

The influence of the evolution of TV program production on the broadcasting and television directors

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Abstract: Since the reform and opening-up, China's TV industry has achieved rapid development. Among them, the core role of radio and television directors in TV programs is very significant, and it is an important part of the TV communication process. With the continuous development of science and technology, the way TV programs are produced is constantly evolving. At the same time, changes in the way TV programs are produced have had a major impact on broadcast television directors. This paper briefly introduces the evolution of TV program production methods, then analyzes the role and influence of radio and television directors in the production of TV programs, and finally proposes the innovation and improvement measures of radio and television directors in the new media era, in order to continuously improve the program quality and communication effect.

1. Introduction

Today's society has entered the era of information big data, the amount of information is large, and the way of producing TV programs has also undergone great changes, which has a great impact on the development of radio and television choreographers. In the new media era, the dissemination of various kinds of information has become more convenient and convenient, and there is also diversity in the way of acceptance. The application of the Internet has promoted the diversification of TV program production, which has brought power to the development of the TV industry, but it has also brought certain problems to the radio and television editing work. Combining the current social situation and the Internet environment, timely and effective improvement and innovation of radio and television choreographing work is of great significance to the development of the television industry^[1].

2. The evolution of the way TV shows

2.1 Film production method

In the early days of TV program production, all the filming and production methods were used. The camera can be used with a clockwork driver even in the absence of power. However, the filming and recording of film film is usually carried out separately. For news programs, it is basically a mode of explanation and explanation. In addition, after the film is filmed, it needs to be processed, edited and dubbed, which limits its timeliness.

2.2 Video production method

Video tapes replace film as a carrier for recording, storing and playing back image and sound signals. The television program recording system is based on video tape and has evolved from an analog video system to a digital video system. The video recorder can record the image signal and the sound signal synchronously. In the later editing, the original sound image signal can be combined at the same time, or a new sound or image signal can be inserted separately, so that the performance content and form of the television program are enriched. . In addition to ensuring the quality of the program, the features of the video tape that can be used repeatedly can also save production costs^[2].

2.3 Digital signal mode

At present, digital technology has been widely used in camera systems, video recording systems and non-linear editing systems. The latest generation of electronic news cameras can record program signals directly to digital video tapes or computer disks. With digital recording, you can perform non-linear editing operations directly on your computer, as well as digital post-production. On the other hand, the way the computer stores signals can make the program maintain its quality even after a large amount of copying. At the same time, the number and time of digital signal storage have outstanding advantages, and the signal transmission is also faster and more convenient. Table 1 is a comparison of how three different TV shows are produced.

Table 1 Advantages and disadvantages of TV program production methods

| TV show production method | Advantage | Disadvantage |
|---------------------------|---|---|
| Film production method | Flexible shooting operation | Sound and picture are not synchronized |
| Video production method | Sound and picture synchronization | Long recording time |
| Digital signal mode | Capture and record high quality images and sounds | Nonlinear editing import time is too long |

3. The role of radio and television directors in the production of television programs

First, guide the program to develop healthily. For broadcast TV directors, the quality of the program directly affects the viewing of the entire program. In the field of television media, the public opinion guidance function is expressed through a variety of television programs. Therefore, the radio and television director is obliged to carry out strict political checks on the television programs to be broadcast. Second, coordinate the editorial awareness of TV programs. In order to be able to produce TV festivals that meet the public's taste, radio and television directors need to coordinate the process of editing the entire TV program. At the same time, the radio and television directors must be able to coordinate the internal and external work of the TV station and dredge the working relationship of various industries. Third, innovative TV programs. Radio and television directors must develop their innovative capabilities, plan and produce new TV programs, and innovate the form and content of TV programs^[3].

4. The influence of the evolution of TV program production on the broadcast and television director

The traditional way of making TV programs in the new media era will inevitably be greatly affected. At this stage, the evolution of TV program production has an impact on radio and television choreography: First, the traditional TV program's communication channels are too traditional, and no timely and effective innovation is combined with the current social situation. This will lead to a narrower spread of traditional TV programs and a shorter timeliness than the Internet. In addition, in the process of making traditional TV programs, the content of TV broadcasts is not innovative, which will affect the amount of TV programs. Sticking to the mechanism of the original radio and television editing work, there is no further innovation in the content, which will affect the overall viewing of TV broadcasting. In terms of personnel training, the choreography of traditional TV media should strengthen the cultivation of innovative abilities. At the same time, it combines the current social situation to innovate the operation and guidance mechanism of TV broadcasting, thereby improving the social influence and core competitiveness of broadcasting and television in many aspects^[4].

