

The Impact of Media Convergence on Television News Gathering and Editing Business

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Abstract: *Media integration has become an irreversible trend in the development of China's media, it breaks the original way of disseminating information in China's traditional media, makes China's media industry further develop, promotes the reform and innovation of China's media industry, and also brings severe challenges to the TV news industry. In this era when information can be disseminated rapidly, the media industry must attach importance to the tv news gathering and editing business, continuously optimize the existing editorial business structure, and expand the influence of television news.*

Keywords: *Media convergence; editorial business; TV news*

1. Introduction

At present, the information dissemination is very rapid, the network platform provides people with a large number of ways to obtain information, and the rapid development of new media has also deepened the contradiction between the new and old media. In the context of media convergence, the transformation of traditional television media has become irreversible. While new media brings challenges, it also brings great advantages to television media, and television news should take the initiative to assume its due responsibilities and obligations, actively conform to the development of the times, and let the tv news gathering and editing industry continue to be revitalized.

2. Impact

2.1. Impact of the way information spreading

In the era of rapid development of new media, the audience can take the initiative to obtain information of interest, rather than passively accept the information provided by traditional media, major APP, WeChat public account, Weibo platform, etc. can push the latest news information at any time, and people can use fragmented time to complete reading. This is a major breakthrough in the media industry, and it also provides new ideas for tv news media. The traditional media communication method is generally to collect and edit such information and dig out news information that is of interest, value and intuitive characteristics of the public on this basis. However, with the deepening of media integration, if TV news is still only broadcast at a fixed time, it will not only affect the ratings, but also affect the future development of the TV news industry. Media convergence has changed this, making the sources of tv news richer and more diverse. The reporter personally collects news is no longer the only channel for TV news gathering and editing to obtain information, such as the Qilu Channel of Shandong Radio and Television Station, the hotline used by the people's livelihood program can receive news clues from many cities every day, and can receive more than two thousand messages per day during the peak period, but in recent years, the Qilu Channel has changed the original hotline method, and the news column has successively opened a WeChat public account, which provides news information to the people by the public account, and opens an online message function. Thousands of messages from the audience can be received every day, and the hotline number is gradually decreasing. Television news can use these functions of new media to actively receive information from the people, and at the same time provide information to the people and realize information exchange.

2.2. Impact of Information Collection

In the era of media integration, there are a large number of news materials in the network

environment, everyone can become the provider of news materials, the threshold of media dissemination is gradually lowered, and the materials taken by hand can become news, but the information uploaded, released and shared by individuals is often not strictly reviewed, and the media platform cannot screen and edit in time in the face of such a large and messy content material, which also leads to a great reduction in the authenticity of the information. In order to increase the ratings, some media can better attract the attention of the audience, so there is a situation of "what the audience likes to watch, the news gathering and editing will focus on what", and the news materials selected lack authenticity, resulting in serious problems such as homogenization and pan-entertainment of TV news, which greatly reduces the audience's reading interest. As TV news gathering and editing personnel, they should look at the problem from the perspective of the audience, select news topics that the audience is interested in and have reporting value in the massive and complex information resources, ensure the authenticity of TV news, constantly keep pace with the times, and dig deep into the significance and dissemination value of news events.

2.3. Impact on business processes

In the past, traditional TV news had a long history of development and formed a specific workflow, including topic selection, planning, interviewing, videography, editing, review, broadcast and other links. However, as China gradually enters the era of media integration, editorial staff can obtain rich news materials without reaching the scene or interviews, and the exchange and cooperation between different media provide a broader space for the collection and editing business of TV news, so that the TV news gathering and editing process is continuously optimized. Traditional television media make full use of the advantages of online media, using diversified media platforms to strengthen communication and interaction with the audience, not only to better understand the interests and hobbies of the audience, but also to narrow the distance between the audience, so as to produce news programs that the public likes to hear. Compared with traditional TV news reporting, the Internet platform has great advantages, which can not only meet the needs of news gathering and editing, but also promote exchanges between TV news gathering and editing personnel and improve the quality of news reports.

2.4. Break the traditional competitive situation

The development of media integration has had a great impact on the work of television news dissemination. Traditional media will scramble to intervene in news events so that they can quickly gain a voice. In the current context of media integration, the competition situation of traditional media will be broken, networking and technology are the main trends in the development of new media, the media market is getting bigger and bigger, and information acquisition is more convenient. In summary, media convergence is the main trend of the development of the digital age, and major media will not be affected and constrained by external factors to better meet people's information needs. In order to occupy a favorable position, we must first ensure the media's own communication angle for news events and the depth of its excavation, and secondly, we must examine whether it meets the psychological needs of the public.

3. Advantages

3.1. Improve work efficiency and spread more widely

The content of traditional TV news work is relatively complex, including topic selection, planning, interview, videography, editing, review, broadcasting and other links, so it leads to low timeliness of news. In most cases, news has a specific broadcast time, and under the development of media integration, news editors can use the Internet platform to send news information anytime and anywhere, which can ensure the timeliness of news and meet the needs of different groups of people. At the same time, it can also use the platform to carry out real-time live broadcasts and other forms to report the whole process of news occurrence in real time, which helps to improve the efficiency of collection and editing. For example, the current short video and live APP, as well as WeChat public accounts, Weibo, Zhihu and other popular information sharing platforms, open a special news public account, the use of social platforms for dissemination, through online and offline synchronous dissemination, so that the audience can obtain news information through a variety of channels. Media convergence enables users to receive news information anytime, anywhere, and does not need to receive information like

traditional television, newspapers, radio, etc. People can access news information through the convenience of media convergence without space and time restrictions. With the strengthening of the popularity of the Internet, the audience is diversified, and the channels of news dissemination are more vivid.

