

# Pro-people TV Political News and Reform of Cultivating Radio and TV Director Talents

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**Abstract.** TV political news is the major source to communicate all kinds of information and also an important way for people to understand information of all fields. TV political news tends to be pro-people, which is the major development orientation of radio and TV medias in the future. In order to let TV political news to be more pro-people, radio and TV medias should consistently innovate and improve the mode of transmission, so as to reflect the transmission concept of taking the audiences as the foundation. By brief analysis on the connotations and characteristics of pro-people TV political news, this paper analyzes the pro-people manifestations of TV political news. Besides, it summarizes the requirements of cultivating radio and TV director talents and puts forward rational and effective reforming suggestions from many aspects simultaneously.

## Introduction

In TV political news, the outdated transmitter-oriented transmission mode cannot attract the attention of the social public. In addition, the single form of program and solemn contents of program will make the audience generate certain distance, which cannot satisfy the demands of the audiences gradually. Besides, famous American scholars point out that, under the circumstance that it is easy to obtain information and the transmission path in the same way, requirements of the medias can be satisfied that the audiences choose contents of communication. Meanwhile, the motivation of audiences' contact with the medias is to satisfy the social or psychological demands, further to promote their specific demands to be satisfied. Therefore, in order to adapt to the requirements of times, pro-people TV political news has become an irresistible trend.

## Connotations of Pro-people TV Political News

Pro-people TV political news refers to that, while reporting political events at national levels, the contents should start from the perspective of social public. Besides, interests and appeals of the audiences should be considered as the starting point and finishing point, so as to form pro-people TV news programs with high ratings, further to create the reporting style of communicating national policies and solving the problems of people. Secondly, during the communicating process of TV political news, it should integrate with the pro-people consciousness from the perspective of people's livelihood, observe, think of, record and communicate information from the civilian value and perspective of looking at the life horizontally, further to promote the communication and reception of news equally and let the audiences generate emotions, so as to show the pro-people characteristics of TV political news.

## Pro-people Characteristics of TV Political News

Pro-people characteristics of TV political news are mainly embodied in: firstly, information contents of the reports are not only related to the national policies, but also closely related to all aspects of people's daily life. Secondly, it often adopts the following-type reporting way, forms in-depth reports and deeply explores the reasons behind the reports, further to satisfy the public's right to know and thirst for knowledge. Thirdly, pro-people characteristics of TV political news are still manifested in the way of reporting. By reporting the macro-perspective political events from the

micro-perspective, being particular about the shooting of events and perspective of conference, it should be good at applying the actual sound to restore the scene<sup>[2]</sup>.

## **Major Pro-people Manifestations of TV Political News**

### **Colorful Contents of Reports.**

In order to satisfy consistently increased demands of the public, the medias of radio has gradually enriched the contents of TV political news. For instance, TV political news has already gradually focused on the public people. There are more and more political news concerning about the contents of people's livelihood. Meanwhile, scenes of reports are no longer limited to the single host, but more and more live telecasting scenes. In this way, it can enable the audiences to better experience the shocking actual emotions of this program and increase the interests and public attention. In addition, contents of TV political news programs are enriched, which can satisfy the audiences' requirements of information in all respects to the largest extent. In this way, it cannot only reflect the pro-people contents or forms, but also possess unique characteristics, further to promote the sustainable development of TV radio medias.

### **Diversified Forms of Reports.**

The current broadcasting forms of TV political news programs include news broadcasting, reporter on the spot and expert comment. It cannot only promote the forms of programs to be diversified, but also satisfy the audiences' diversified requirements of the forms. For instance, CCTV promotes the columns of political analysis Universal Focus and Global Watch. By the forms of interweaving foreign correspondent, experts' viewpoint and interpretation and news linkage, it cannot only correctly reflect the western countries' attitudes towards the event, but also let the audiences to understand the detailed situations of event and motivations of events. Therefore, TV political news programs have diversified forms, which can improve the ratings of programs, make Chinese residents understand the development of western countries and satisfy the audience's thirst for knowledge.

