

Research on the Choreographer Consciousness of TV Special Programmes in the Background of New Media

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Abstract: In the process of TV special program, although the various methods are used to transform the creation process, the TV director's own intervention in the program is inevitable, and the editor's identity, personality, thoughts and values will be different. The degree is reflected in the special program, that is, the editorial consciousness. It can be seen that the choreographer consciousness is the creative idea of the creators of TV special programs. With the continuous development of new media, TV has been greatly impacted as a traditional media. To increase viewership and attract more viewers, TV programs must constantly innovate the content and form of TV programs. The program director has a decisive influence on the quality of TV special programs, so it is important to enhance the directorial awareness of TV program directors from multiple directions. The article analyzes the influence of the choreographer's awareness in the TV special program director, summarizes the various awareness the must be possessed in the process of programming, and finally proposes the infiltration strategy of the choreographer awareness in the production of TV special programs.

1. The Influence of the Editorial Consciousness in the TV Special Program Director

Specifically, the influence of choreographer awareness on the program of TV special programs is mainly reflected in the following aspects:

First of all, the choreographer consciousness is a direct reflection of the aesthetic needs of the program. Although TV specials usually choose real scenes, the aesthetic consciousness of the directors will have an important impact on the aesthetic value of the program. The program director should select appropriate scenes and materials according to the theme and content of the special program to improve the expressiveness and appeal of the program; in addition, it is necessary to reasonably select the scenes, production methods, etc., and express the aesthetic consciousness of the director through the program. While watching the program, the audience can feel the aesthetics and values of the individual, thus enhancing the audience's aesthetic awareness. It can be seen that the sense of choreography reflects the aesthetic needs of the program. Secondly, the choreographer consciousness is the embodiment of the professional quality and comprehensive quality of the choreographer [1]. An excellent TV special program needs to be directed and well-planned before production, and develop a scientific program preparation plan, such as screen shooting and screening, shooting angle selection, lens design, etc., to improve the program effect and satisfy the audience. It can be seen that the self-directed awareness of TV special program directors will have a direct impact on the editing effect and quality of the program. Finally, choreographed consciousness is a direct manifestation of the compilation of personal emotions. Many episodes of TV special programs are from real events, which reflect vivid realism. Therefore, the special program shows the real things in life, and in the process of production, the directors integrate their own real emotions. It will improve the rationality and authenticity of the program. It can be seen that the personal emotions of the directors are directly reflected by the director's consciousness of the program.

2. The Editorial Awareness in TV Special Programs

The so-called choreographer consciousness is the embodiment of the subjectivity of the director

in the creation of the program, that is, the author's creative ideas. During the production of the TV special program, the choreographer conducts the program through various creative methods such as editing, interviewing, filming, lighting, and color. Creative processing, in particular, the editorial awareness in TV special programs mainly includes the following aspects [2]:

TV programs are an important channel for the country to disseminate information and values. Its main social responsibility is to correctly guide public opinion. The guidance of TV special programs, its sense of responsibility is an important factor in disseminating information through the media and fulfilling people's right to know. It can be seen that TV special program directors must have a sense of responsibility that closely follows the times and objectively reflects the status quo of the world.

Although the TV special program is a true reflection of objective reality, the important duty of the director is to guide the audience to focus on the focus and focus of the event that the audience wants to notice. In the same incident, the focus of the audience and the direction of public opinion are determined by the focus of the program. Therefore, the director should consciously decompose the actual events by applying open planning thinking at each stage of the acquisition, editing and broadcasting of TV special programs. With the combination, the overall tone of the program is determined under the premise of ensuring the authenticity of the program, and the entire process requires a strong planning awareness. The director should modify and improve the planning plan according to the overall positioning of the program, specific requirements, highlight the theme of the program, and guide the audience to focus on the event [3].

The choreographer is the core leader in the whole TV special program production process. It not only needs to carry out the pre-planning topic selection, but also arranges the interview shooting and the later editing structure in the production process, and pays attention to the information transmitted by the program content to the audience. And the values; and the editors also pay attention to the details of the audio equipment, lighting effects and other work, so the director is engaged in an integrated, service-oriented work. This requires that TV special program directors not only have to have a comprehensive view of the overall concept, but also have the details of the details, and each link must be implemented. Therefore, the editor should have a sense of service, and be willing to pay due diligence behind the scenes to ensure the influence of the program.

To some extent, legal awareness is the bottom line of TV specials. In the new media era, people have more and more channels to receive information. The role of online media is a double-edged sword. Although it improves the convenience and extensiveness of information dissemination, the quality of information is uneven and difficult to distinguish. TV programs are the mouthpieces of the country. They must strictly abide by national laws and regulations and the professional ethics of journalists in the selection of materials. Therefore, TV special program directors must have corresponding legal awareness, adhere to the legal bottom line, and presuppose correct legal guidance. Ensure that the program is spread under the protection of the rule of law. If the TV special program director does not have the necessary legal awareness and professionalism, it may lead to major accidents in the program, which may mislead the audience and may violate the law [4].

