

Research on Characteristics and Innovative Measures of TV News Acquisition, Editing and Planning in the New Media Environment

Xiaozheng Li

Yangjiang Vocational and Technical College, Yangjiang, Guangdong, 529566, China

Lxzh-3889@qq.com

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Abstract: At this stage, with the continuous integration and joint development of various emerging media and traditional media, the era of integrated media has officially opened. Under the background of this era, various new media technologies and communication methods are constantly changing, innovating and upgrading, and TV news media can be said to usher in excellent development prospects and opportunities. In view of this, the author in this article analyzes the characteristics of TV news acquisition and planning in the new media environment, and compares the overall trend of the current foreign advanced media development and the general environment, and then provides some innovative strategies and suggestions for reference.

1. Introduction

New media is the fifth largest media after newspapers, television, radio, magazines and other media, and with the rapid development of the computer industry, gradually began to infiltrate into people's daily life, which is a huge impact on the television news industry, but also brings challenges to TV news acquisition and editing planning. As an important index of TV news editing, acquisition and editing planning should combine the requirements of the new media era, change the position of TV news in the media industry, innovate thinking on the basis of improving its own ability, and meet the challenges brought about by the change of the current situation.

2. In-depth analysis of the characteristics of TV news editing and planning in the new media environment

2.1 TV news editing and editing presents more complex and diversified characteristics

In the new media environment, various traditional media and emerging media continue to integrate and develop, and the ways and methods for audiences to receive various news information and information have also undergone many changes. TV news media is facing more severe market tests and strong impacts and challenges from various new media^[1]. my country's TV news editing and planning shows many new features. First, the content of TV news editing has become more complicated. Due to the opening of the "Internet +" era, various self-media platforms and new media forces continue to develop strongly, and their endless amount of information allows TV news editors to screen, screen, collect, organize, edit, and review all kinds of news information. Wait for the difficulty of work to increase. The "2020 White Paper on China's New Media Marketing Strategy" described: Under the influence of the new crown epidemic, the marketing influence and effectiveness of offline and outdoor media are limited, and online media marketing has begun to receive more market attention. Among all types of online media, new media platforms that can carry out content-based marketing have stood out in the era of fragmented consumer attention, and become more willing to use them to engage in behaviors of planting grass and weeding. , The budgets of advertisers in various industries are increasingly shifting to new media platforms^[2]. At the same time, under the new media environment, the audience has changed from information

receivers in the traditional media era to information acquirers and producers. Audiences are no longer satisfied with passive news information reception and acquisition, and often take advantage of the advantages of new media to receive different news information through multiple channels and channels, leading to the need for continuous upgrading of TV news editing content. Before the upgrade, TV news mainly broadcasts and promotes some news reports and news content in the mode of dissemination channel output. In the era of new media, TV news editing and editing work has more innovation space and communication channels, and can be used through various new media platforms. Carry out three-dimensional and diversified communication to meet the different needs of the audience. Secondly, the main body of TV news editing and editing has become more diversified. Under the new media environment, the innovation, change and upgrade of various media technologies have comprehensively promoted and promoted the rapid development of journalism. In addition, the broad audience has also become a part of the main body of news gathering and editing to some extent, which in turn contributes to the dissemination and promotion of news information to a certain extent, effectively enriching the connotation of TV news information and forming the link of news gathering and editing. Certain simplification and speed-up.