### **Humanized Sequential Order of TV Political News Programs.**

Humanized performance of TV political news programs has gradually become the highlight of political news broadcasting. During the process of sequencing the political news programs, it should break through the broadcasting order of important domestic political news, economic culture, social news and important international political news, and also broadcast the events cared by the current livelihood, which cannot only effectively improve the focus of the people, but also show the humanized characteristics of TV political news. For instance, while broadcasting the Wenchuan earthquake in Sichuan province, the medias of radio should change the practice of broadcasting domestic political news and report the important instructions and countermeasures made by the nation at the same time, followed by development trend of the event. It cannot only increase the focus on people's livelihood, but also arouse the social public's attention to the event.

### **Civilian Style of News Anchor.**

Civilian performance of TV political news is also manifested by the news anchor. For instance, news anchors can change their original solemn and rigid broadcasting forms, which can be replaced by the hosting style with affinity and unique characteristics. Anchors can talk about the news, which cannot only adapt to the civilian requirements, but also engrave the deep brand on the TV political news. In addition, while broadcasting news, the news anchors should maintain the young appearance, wear the sweet smile and put on fresh and decent clothes, and also broadcast the news on the feet. It is helpful to break through the serious atmosphere of political news program and attract the focus of audiences better. Meanwhile, the unique individual charm of the news anchor can make the TV political news program more characteristic and infectious, which become much closer to the demands of audiences.

## **Civilian TV Political News' Requirements of Radio and TV Director Talents**

### **Possessing Civilian Values.**

In order to better show the pro-people characteristics of TV political news, TV and Radio medias should demand the radio and TV directors to set up the “People-oriented Awareness” and “Audience-oriented Awareness”, and also promote them to be equipped with civilian values, so as to better serve the audiences. As the “People-oriented Awareness”, it reports the political news by the way that people are delighted to hear and see, so as to increase the appreciation and readability of news programs. As the “Audience-oriented Awareness”, it centers on the audiences and satisfies the demands of audiences from the content of report, form and expressions.

#### **Cultivating the Innovative Thoughts and Skills of Radio and TV Directors.**

By cultivating the innovative thoughts of radio and TV directors, it is helpful to inject new vitality into the TV political news, further to ensure the sustainability of TV political news. During the process of cultivating the innovative thoughts of radio and TV directors, it should position the political news programs. Moreover, it should guarantee that raw materials of reports to originate from the life of people, which is convenient for the audiences to resonate with the report and increase the attention of political news. Secondly, it should require the radio and TV directors to think from multiple perspectives, which is convenient for them to accurately find the fitting point between the political news program and the audience. Besides, it should require radio directors to combine the news practical experience with life experience and inspiration, which can promote the political news program to have certain innovative thoughts. Targeted at the cultivation of radio and TV directors’ innovative skills, it should firstly follow the principle of being close to people’s livelihood and report key livelihood events focused by the people. Secondly, by reasonably applying the communication lens, dubbing the actual sound, emphasizing on the transition of scenes, innovating the news language, designing the title of news and planning the introduction, all these can enable radio and TV talents to be equipped with the innovative reporting skills. In addition, it should require the radio and TV talents to have the characteristics of the era, highlight the leaders and affinity and improve the broadcasting skills of reporters.

#### **Possessing Omnimedia Business Skills.**

In order to promote the integration of traditional medias with emerging medias, it is essential to possess information contents and network technology. TV political news takes full advantage of the instant communication of emerging medias, integrates all kinds of information resources, try to grasp the first-hand data and publish and broadcast it the first time. Only by doing like this, can it win the initiative in the information communication medias. However, the novel models of news broadcasting, prompt inter-cut, latest data are closely related to the new media technology level of radio and TV directors. Therefore, TV political news must change the traditional reporting mode, try to integrate itself with the computer industry and optical cable communication and focus on cultivating talents majored in digital medias. In this way, it can effectively achieve the requirement of broadcasting news instantly, promote TV directors to be equipped with the omnimedia business skills and innovate the novel TV political news broadcasting model<sup>[2]</sup>.

### **Measures of Cultivating Radio and TV Directors Talents**

Under the tendency of pro-people TV political news, it should also focus on cultivating radio and TV directors talents, so as to effectively promote the sustainable development of Chinese TV news. By the way of reforming educational philosophy, improving the teaching contents and strengthening the practical teaching, it puts forward corresponding countermeasures. In this way, it cannot only improve the business skills of radio and TV talents, but also be beneficial for innovating pro-people political news broadcasting mode.