In the context of new media, people receive information through various channels. Compared with traditional media, people get more convenient and rich information through new media. TV special program directors must create unique programs to attract more viewers. This requires program directors to have a high literati quality and cultural heritage. TV special program directors should not blindly pursue social hotspots, but should highlight the social value of the event, show the dominant features of the country and the people through TV programs, integrate the country's cultural output and quality training, and promote the TV special programs from low level to A high level of leapfrogging. As the planner, material selection and decision maker of the whole program, the program director should constantly improve his cultural literacy, design exquisite program ideas, inject cultural core into the program, and constantly enhance the cultural taste of the program.

3. The Strategy of Enhancing the Guidance and Guidance of TV Program Directors

In the process of TV program production, the director can enhance the sense of choreography from the following aspects to improve the quality of the program:

First of all, we must follow the principle of authenticity. The TV special program requires high authenticity and objectivity of the program content to draw the distance between the audience and the program. Second, we must balance the artistic principles of the program. Artistic guarantees the enjoyability of the program and attracts more viewers. Therefore, the editor should avoid direct shooting of an event without modification, and artistically process the image, sound, picture, etc. to improve the overall program. Finally, we must grasp the logic principle of the program. In the later stages of production, all kinds of materials should be integrated and designed. This process needs to follow a specific logical relationship. Of course, whether it is the principle of authenticity, artistry or logic, the production of TV special programs must be from the perspective of the audience, not only to ensure the authenticity of the program, but also to ensure its story, breaking the inertia of the audience's appreciation, in the program editing. Infiltrate the sense of guidance and reasonably grasp the scale of the program, so that the program is more popular with the audience [5].

New media has had a strong impact on traditional media. People's access to information is no longer limited to traditional TV, newspapers, and periodicals. The development and popularization of mobile phones and network technologies have greatly improved the convenience of people's access to knowledge. Therefore, the new media background Next, the production of TV special programs should constantly innovate and guide thinking, and improve the way and strategy of news editing to resist the impact on new media. On the one hand, we must change the traditional inertia thinking constraints. TV directors are influenced by inertial thinking. The editorial ideas are relatively simple. The production of programs is often also routine and old-fashioned. Therefore, TV directors must fundamentally get rid of the constraints of inertial thinking, learn more about new media technologies, and access advanced information knowledge. From multiple perspectives, the content of the program is deeply analyzed, and the theme and innovative perspective are deeply diversified, so that the TV special program can better meet the innovation requirements of the news structure. On the other hand, the TV media should create a creative environment for TV special program directors that is conducive to the penetration of choreographers. Whether the TV special program can be updated is not only directly related to the internal factors such as psychological quality, professional ability and innovation ability of the program director. The external creative atmosphere will also have an important influence on the creation of the choreographer. Therefore, the TV media should create the program guide. A relaxed and harmonious external environment stimulates the enthusiasm and initiative of program directors and creations, broadens the creative thinking of the directors, and acquires more program materials. In addition, the editors themselves must have an independent spirit, tap more and more valuable information, and innovate. The external environment improves the quality of the program and meets the audience's requirements for news programs [6].

The production of TV special programs is a holistic process. Its pre-planning, filming, post-editing, etc. must infiltrate the sense of responsibility, legal awareness, service awareness, planning consciousness and cultural awareness of the choreographer in order to create an audience that attracts the audience. In the early planning process, the director should select the theme of the program reasonably according to the program positioning, and do the basic research work; in the process of shooting, the angle of the shooting and the screen should be selected with an artistic perspective, and the coordination and coordination of various relevant departments should be done well, according to the situation. The overall development situation revision script; in the later editing, it is necessary to emphasize the cultural awareness of the editing, and make reasonable editing of the shooting process, the presented pictures, the storyline, etc., to ensure that the whole program has clear logic and clear hierarchy, and maintains unity. The style of the program can also focus on the details from the details, making the content of the program more full and full, deepening the theme of the program, incorporating the emotions of the directors, and bringing the audience closer to the program [7].

4. Conclusion

In short, the vigorous development of new media technology has a strong impact on traditional

TV media. Traditional media must constantly innovate its own content and form of communication in order to better adapt to the development of the times. During the production of TV special programs, the ideology of the editors will have an important impact on the quality of the program. Therefore, the editors must continuously learn and accumulate more experience, and constantly enhance their cultural awareness, legal awareness, responsibility awareness, and planning awareness. And service awareness to improve the culturality of the program. Of course, the emergence of new media also highlights the advantages of TV media, which refines the positioning of TV special programs for viewers. Therefore, the editors must create more special programs for specific audiences to create a specific TV culture brand. Enhance the core competitiveness of the program.

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