

# *The Innovative Strategy of TV Director under the Background of New Media Era*

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**Abstract:** The rapid development of new media technology has brought people into the new media era. In the media industry, the application of new media technology makes the industry production technology level constantly improved, and under the background of the era of new media, some traditional media have made technology innovation and perfect, make full use of new media technology to strengthen the internal technology system reform, brought the development opportunities of traditional media, but also brought great challenges. In this paper, the first analysis of the new media background to television director development opportunities and challenges, but put forward specific innovation work path, aims to promote director staff grasp development opportunities, meet the challenge, constantly improve their comprehensive ability, innovation content and way, so as to promote the long-term development of traditional TV media industry.

## **1. Introduction**

Since the introduction of television media in China, television programs have occupied a dominant position in the media. In the multimedia era, television programs are an important part of the new media era, economic development has brought new challenges to the television industry, and innovation in the selection of television programs in the new media era has become the key to their development and survival. The trend of media convergence has brought opportunities for television programmers and directors, who are the soul of television programs, and are required to study traditional media in depth, to accept new challenges with the vision of reform and development. Cultivating the innovative consciousness of television Directors, and foresting new directors in line with the development of the times have become the primary issue facing the development of television programs.

## **2. The Importance of Innovation in Television Director**

At present, China's radio and television writing and directing industry is facing the more development situation The more complex, and the market competition is more fierce, therefore, must break through The traditional radio and television media communication mode, continuous innovation, full analysis The needs of the audience, and change the past establishment model, break through the development restrictions, Do a good job of program content innovation, constantly enrich the communication channels, accelerate the communication speed Degree, from bringing

more high-quality program content, so as to constantly improve the self body economic benefit, improve social benefit [1].

In the era of new media, the dissemination of information shows the characteristics of interactivity and quickness. Network technology makes the dissemination of information into two-way communication. Two-way interaction between the communicator and the receiver can improve the efficiency of information dissemination. New media communication is interactive, people can learn the latest information through mobile phones and other electronic terminals to express their views, can communicate face-to-face through video and telephone. Fastness is the speed of information dissemination, information dissemination channels have been expanded. In the era of new media, information is made known to the public through various channels, and people in different areas can access information, which is a distinctive feature of information dissemination in the new media era [2].

Director is the soul of television programs. From topic selection to production, all aspects of television programming are determined by the director. The ability of television Directors to improve and innovate in the production of programs is directly related to the success of the business. Television program directors should pay attention to program innovation, take effective measures to ensure the novelty of the program, innovation is an improvement of the original foundation. The innovation of television director in the new media era helps to improve program quality and establish a high standard of industry reputation. Television programs are judged by their ratings and internally by their cultural content. TV programs are judged by the selection of topics, which requires a certain degree of innovative thinking on the part of the directors, who are required to be innovative in selecting topics to catch the viewers' attention and produce high-quality programs that meet the judging criteria. The industry's reputation is the influence of the program. A wide range of audiences requires that TV programs meet the audience's aesthetic standards, and the reputation of the TV program industry relies on the production team to think creatively, explore the audience's needs, and establish a high standard of industry reputation [3].

### **3. Advantages of Innovative Development of Television Program Director under New Media**

With the development of the Internet era, China's radio, television and cultural industries continue to develop and prosper, and the media form has undergone great changes. In the context of convergence media, the demand for media talents has changed profoundly [4]. New media has had a great impact on the traditional media represented by television, but the development of new media has also brought new opportunities to the traditional television media. This is mainly reflected in the effective integration of traditional TV media and new media. New media technology has improved traditional TV media, and the new media environment has made Internet technology widely used.

Television programs, and new media brings more participation for the audience, which increases the authenticity of the program through audio and video communication. For example, "Running Man" completes the program recording in the audience onlookers, satisfying the audience's visual impact and drawing the audience closer to the stars. In the era of new media, the essence of development is communication, so the director should follow the development of the times when producing TV programs, increase innovative interactive links, so that the audience can participate in the program to become free communicators. Hunan TV's variety show "Day Day Up" is a talk show that uses interviews and other forms to spread Chinese etiquette and enrich the program content. TV program director should draw lessons from successful program experience to realize program innovation and development. Innovative thinking should discard the traditional idea of improving economic efficiency through program ratings, and discover new content suitable for programming and directing in the learning process.