5. Innovation and improvement of radio and television directors in the new media era

5.1 To innovate the development thinking of traditional media

The thinking of radio and television choreography has an important guiding role in the development direction of media such as radio and television. Therefore, the director must innovate his way of thinking in order to guide the positive development of the radio and television media. First, precise positioning of broadcast television media. In the new media era, editors must effectively locate traditional media such as radio and television. In order to grasp the development of radio and television, we will formulate strategies to meet the development needs of the times, so that the audience has more sense of identity with radio and television. Secondly, the editorial staff should further change the way of thinking and combine the forward thinking and the reverse thinking. Further innovative thinking with new media tools to properly guide the development of radio and television. Finally, inspiration and intuition are often prerequisites for editorial innovation. On the basis of inspiration, the editors deep-process the ideas to stimulate the development potential of radio and television.

5.2 To strengthen their integration with new media

The emergence and development of new media is an inevitable trend of the development of the times. Traditional media practitioners such as radio and television directors should keep pace with the times, extensively learn to use new knowledge and new methods, and strengthen the integration of new and old media. For example, strengthen the network construction of radio and television. New media has brought challenges to the development of radio and television, and provided opportunities for development of radio and television. The networked construction of radio and television can enable audiences to listen to and watch radio and television programs through new media platforms such as the Internet. In this way, radio and television can not only break the time and space constraints of traditional media, but also broaden the channels of communication, increase the ratings, and contribute to the sustainable development of radio and television. Figure 1 shows the proportion of ratings of broadcast TV programs after integration with new media.

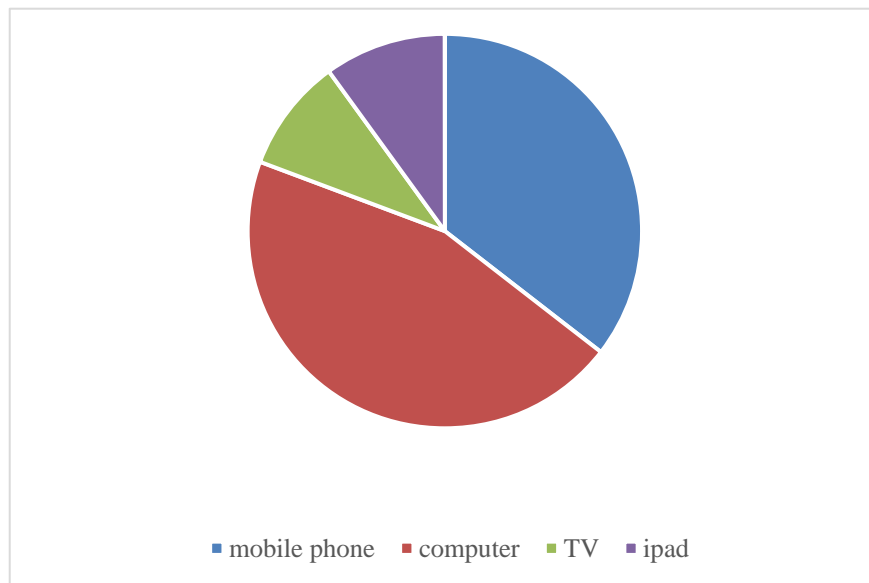


Figure 1 The ratings of broadcast TV programs at different terminals

5.3 To actively innovate TV programs and rich content

In the era of new media, in order to better develop radio and television, it is necessary to strengthen innovation and thus enhance the competitiveness of traditional media. To this end, broadcast radio and television directors can take the following four countermeasures. First, the choreographer sets a specific type of channel for different audiences of broadcast television programs. Enrich the content of radio and television to meet the diverse needs of the audience. Second, improve the quality of radio and television. With the development and progress of society, people have higher demand for the quality of radio and television. Strengthening the supervision of the quality of radio and television will help to create a boutique column. Third, strengthen the interaction between the media and the audience, so that the radio and television media is dynamic and vital. Strengthening the two-way interaction between the media and the audience helps to fully meet the needs of the audience and is conducive to the development of radio and television. Finally, the effective use of the new media platform as one of the ways to support the development of traditional broadcast television media, further enhance the influence of traditional media^[5].

6. Conclusions

As an important social undertaking, radio and television directors have played a vital role in social development. In the development of radio and television choreographers, the evolution of TV program production methods has greatly affected its development trend. Therefore, in the development process, radio and television directors should comprehensively analyze the updating of such program production methods. At the same time, radio and television directors should continue to innovate and improve in the new media era, so as to guide the development of radio and television programming in a reasonable direction. Only give full play to the role of TV director, so as to ensure that the broadcast of the television program is perfect, but also to enable the audience to obtain visual enjoyment.

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