

Research on innovative ways of planning and packaging of TV programs in the new era

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Abstract: With the advent of the new media era, various types of TV programs have been derived, and the competition between new media and TV stations is intensifying, such as the fierce competition in information dissemination, resources and advertising agencies. To this end, producers need to take effective measures to make TV columns in the corresponding resources and market to gain competitive advantages, the need for group planning and packaging of columns. By virtue of this advantage, most TV programs have achieved a higher audience rating, which is recognized and favored by the masses. In view of this, this paper, combined with the author's practical experience around the TV columns to carry out in-depth research, analyze the practical significance of TV column planning and packaging, and elaborate the main content of TV column planning and packaging in the new era, and on this basis put forward specific work strategies, in order to provide reference for the innovation and development of TV columns in the future new era.

Key words: the new period; TV column; Planning and packaging; Work innovation path

Introduction

Under the new situation, with the rapid development of social economy, people's pursuit of entertainment is more diversified, and they have higher requirements for TV programs. In order to meet the diversified needs of the audience, the planners and managers of each TV station need to carry out effective planning and image packaging of the TV programs, so as to stand out in the fierce competition market. Based on this background, the person in charge of TV programs needs to enhance their packaging awareness, and with the help of advanced technology and a variety of means to plan and package TV programs, so as to improve the audience rating of TV programs and adapt to the ever-changing entertainment market. How to further optimize the effectiveness of TV program planning and packaging work based on the new era is an important research topic urgently needed to be solved by relevant personnel. This article will launch an in-depth exploration around this topic, aiming to provide theoretical basis and practical experience for relevant personnel to plan and package the program image.

1, The practical significance of TV column planning and packaging

TV program planning and image packaging play a vital role in the whole process of TV program production. For example, various problems are prone to occur during video recording, but most of the time these defects will not be directly presented to the audience, but will be made up and filtered in the planning or packaging. Therefore, TV programs from recording to release need to go through a number of links, including the first draft, sample and final draft and so on. With the continuous innovation and optimization of modern film and television production technology and special effects skills, the final draft that can be presented to the audience is more exquisite and grand. Although these effects need to rely on recording personnel and shooting personnel, they also need technical personnel involved in column planning and image packaging. Although TV program planning and image packaging are artistic, they are quite different from those before art. Art pays more attention to inspiration and creation. However, although the program planning and packaging include the creation part, they pay more attention to the formulation of goals and plan design, so that they can present better works that hinder you, so that they can obtain audio-visual enjoyment at the same time. They can understand the cultural values.

2. The packaging design content of TV columns in the new era

1. Packaging design style

TV programs have a significant brand style, that is, when broadcasting TV programs, the audience will form an overall influence on the program, and the impression presented by the program to the audience is one of the important ways to form the brand style and characteristics of TV programs. In the process of forming TV column brand, column planning and packaging play an important role, especially on the basis of good package design, the attraction and influence of the column can be improved to the greatest extent. Under the background of the new era, TV columns continue to innovate and develop, column packaging design style has become a key element, now, people have a higher spiritual appeal, more inclined to have a very unique style of packaging. To this end, the package design of the new period should be unique, advanced in thought, with a strong theme color and a distinct individual style, in order to attract more audience's attention. For example, in the TV program of the four-year period, field experts or famous stars serving as column guests can play a higher publicity role and influence role, which can get more people's attention in a short time and attract a large number of viewers. This method has gradually become the conventional way of entertainment programs in the new period.

2. Innovation in packaging design

As we all know, the packaging design style of the TV program with novel personality enhances the novelty and uniqueness of the program from the side. In the development process of TV programs, because the life cycle of the program is relatively short, it is difficult to

maintain a large audience, so in order to avoid the occurrence of this phenomenon; We should strive to be creative in the column packaging, so that the column on the fashion trend of the road. Therefore, it is necessary to package in publicity, shooting, background, lighting, props, etc., in order to show the new breath of fashion, and not be submerged by similar columns in a certain stage of development, and even guide the broadcast for a period of time.

3. Packaging design method

Under the background of the new era, the dissemination of the name of the TV program, the production of the program cutout and the packaging design of the image of the program host are all important methods in the production of the program. Among them, the dissemination of TV column names refers to the need to ensure that the packaging style of the column is consistent with the content of the column in the process of the transmission of the column name. In the process of column production, the shape of the column host is also a more important link, to integrate the shape of the column and the shape of the column, to have a unified positioning, in order to obtain higher ratings.

3. The basic principles of planning and packaging of TV programs in the new era

First, the principle of unity. In the process of planning and production of TV programs, we need to uphold the principle of solid unity, and the important significance of packaging needs to be realized through unity. Channel design needs to be unified with the dance image design, and channel image design should be unified with the column design and so on. Since the life service channel in the new era has a variety of TV columns, it is necessary to ensure that the style and image are unified in the planning of these columns, and the positioning of the channel and the column need to maintain personality consistency.