#### **Improving Traditional Educational Philosophy.**

According to practical investigations, although Chinese comprehensive and artistic universities and colleges have set up the major of Radio and TV Director. However, comprehensive universities and colleges emphasize on the education of Film&TV and News’ theoretical knowledge, the artistic ones focus on cultivating the skills of Film&TV businesses, which results in the situation that many students majored in Media Arts cannot adapt themselves to the requirements of medias. Therefore,

while setting up courses, all universities and colleges should adhere to the philosophy of “General Education and Professional Education”, which is not only beneficial for the cultivation of students’ humanity quality, but also effectively make students master all kinds of knowledge and information, collect resources in all respects and promote the highlights of news. Meanwhile, all universities and colleges should attach importance to learn the medias integration skill and reinforce media students’ business skills. Besides, the New Media is considered as the mouthpiece of the Party, the radio and TV director talents should possess quite strong political sensitivity and social responsibility, better understand the national policies and requirements of the people. While broadcasting the political news, people can publicize the correct political orientation and pass on positive social energy. Therefore, universities and colleges should emphasize on cultivating the political qualities of students majored in radio and TV medias, so as to guide social opinions correctly. Meanwhile, talents majored in Radio and TV should possess firm political belief and make accurate interpretation of motivations behind the events, further to play the pro-people role ideologically.

### **Improving the Contents of Radio and TV Teaching.**

During the process of improving the contents of Radio and TV teaching, teachers should firstly select cases full of life atmosphere and sense of the times to carry out the classroom teaching, and also ensure that teaching contents can conform to the broadcasts of TV political news. Secondly, by focusing on information of people’s livelihood, teachers should ensure the teaching contents to be close to the reality, life and the mass. In this way, it can effectively improve the Radio and TV teaching contents and promote the teaching contents to be diversified, further to better improve the professional knowledge level of students. Thirdly, while passing on the knowledge, university and college teachers should positively advocate the civilian values and focus on guiding students to see and analyze problems from the perspective of audiences, further to let the TV political news to be close to people. Meanwhile, during the teaching process, university teachers should consciously integrate politics, economy and culture with the classroom on purpose, so as to promote students to attach much importance to all kinds of social information. In addition, teachers should comprehensively master the latest Film&TV trends both at home and abroad, pass on cutting-edge knowledge of Film&TV education to students, effectively cultivate the students’ innovative motivations, stimulate their innovative awareness and cultivate the reverse thinking, further to lay a solid foundation for the development of Film&TV industry in the future. Lastly, by passing on high-tech network technology to students, teachers can enable students to master the ability to shift TV scenes, solid direct broadcasting satellite technology, non-linear editing technology. After joining in the TV News Industry, students can become excellent professional technician majored in Radio and TV Director.

### **Strengthening the Practical Teaching Method.**

Due to the quite strong practice of Radio and TV Director, during the teaching of Radio and TV professional courses in Chinese universities and colleges, teachers should reinforce the method of practical teaching and prevent them to disconnect the theory with practice. By emphasizing on the horizontal cooperation with the medias, Radio and TV Majors of universities and colleges have employed talents with certain media experience to teach with university teachers, set up a “double-certificate teachers” teaching staff, and then effectively prevent the theory to be disconnected with the practice. Meanwhile, personnel of the medias industry understand the latest trends of the medias and master a lot of vivid cases, who are helpful for cultivating innovative Radio talents equipped with both theory and practice, offering rich practicing opportunities for students, further to promote students to improve their skills in news collection and edition, program arrangement, design of program form. In addition, by increasing the method of practical teaching, it is beneficial for students to understand the operating procedures and methods of Radio and TV news business, and also stimulate their inspirations and creative motivations<sup>[3]</sup>.

## **Conclusion**

In conclusion, pro-people TV political news is not only the development orientation of TV news in the future, but also an important measure to promote the development of Chinese TV news industry. By strengthening the cultivation and reform of talents majored in Radio and TV Director, it cannot only effectively improve the comprehensive business skills of talents majored in Radio and TV Director, but also enable the TV political news to be pro-people.

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