2.2 TV news planning classic cases are more and more colorful

Conceptually, TV news planning usually refers to a news operation in which TV news editors organically integrate various types of information that are more hot, interesting and have strong relevance to promote more effective information dissemination. the way. Under the new media environment, traditional TV news planning will inevitably produce many new features such as many changes and upgrades in time and content. Combining the classic case analysis of my country's mainstream news planning in recent years, it is not difficult to find that many famous news events are extremely representative and hotly discussed. The author uses the news case of the entertainment star "Zheng Shuang's surrogacy and abandonment". This entertainment news just broke the news, only aroused a certain degree of heated discussion in the entertainment circle. But later, with the exposure of some insider information, the illegal surrogacy of celebrities and related legal issues became apparent one by one. In addition, the eight major official media including CCTV news media, China Police Online, People's Forum, China Women's Daily, and China Communist Youth League have made strong criticisms and condemnations. And clearly pointed out that our country explicitly prohibits surrogacy (although Zheng Shuang's surrogacy in the United States, it will inevitably be strongly condemned by public opinion, morality and the public). Obviously, this news topic is extremely hot, and under the continuous reports and careful planning of CCTV news media, the hot topic of "surrogacy" has continuously rushed to the forefront of the hot search lists of major news media platforms. The "hot discussion" and "attention", and triggered deep thinking and discussion on the moral level of the whole society, are extremely successful and typical. In the new media environment, TV news planning has already demonstrated great depth. Due to the continuous integration and development of the media, various information channels and channels have become more diversified, which can effectively guarantee and promote the in-depth exploration and exploration of various news materials and stories behind the news by TV news editors, thus comprehensively improving the new media era The depth, breadth and extensibility of news. For example, the phenomenon of celebrities' false endorsements and goods-carrying has been common in recent years. Previously, the incident of Simba (Xin Youzhi) endorsing fake bird's nest was once fermented in the TV news media and major new media platforms, which eventually led to in-depth reports on various chaos in the "bird's nest market" and the huge profits behind the celebrities bringing goods. This kind of news planning The depth and social influence of the reports are also evident.

3. Innovative practical strategies for TV news acquisition and planning in the new media environment

3.1 Multi-platform output should be emphasized in TV news editing and editing innovation

In the new media environment, if TV news editing work wants to continue its comprehensive and innovative development, it must first combine with the development trend of the new media era, and carry out multi-platform, multi-channel dissemination, promotion and output^[6]. Specifically, TV news editors must provide more colorful content in the daily TV news collection and editing process, and be able to plan and edit news from a variety of new directions, new perspectives and new levels. In turn, audiences can obtain news content and high-quality information that are not available in many online media through television media. In terms of the specific methods and methods of news gathering and editing, TV media gathering and editing personnel should make full use of advanced network information technology and big data technology, and effectively sort, screen and judge all kinds of news. And then comprehensively improve the quality and efficiency of news gathering, editing, planning and dissemination. And editors should also actively communicate, communicate and interact with the audience, so that all kinds of news planning and editing can penetrate into the lives of the people, and then gain more emotional resonance. At the same time, through the cooperation of its own media with various emerging media such as WeChat, Weibo, various short video APPs, and portals, high-quality TV news can have a wider range of communication channels and channels, and then let its own TV media news The editing and planning of the company has more social influence and attention.

3.2 TV news planning innovation should pay attention to current social hot spots and focal points

In all aspects of TV news planning and innovation practice in the new media environment, TV news editors need to have keen news judgment and sensitivity, and be able to make corresponding accurate judgments on current social hot spots and focal points to effectively screen and screen^[8]. In-depth planning, production and processing of corresponding high-quality news materials. At the same time, it is aimed at some social news hotspots and news cases with high click-through rates and high discussions. In the process of TV news planning and editing, news editors need to abandon traditional ideas and concepts of collecting and editing, and then use advanced new media concepts and methods to collect, edit, produce, integrate and promote relevant news, thereby gaining more audience's recognition and attention. In addition, in the process of innovation and upgrading of TV news planning in the new media era, TV news editors need to continue to sum up their experience, and gradually find a rational planning process and planning steps, which can be used in all kinds of social hot news events and sudden emergencies. Reflect and plan as soon as possible after the occurrence of sexual events to form the best TV news planning plan and topic selection, thereby ensuring that the entire TV news planning can be gradual, orderly, and targeted to achieve the best results and best TV news editing and planning State.

5. Conclusion

To sum up, in the new media era, the innovative development of TV news editing and planning can be described as "a long way to go." In their daily work, TV media editors must continue to explore, study, and reflect, actively learn the concepts and methods of excellent TV acquisition and editing planning at home and abroad, and learn from each other's strengths and extract the essence [10]. Strive to bring the overall level and quality of my country's TV news editing and planning to a new level in the new era.

References

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