Second, the principle of standardization. Under the background of the new era, TV column planning and packaging should adhere to the standard principle, that is, standardized design is needed to ensure the smooth implementation and operation of TV column production. Among them, TV column planning and packaging design should be more scientific and normative, and work plans and design work should be formulated and implemented in strict accordance with norms and standards. In addition, design work should be carried out according to the requirements of the editorial department, and the leading role of the editorial department should be given full play.

Third, the principle of gradual change. In the new era, the planning and packaging of TV programs are not easy to be too advanced, otherwise it will bring the adverse effect of the extreme. Therefore, the planning and packaging of TV programs need to adhere to the principle of circular and gradual progress to carry out work, pursue the advanced effect in the process of gradual change, and fully take into account the status of the audience. Among them, the design in the process of gradual change can better promote the promotion and application of TV program planning interview image packaging design in the new period.

Fourth, the principle of advance. In order to attract more audiences, TV programs in the new era must carry out planning and packaging design, but if they still follow the traditional design methods, it is difficult to improve the audience attraction. The planning and packaging of TV programs in the new era need to adhere to the advanced design concept to plan, so as to ensure that the program can avoid being eliminated, and even become the benchmark and leader of TV programs. It should be noted that the successful production of TV columns needs to rely on novel design concepts and advanced technical means to support.

Fifth, the characteristic principle. In order to get more people's attention in the increasingly fierce industry competition environment, TV programs should have unique positioning and distinct characteristics, whether it is special form, novel content, or distinct theme, aiming at getting higher ratings. In the new era, TV program planning and packaging need to be distinguished from the same period of the program, especially in the planning, packaging links to penetrate the consciousness of innovation, adhere to the principle of characteristics.

4. the effective strategy of TV column planning and packaging

At this stage, all walks of life are in a special stage of transformation and upgrading. With the innovation and development of science and technology, various new media have emerged. In the face of the impact of various new media and the competition of similar columns, how to further optimize the column planning and improve the image wave has become a realistic problem for the sustainable development of TV columns. In combination with the above points, we have a preliminary understanding of the significance and main content of TV column design, combined with the current development difficulties faced by domestic TV columns, we can put forward the following suggestions to optimize TV column planning and packaging, in order to promote the continuous innovation and development of the column.

1. keep up with the trend of The Times, with the help of a variety of channels

In order to be able to effectively carry out TV program planning and image packaging, it is necessary to establish a clear and clear theme under the guidance of policies and policies, so as to ensure that the column can continue to develop, in order to have planning and image packaging content. Based on this, in the face of the current fierce market competition, TV program planning and image packaging should be started from many aspects, in order to plan and design a novel and interesting column theme. We find that with the rapid development of network platforms and the introduction of media such as Weibo, wechat public number, b station and XiaoHongbook, TV programs also need to keep pace with The Times and launch their own official accounts and platforms. In this way, they can not only provide important consultation information for audiences and fans, but also provide more channels for audiences and fans to obtain information and consultation. In turn, they can understand the development trend of The Times, the development theme and the development essence, and provide more diversified directions and diverse topics for the production of the program. In this way, the central theme can be extracted from

a large amount of information, so that it can enter the public vision and be widely publicized.

2. Establish a professional team and form a unique style

In addition to the clear theme of TV columns, in order to be able to fight for an effective position in a large number of columns, TV columns should also establish high-quality and highly skilled professional teams when planning and packaging work. In order to expand the professional team, it is necessary to absorb more fresh blood, establish a high-level production team under the support of more advanced ideas and young minds, and finally plan a highly recognizable TV column. In order to adapt to the increasingly severe market environment, homogenization should be avoided in the production process of TV programs. For TV stations, imitating TV programs with high ratings can obtain good profits in the short term, but with the same market share, over time, the TV programs imitated will become more and more refined and perfect. But the imitated TV programs will fall into a dangerous predicament on the verge of elimination. In addition, if the homogenization of TV program market becomes increasingly severe, it will affect the future development of the whole media industry to some extent. Therefore, TV programs need to innovate constantly to break the homogeneity dilemma, attract more talents to participate in the planning and packaging of TV programs, and over time, it will form a unique style of creation, ensure the sustainable development of TV programs, so that the audience rating can continue to climb to the peak.

Epilogue:

To sum up, with the continuous progress of social economy, people's comprehensive quality continues to improve and progress, at the same time, also put forward more diversified entertainment needs. The TV column planning and packaging is an important link and key step in the production of TV columns, and it is also an important contract for TV columns to break through the market competition. Based on this background, the media planning and packaging industry also needs to keep pace with The Times to innovate and improve, among which TV program planning and packaging occupies an important position in the whole program production, which needs to improve the importance of TV program planning and packaging in the new era, and by following the trend of The Times, with the help of a variety of channels; Establish a professional team, form a unique style and other measures to improve the dissemination and development of TV columns, and can play a role in leading cultural trends and ideas, give full play to the application value of the media, at the same time, can be beneficial for the subsequent production of TV columns.

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