

Analysis of the Characteristics and Optimization Measures of Television News Gathering and Editing Work from the Perspective of Integrated Media: Postprint

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Abstract

[Objective] To promote the development of television news and enhance the quality of news gathering and editing. [Methods] This study employs literature analysis and theoretical research methods to conduct an in-depth exploration of television news gathering and editing within the integrated media perspective. [Results] The research identifies deficiencies in television news gathering and editing, including inadequate conceptual innovation, difficulty in controlling content homogenization, and an urgent need for methodological innovation. Corresponding measures are proposed and actively implemented, encompassing the innovation of news gathering and editing concepts, multi-angle innovation of news content, and multi-faceted innovation of news gathering and editing methods. Conclusion These measures have largely overcome the limitations of news gathering and editing practices, expanded the conceptual framework for such work, and provide valuable references for future research.

Full Text

Analysis of Characteristics and Optimization Measures for Television News Gathering and Editing from the Perspective of Integrated Media

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Abstract

Purpose: To promote the development of television news and improve the quality of news gathering and editing work. **Methods:** This study employs

literature analysis and theoretical research methods to conduct an in-depth exploration of television news gathering and editing under the integrated media framework. **Results:** The research identifies several deficiencies in television news gathering and editing, including inadequate conceptual innovation, difficulty in controlling content similarity, and urgent need for methodological innovation. It proposes measures such as innovating news gathering and editing concepts, innovating content from multiple perspectives, and innovating methods across various dimensions, with active implementation. **Conclusion:** These efforts have substantially broken through the limitations of news gathering and editing work and further expanded the conceptual framework, providing valuable references for future research.

Keywords: Integrated media; Gathering and editing channels; Content editing; Remote gathering and editing; Information integration

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Research on television news gathering and editing from the perspective of integrated media is essential for addressing new development situations and improving the quality of television news work. Television news primarily acquires valuable information through gathering and editing processes for timely reporting to audiences. Given the complex domains covered by television news and the fact that news events are not confined to single aspects, interview objects exhibit diversified characteristics. When news events occur, integrated media provides audiences with multiple platforms and information channels, allowing them to select content based on the nature and direction of events.[1] During this process, news gathering and editing professionals must collect and process information promptly and accurately to meet audience demands for news dissemination. In recent years, as the speed of integrated media communication has accelerated, television news gathering and editing face even greater challenges. Therefore, it is imperative to continuously intensify research on television news gathering and editing, actively innovate working methods according to the diversified reading needs of different audiences under the integrated media framework, and seek more effective optimization strategies by understanding the characteristics of television news gathering and editing, objectively responding to various challenges in the new environment, and continuously enriching content and reforming work forms.

1. Characteristics of Television News Gathering and Editing Work Under the Integrated Media Framework

1.1 Diversification of Television News Gathering and Editing Objects

Television news gathering and editing constitute the fundamental prerequisite for news formation and reporting. The work takes diverse forms, including on-site interviews and field investigations, and its quality determines the authenticity and timeliness of news content, directly affecting the social impact of news reports. In the integrated media environment, information dissemination channels have multiplied and accelerated, while audience demands for news have become increasingly diversified. To better innovate news gathering and editing models and improve quality, it is essential to clearly understand the characteristics of television news gathering and editing work to identify optimization directions.

Television news primarily obtains valuable information through gathering and editing activities for timely reporting to audiences. Because television news covers complex fields and news events are not limited to single dimensions, interview objects demonstrate diversified features. When news events occur, integrated media provides audiences with multiple platforms and information channels, and audiences select content based on the nature and direction of events that interest them.[1] During this period, news gathering and editing professionals must collect and process information promptly and accurately to satisfy audience demands for news dissemination. Facing different objects, news gathering and editing workers must skillfully handle news focal points and accurately express individual demands in the new era development environment from the perspective of ordinary audiences, thereby leveraging the social function of news gathering and editing. Under the integrated media background, individual needs and information dissemination channels have diversified, complicating the gathering and editing process. Therefore, it is essential to recognize the diversification characteristic of television news gathering and editing objects to better carry out the work.[2]

1.2 Diversification of Television News Gathering and Editing Channels

In traditional television news gathering and editing models, channels primarily concentrated on hotlines, field visits, or audience letters. However, with the arrival of the integrated media era, television news gathering and editing has added numerous internet-based channels, such as social media and short video platforms, making the diversification of channels more pronounced.[3] This diversification has dual impacts on television news gathering and editing work. On one hand, it facilitates easier access to information and creates more favorable conditions for gathering and editing activities. On the other hand, it makes information extraction and integration more challenging, dramatically increasing workload and raising the stakes for information classification and editing.

