combine traditional media with the internet, capitalize on strengths while avoiding weaknesses, and effectively integrate and consolidate news dissemination content and promotional methods.

2.2 Monotonous TV News Reporting Forms

TV news focuses solely on reporting the superficial facts of news events without deeply analyzing the underlying causes, failing to satisfy audience desire to understand the reasons and processes behind news events. Traditional news media treats news reporting as a tool for information transmission, delivering information to audiences through news scenes, whereas new media leverages the

diversity of video news to reach mass audiences.[2] Under these circumstances, TV news must enhance its competitiveness through format innovation, enriched reporting content, and the integration of traditional and new media.

1.2 Connotation and Characteristics of TV News Editing in the Converged Media Context

Organizing and compiling news material constitutes the primary work of TV news editors. In the converged media era, this role has acquired entirely new connotations and characteristics.[1] TV news mainly revolves around people's daily lives, reflecting the nation's current development status from the perspective of ordinary citizens, using small stories to illustrate larger trends, and presenting national conditions to the public. In the new media environment, TV news editors must transform their thinking, improve the technical deficiencies in TV news dissemination, establish innovative consciousness, analyze audience psychology, fully grasp the characteristics of new media, pay attention to audience feedback, and enhance the freshness and appeal of TV news while strictly adhering to traditional journalistic principles. In the converged media era, TV news editors must keep pace with the times and fully leverage their own value and advantages.

2.3 Poor Timeliness of TV News

TV news requires cumbersome production processes, which inevitably affects the speed of news dissemination. At present, network communication technology is developing extremely rapidly, with computers and mobile phones being widely used. New media demonstrates the fastest speed in news dissemination, releasing information immediately and presenting news scenes to the public through mobile terminals—an advantage that traditional TV news does not possess.

3.1 Innovating Editing Thinking

In recent years, the proliferation of TV programs and channels has intensified competition among television stations, resulting in significant development. This has placed considerable pressure on traditional TV news principles to enhance the freshness and appeal of TV news. In the converged media era, TV news editors must keep pace with the times and fully leverage their own value and advantages. At present, we have entered the new media era. The cultural and knowledge structures of China's news editors can no longer satisfy people's demand for news. News editors need to combine their own constructed cultural knowledge structures with their actual life experiences, deeply analyze the essence of news, and fully excavate more valuable news clues. Only in this way can we enhance the persuasiveness of news information. Therefore, to keep pace with the times, news editors must reform traditional cultural and knowledge structures to better adapt to news dissemination methods. They must not only select information and news that the public truly needs but also possess

professional journalistic spirit, reserve rich knowledge, actively broaden their knowledge scope, strengthen their professional spirit, and promote improvement in their own news editing capabilities.

3.2 Building Informational and Digital News Platforms

By utilizing information automation, internet technology, and other means, we can transform the traditional office models and operational mechanisms of the TV news industry, establish and effectively expand an informational and digital resource platform. Integrating the work characteristics of TV news editing with other media not only enriches news content but also enables information resource sharing, thereby ensuring greater diversity in TV news content. Leveraging informational platforms can prevent the limitations and monotony of traditional TV news models and promote the healthy development of TV news editing work.[4] For instance, various online social platforms can be used to disseminate news information. Given the large user base of these social platforms, they can attract numerous users to actively receive news. Simultaneously, during the news release process, the interactive communication functions of social platforms can be utilized to engage in timely and effective interaction with netizens, fully understanding their real thoughts, suggestions, and evaluations, thereby continuously improving and enhancing news content and programs, ensuring high standards and quality, and significantly strengthening the influence and public opinion guidance capacity of TV news.

3.3 Innovating Forms of Expression

First, innovate program scheduling. Editors should carefully analyze program editing concepts and broadcasting methods, enhancing program presence and novelty by combining positive and negative perspectives, connecting studios with news scenes, and other approaches. Diversified program reporting formats are more likely to capture audience attention. Simultaneously, enriching various information types increases news content volume. Additionally, news editing staff should attach great importance to scheduling order, ensuring rational program arrangement—for example, by linking different news messages or pairing news with brief commentaries—to make reporting themes more prominent, pacing more dynamic, and to guide audiences in understanding news events from new perspectives and broadening their thinking. Second, innovate program packaging. Editing staff must actively improve their political literacy and professional qualities, conducting program collection and editing work with solid professional techniques and proficient operational capabilities. Meanwhile, TV news editors should possess strong moral responsibility, establish modern technological awareness, and be adept at leveraging technological innovation.[5] With the development of modern computer technology, 3D animation technology, virtual studio technology, and non-linear editing systems have been vigorously developed and increasingly widely applied. Under these circumstances, news program production technology has advanced significantly. To ensure broad-

cast quality, news editing staff should also pay attention to the production of program openings and closings, properly handling overall packaging, upload broadcasting, and editing continuity to enhance program viewability.

3.4 Reforming Traditional Cultural and Knowledge Structures

Traditional news editing work demands high professionalism from news editors, requiring them to effectively summarize news content and extract key points. Simultaneously, they must possess strong post-planning capabilities. Only with good planning and grasping abilities can news editors adjust work processes and states properly, thereby becoming high-quality professional talents. At present, we have entered the new media era. The cultural and knowledge structures of China's news editors can no longer satisfy people's demand for news. News editors need to combine their own constructed cultural knowledge structures with their actual life experiences, deeply analyze the essence of news, and fully excavate more valuable news clues. Only in this way can we enhance the persuasiveness of news information. Therefore, to keep pace with the times, news editors must reform traditional cultural and knowledge structures to better adapt to news dissemination methods. They must not only select information and news that the public truly needs but also possess professional journalistic spirit, reserve rich knowledge, actively broaden their knowledge scope, strengthen their professional spirit, and promote improvement in their own news editing capabilities.

In summary, under the converged media background, the difficulty of integrating and innovating TV news editing work continues to increase. Traditional TV news can no longer meet the demands of era development. Therefore, under the influence of various media, we must actively carry out innovation and integration in news editing, accelerate news transformation and innovation, and simultaneously use professional news dissemination methods to guide the direction of public opinion, disseminate news content in a timely manner, and maximize the guiding role of news.

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

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