#### 4. Innovative Measures for Television Director in New Media

In the new media environment, the number of factors affecting the development of television programs is gradually increasing, and the relationship between them is complicated, so television program directors have to adapt to the new environment and explore innovative elements from traditional content. To achieve TV program innovation, it is first necessary to understand the market development situation, and to find an accurate positioning according to the development of television. The key to the work of the director is to find an accurate positioning, actively absorb advanced television programming knowledge and skills, seek inspiration from life and apply it to television programming to promote the update of the concept of programming and directing. It is important to actively change the way of thinking. Positive thinking is the traditional way of thinking for television program producers and directors. Directors should actively try to reverse thinking and innovate TV programs from different angles [5].

To enhance the innovative thinking of television Directors in the new media era, they should conduct self-analysis, observe the changes in the current media environment, and improve the level of self-orientation under the understanding of their own characteristics. In the new media era, television programs shall be given a reasonable positioning to ensure the normal development of the program. Editing is an important part of the program production, innovative program director should enhance the awareness of editing, taking the audience's visual and other factors as the premise, program innovation shall be in line with the audience's life, so as to enhance the reputation of television programs. In the context of new media, television program director should think outside the box. In actual work, people are used to one-way thinking. Television program innovation need to establish a unique way of thinking. One-way thinking can not catch the essence of innovation, which is not conducive to the innovative development of new media television programs. To learn to think in both directions, the director is more innovative, and should seize the inspiration with rich experience to inspire the potential to realize the innovative development of television media.

Smicroblogging-based new media in the current information age, television media face huge challenges in the new media era and must adapt to the development of the information society, take advantage of their own advantages to dovetail with new media and network traditional television programs. In the network era, it is necessary to create a website portal, and television stations should open a network platform that meets the program characteristics, which is the transformation and innovation of television programs to achieve win-win development. In addition, certain institutional norms should be formed to increase the innovation of television programs, set up special channels based on regional characteristics, meet the needs of different regional groups for television programs, and meet the challenges posed by online media to television programs.

When the director staff undertakes TV program innovation, the first need To form the new media concept, fully grasp the audience needs, and ensure the production The TV program content can have a certain connotation. In the innovative column version When the block, the TV director staff should also reasonably divide the characteristic section of the column, Highlight the column features, and can fully integrate the current new media technology, Make sure that the audience can vary in different sections when appreciating the columns The viewing experience of the [6].

The television industry has a non-confrontational relationship with new media. Television program directors can merge different communication channels by combining certain functions in mobile phones with computers. In the new media environment, television producers and directors have to examine various factors and make full use of the favorable factors to find out the point of convergence between television producers and directors and new media. As young people prefer to receive information through computers, the advantages of television still exist in the new media environment, and it is important to integrate different channels to transform the programming and

avoid being replaced by other means of communication. In the age of new media, there is intense competition in the means of disseminating information. Television programs should follow the trend of the times, pay attention to the changing needs of the audience and develop new programs for broadcast. Firstly, it is necessary to divide the program types in detail and adjust the broadcast to the same channel for similar programs to improve the program ratings. Audience preferences are not fixed, and shifting audience preferences lead to changes in the market, which should focus on market regulation, the creation of new forms of programming, and timely adjustments based on audience feedback.

## 5. Conclusion

In the new media environment, directors should plan and organize the selection of topics. They can select topics that are of general interest to the audience through online platforms, dig out valuable news clues and improve the efficiency of topic selection. Directors should combine the information of the audience with their personal ideas, complete program planning through new media tools, and send the written content to the auditing department via email to ensure the effectiveness of the program. The advantages of new media can be highlighted in news programs, and new media communication methods have obvious characteristics. Television, microblogging and other media are important platforms for broadcasting news content. Writers and directors should carefully plan each link to provide the audience with more channels to listen to the broadcast news and provide better conditions for the work of writing and directing. In order to maintain the freshness of the program, TV news program content editorial director must continue to innovate, based on new perspectives, combined with the needs of the public, in the news gathering work into new elements, so that the program content is more attractive. Television directors are the directors of television programs, and their comprehensive ability directly affects the quality of television programs. Competition in the media industry is fierce, and only by constantly improving the quality of programming can the television media grow steadily. The comprehensive quality of TV directors is the guarantee of producing high-quality TV programs.

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