The proliferation of channels also makes it difficult to control content similarity, as news events are rapidly disseminated across multiple platforms, with various media outlets “racing against time” to process information using advanced technologies for extraction and editing. However, this often leads to inadequate in-depth mining, unoriginal topic selection, and incomplete conceptual frameworks, exacerbating content redundancy.[4] Furthermore, as gathering and editing content primarily consists of short videos and images, the pursuit of speed sometimes neglects professional analysis and interpretation, as well as audience experience considerations, further contributing to excessive similarity in gathering and editing content.

1.3 High Efficiency of Television News Information Gathering and Editing

Integrated media-based television news gathering and editing also features high efficiency. By comprehensively utilizing different media technologies, the time consumed between news event occurrence and the gathering and editing process has been shortened from multiple dimensions, significantly improving information acquisition efficiency.[4] Prompt editing and processing of gathering and editing information, combined with seizing opportunities for rapid reporting, can both enhance reporting efficiency and increase the value of news gathering and editing. Particularly, the application of live broadcasting models has minimized intermediate processing time, making television news information collection almost synchronous with broadcasting. For example, on June 22, 2024, CCTV News used live broadcasting to connect with on-site reporters covering the mass eclosion period at the Honghe Butterfly Valley in Maandi Township, Jinping Miao, Yao, and Dai Autonomous County, Yunnan Province. The live broadcast showcased the spectacular sight of hundreds of millions of butterflies “exploding” onto the scene. Through the reporters’ lenses, countless butterflies could be seen dancing in the sunlight. The staff completed the entire news gathering, editing, and broadcasting process quickly and efficiently without intermediate information processing. This demonstrates that television news information gathering and editing efficiency is significantly higher in the integrated media context.

2. Limitations of Television News Gathering and Editing Under the Integrated Media Framework

2.1 Inadequate Innovation in Television News Gathering and Editing Concepts

Innovation in television news gathering and editing is a crucial task for high-quality development under the integrated media framework. As television news media and new media integrate across multiple dimensions, concepts for television news gathering and editing are also continuously evolving. However, deeply rooted traditional concepts and the complexity of gathering and editing

work have led to inadequate integration of certain ideas between television news media and new media, resulting in some activities still following traditional models.[5] Particularly, concepts such as “media-centered,” “understanding audience needs,” and “news gathering and editing information capture” retain excessive traditional characteristics, preventing news information gathering, organization, and reporting from establishing closer relationships with audiences or generating emotional resonance. Furthermore, inadequate conceptual innovation manifests as superficial “integration,” with television news media accumulating increasing amounts of information but failing to update information value integration and mining techniques promptly. This leads to imprecise identification of reporting value, causing television news content to lack distinctive features, integration with various media to proceed unsatisfactorily, and dissemination momentum to be insufficient, ultimately hindering quality improvement in television news gathering and editing work.

2.2 Difficulty in Controlling Similarity of Gathering and Editing Content

As integrated media continues to deepen, news event dissemination channels keep increasing, leading to greater similarity in gathering and editing content. News events are rapidly reported across different channels, with various media outlets “racing against time” to process information using advanced technologies for extraction, integration, and editing. However, this inevitably results in inadequate in-depth mining, unoriginal topic selection, and incomplete conceptual frameworks, exacerbating content redundancy under “herd mentality” reporting.[6] Additionally, as gathering and editing content primarily consists of short videos and images, the pursuit of speed sometimes neglects professional analysis and interpretation, as well as audience experience considerations, further contributing to excessive similarity in gathering and editing content.[7]