3.2. The forms of expression are richer

Under the background of media integration, the form of news is more abundant, and users can quickly download videos in short videos and various platforms to achieve fast and effective dissemination. This is also a new challenge for news gathering and editing staff. Journalists should actively adapt and strive to innovate, extract valuable information that users are interested in in a complex information environment, and be able to make full use of the advantages of media integration to continuously expand the form of news dissemination and transmit it to the audience at a faster speed.

4. Main strategy

4.1. Actively expand new channels for collection and editing

With the continuous progress of the information age, there are a large number of news materials in the network environment, and the Internet platform provides us with a high-quality platform, so that everyone can become the provider and disseminator of news materials, which makes the original news gathering and editing channels unable to meet the needs of high-quality news program production. Therefore, tv news media need to produce high-quality news programs by exploring new channels for collection and editing, and with the advantages of media integration, continuously optimize the business structure of tv news collection and editing, and actively explore new ways of editing and editing. Media integration has greatly impacted the existing structure of China's traditional TV news gathering and editing business, and also provided diversified channels for traditional TV news gathering and editing business. News gathering and editing workers should also expand the channels of news information sources through continuous study and exploration, be good at capturing news details in daily interview work, enhance their own news sensitivity and the depth and breadth of news, actively expand their own news horizons, improve the efficiency of their own work through digital technology, be good at excavating key points and details in news information, reflect news diversification through the effective application of network platforms, enhance interactivity through the application of new models of news media, and pay attention to the freshness of news materials 2. Proximity and accuracy, actively collect news materials that meet people's needs, and better meet people's various needs^[1]. Among them, the freshness of news gathering and editing materials mainly means that the materials can be quickly captured and can satisfy people's curiosity; Affinity mainly refers to the actual life close to the people; Accuracy mainly refers to the accurate expression and description of news facts to the people. Moreover, news gathering and editing staff should also make reasonable use of the advantages brought by the Internet era, improve the efficiency of their own work through digital technology, screen the information materials contained in the network environment, such as obtaining news materials from professional news media, social media, personal and network environments, etc., and expand the channels of news gathering and editing^[2]. What deserves people's attention is that while actively exploring new channels for gathering and editing news, news gathering and editing personnel must ensure the authenticity of news materials, strictly abide by the basic characteristics of news and the principles of collecting and editing television news, so as to better carry out the work of collecting and editing television news and provide the audience with richer news information.

4.2. Improve the comprehensive ability of editorial staff to carry out media integration

The production process of TV news programs is relatively complex, including the selection and planning of topics in the early stage, the interview and video in the middle stage, and the editing, review, broadcast and other links in the later stage, so the staff of news gathering and editing is an indispensable part of the work of the collection and editing business. In the context of media integration, news gathering and editing have gradually undergone new changes, from cumbersome to simplistic, and editorial and reporting have become an integrated process. Under normal circumstances, in the early stage of the production of television news programs, it is necessary for front-line journalists to personally collect news materials on the spot, and then through analysis and collation, these news materials are transmitted to the later editorial staff. The staff confirms the theme of the report according

to the news materials provided by the reporter, and follows the principle of news gathering and editing to process these materials, and finally the program can be reported smoothly.

However, with the development of media convergence, people pay more and more attention to the timeliness of news, so a series of complex processes in the editorial process have been replaced by an integrated approach. In specific cases, the editorial staff not only needs to collect the information of the program, but also needs to process the later broadcast. It can be seen that under the requirements of the high-quality and high-speed rate of the program, the professional ability and professional quality of news gathering and editing personnel need to be further strengthened. Therefore, the TV media industry needs to strengthen the training of staff, not only to strengthen the training of old employees and improve their understanding and understanding of the new editorial business in the media integration environment, but also to continuously introduce fresh blood, and the young people bred in the new era are more likely to accept the new editorial business under the media integration, and it is easier to provide their own ideas to promote the development of the TV news industry. At the same time, the editorial staff themselves should continue to study, strengthen the understanding of various new communication methods or the integration between models and models, improve their literary literacy, go out to study more, broaden their horizons, enrich their experience in collection and editing, improve their own professional capabilities, and strengthen their awareness and confidence in collecting and editing work, so as to ensure that they can continue to efficiently carry out the collection and editing business of television news in the context of media integration. News gathering and editing personnel should also strengthen relevant practical training, observe life more, follow experienced personnel to go out to interview or collect news materials, so as to enrich their own experience in collecting and editing, improve their on-the-spot adaptability and comprehensive quality ability.^[3]

4.3. Give full play to the advantages of media convergence

With the continuous development of the Internet era, media integration has become an inevitable trend in the development of television media, so it is crucial to give full play to the advantages of media integration to improve their competitiveness. In the context of media integration, TV media can collect more news materials from the Internet, enrich the content of TV news, and also use the Internet's media integration platform to obtain new communication methods, learn from the Internet's high-quality communication experience, and achieve personalized development, so as to provide viewers with better programs and information. Editorial staff should attach importance to the new form of editorial structure, break the traditional work model, enhance the epochality of editorial content, and ensure the uniqueness of news reports. We should also fully recognize the advantages of the editorial process under the integration of media, and strive to make our greatest contribution to the work of television news.

5. Conclusions

Media integration is the inevitable result of the development of the new era and the inevitable trend of the survival and development of traditional Chinese media. The vigorous development of online media has made the competition between new and old media more and more fierce, and tv news media need to effectively play the advantages of media integration in all aspects of TV collection and editing business, and pay attention to improving the comprehensive ability of editorial personnel, so as to better promote the development of news gathering and editing business.

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