2.3 Urgent Need for Innovation in Television News Gathering and Editing Methods

Television news gathering and editing methods remain influenced by traditional media environments, primarily relying on field investigations and on-site interviews to obtain information, followed by organization and editing. While this ensures comprehensiveness and accuracy, shortcomings such as low efficiency and untimeliness have become increasingly prominent in the integrated media context. Moreover, traditional methods lack breadth in information acquisition channels and are disadvantaged compared to new technology applications.[8] The arrival of integrated media has continuously integrated new technologies into television news gathering and editing, largely breaking traditional limitations. However, in practice, some professionals still primarily use traditional methods, with data information technology and artificial intelligence technology only playing auxiliary roles rather than truly expanding gathering and editing space or effectively addressing shortcomings such as limited resources and

delayed information acquisition. Consequently, innovation in television news gathering and editing under integrated media has not achieved ideal results.[9]

3. Innovative Optimization Measures for Television News Gathering and Editing Under the Integrated Media Framework

3.1 Seizing Opportunities Provided by Integrated Media to Strengthen Conceptual Innovation

To seize development opportunities offered by integrated media, television news gathering and editing must continuously strengthen conceptual innovation, recognizing the urgency of innovation as reporting and dissemination channels change and audience needs evolve.[10] In recent years, with rapid internet coverage, audiences focus on news authenticity while also emphasizing reading experience and dissemination value. In response, television news gathering and editing should break free from traditional concept constraints, innovate concepts from the perspectives of news reporting and audience reading needs, and identify resonance points with news dissemination and audience reading to more accurately meet news consumption demands and increase audience attention. Specific approaches include:

3.1.1 Effectively Coordinating Media-Audience Relationships and Balancing Content from an Audience Perspective

Innovation in television news gathering and editing concepts requires careful consideration of audience news and information service needs, dedicated to providing valuable information and addressing audience questions. This not only creates resonance between gathering and editing information and audiences but also enhances audience trust.[11] For instance, on December 21, 2024, *Tianyan News* reported on “Focusing on Education Development: Shiqian County Integrates Resources to Promote Educational Progress.” During information gathering, staff collected data on primary school and kindergarten construction, particularly focusing on hardware and software facilities, teacher team building, and educational resource layout—topics of audience concern. The report highlighted that “Shiqian County Longtang Town Chuanyanba Primary School was officially named ‘Chinese Workers’ and Peasants’ Red Army Guizhou Shiqian Kuniushan Red Army School’ and included in the national list of 500 Red Army primary schools.” It clearly announced local educational investments, construction progress of over ten schools, and new student enrollment capacity. By centering on audience needs and using topics of interest as entry points, the report helped audiences understand school resource planning and educational strength, both addressing concerns about educational resource allocation and adding “affinity” to television news content for more effective reporting results.

3.1.2 Enhancing Integrated Media Functionality to Develop Correct “Integration” Thinking

Conceptual innovation in television news gathering

and editing under integrated media requires continuous exploration and experience summarization to gradually develop “integration” thinking. During actual gathering and editing processes, information from different channels should be flexibly processed, with television news platforms effectively integrated to create more comprehensive, authentic, and accurate news content foundations.[12] Multi-dimensional mining of gathering materials and thorough interpretation through “integration” thinking can enrich information connotation and 赋予 new reporting significance, thereby truly realizing news reporting value. During television news gathering and editing, professionals should analyze the characteristics of different media news dissemination from the audience perspective, identify patterns of news communication changes to guide information organization, and effectively align with audience news needs from an integrated media perspective to enhance reporting value.

3.2 Scientifically Controlling Content Similarity and Innovating from Multiple Angles

Television news gathering and editing work under integrated media faces both opportunities and challenges, particularly with increased dissemination channels and diversified audience reading needs. Some audiences prefer brief, concise information, while others focus on in-depth content, detailed viewpoints, or professional and targeted reporting. Diversified audience demands require news gathering and editing to open more perspectives.[13] The occurrence of news events and information processing must be preceded by analysis of audience demand diversification, with audience needs integrated into content organization. Because audience demands for news content vary, the starting points for gathering and editing differ, which better leverages reporting value and enhances audience trust.[14]

In practice, television news gathering and editing should reflect audience concerns and life demands from authentic perspectives, particularly regarding health, food safety, and public education—content must not be detached from reality. Material refinement and content editing should move beyond traditional monotonous forms to incorporate more interesting elements. In the integrated media context, accelerated information dissemination, increased audience access to fresh content, and convenient information sharing mean that interesting elements can quickly capture audience attention while effectively “reducing redundancy” in repetitive content. Based on integrated media, audiences themselves become part of news dissemination channels, innovating gathering and editing content from multiple angles and further expanding reporting influence with audience assistance.

For example, in weather news gathering and editing, weather elements can be combined with humor: “Everyone, how was your weekend? A new week begins, and with it comes rain that frequently visits. Miss Rain will ‘make a fuss’ this week, especially mid-week, when she will constantly remind us of her presence.” Such humorous elements provide audiences with relaxation amidst busy lives.

For traffic condition reporting, 趣味性 processing can create a lighter atmosphere: “Heavy congestion ahead, like a parking lot. As the saying goes, ‘the most fleeting thing in the world is beauty that fades like flowers.’ Drivers, please be patient and enjoy this large-scale road ‘auto show.’ ” This approach both reports relevant information and creates a relaxed reporting atmosphere.

Furthermore, content innovation can form more linkages from “front stage” and “behind the scenes” perspectives. Synchronizing news gathering and editing with reporting—where behind-the-scenes workers conduct interviews and investigations while front-stage reporting occurs—ensures authenticity and timeliness while telling news events from multiple angles, enhancing persuasiveness and injecting “fresh vitality” into content. For the same news event, conducting multi-angle simultaneous work allows in-depth exploration of event connotation and synchronized reporting, amplifying content value from different perspectives.[15]

For instance, on December 22, 2024, *Northeast News Network* reported on “Traditional Chinese Medicine Culture for Healthy Shenyang—Winter Supplementation and Health Preservation.” Multiple gathering and editing workers gathered at the first-floor lobby of Shenyang Xinyuehui Shopping Mall, conducting multi-angle gathering and editing for different disciplines. Using live broadcasting, they provided audiences with health guidance from experts in neurology, cardiovascular medicine, respiratory and critical care medicine, and other specialties. By integrating traditional Chinese medicine knowledge with lantern riddles, they created an educational yet entertaining health concept dissemination model. News gatherers and editors participated alongside citizens in health preservation explanations, merging citizen perspectives, expert physician perspectives, and journalistic explanation perspectives to not only enrich gathering materials but also effectively avoid content similarity.

3.3 Skillfully Utilizing New Media Technologies to Innovate Methods Across Multiple Dimensions

Integrated media imposes higher requirements on television news gathering and editing, requiring professionals to actively summarize experience and increase application of new media technologies to identify innovative methods. First, remote gathering and online editing technologies can be integrated into news gathering and editing. Considering the increased news dissemination channels in the integrated media development environment, remote interview technology can be used for some news events and objects to save resources. For example, during the National Games, broadcasting stations in Henan, Shanxi, Liaoning, and other provinces used remote online interaction technology combined with 5G and virtual green screen assistance to remotely collect on-site information, effectively showcasing the passion and fighting spirit of the Games.

Second, cloud platforms and data analysis technologies can be used to comprehensively capture, extract, and analyze massive amounts of news information,

facilitating exploration of news event essence—crucial for enhancing the value of news content gathering and reporting. Traditional field visits and investigations can be integrated with new media technologies to extract database information related to news events, conducting two-way verification online and offline. This both enriches gathering materials and adds depth to news content. For example, on August 14, 2023, when Shenyang Metro Line 4 officially commenced operations, *New North* provided extensive coverage. Frontline reporters captured special moments of metro operation in real-time while simultaneously observing speed and stability data changes with the metro operation testing and engineering teams. Based on operational parameters, they effectively reflected the safety of Line 4's operation. The skillful application of new media technologies not only optimized gathering and editing methods but also expanded the depth and breadth of gathering materials.

Conclusion

This paper analyzes the characteristics of television news gathering and editing under the integrated media framework and studies optimization strategies to provide a more accurate positioning for this work. The integrated media era imposes new requirements on news gathering and editing while providing favorable conditions for innovation. News gathering and editing work must recognize its limitations based on the characteristics presented under integrated media, clarify optimization approaches, innovate concepts and methods, and broaden perspectives to enrich materials and connotation, thereby enhancing the quality of television news gathering and editing work.

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

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