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How Traditional Media Editors and Journalists Should Approach and Utilize New Media for Post-Print Dissemination

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Date: 2023-10-08T00:00:00+00:00

Abstract

Against the backdrop of ongoing optimization of information networks and continuously elevated information standards, channels for public information access have proliferated, rendering information acquisition increasingly convenient. At present, new media exerts substantial influence in the daily lives of the public, progressively emerging as the predominant modality for information acquisition. Nevertheless, the rapid development of new media has, to a certain extent, directly impacted the reliability and veracity of information. In light of this, this paper primarily analyzes the connotations and implications of new media, aiming to furnish media editors and journalists with reference points for the proper understanding and application of new media communication.

Full Text

How Traditional Media Editors and Journalists Should Approach and Utilize New Media Communication: A Discussion

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Abstract: Against the backdrop of continuously optimized information networks and improving information technology, the pathways for people to access information have multiplied, making information acquisition increasingly convenient. At present, new media plays a significant role in people's daily lives and has gradually become the primary form of information access. However, the rapid development of new media has directly impacted the reliability and authenticity of information to a certain extent. Based on this analysis, this article examines the meaning and impact of new media, aiming to provide references

for media editors and journalists to properly approach and apply new media communication.

Keywords: media editors and journalists; information network; new media; communication; information network

CLC Number: G632

Document Code: A

Article ID: 1671-0134(2022)06-108-03

DOI: 10.19483/j.cnki.11-4653/n.2022.06.032

Citation Format: Wang Meng. How Traditional Media Editors and Journalists Should Approach and Utilize New Media Communication: A Discussion[J]. China Media Technology, 2022(06): 108-110.

1. Understanding New Media

1.1 Definition of New Media New media refers primarily to a novel information dissemination channel that differs from traditional news media. Traditional news media generally includes radio, television, newspapers, and periodicals. However, compared with traditional media, new media is characterized by faster dissemination speed, higher efficiency, and stronger interactivity. As the most popular news dissemination medium today, new media not only spreads news events to the public in the shortest time possible but also enables audience participation through commentary. Moreover, unlike traditional news media, new media imposes no constraints on the location, format, or time for audiences to access news information. Whenever people wish to obtain news, they can search for topics of interest anytime and anywhere via computers, iPads, or mobile devices, without waiting for television broadcasts or being tied to specific times in front of a TV. This represents the most significant difference between new media and traditional media, as well as new media's greatest advantage.[2]

1.2 Impact of New Media on Modern Society The impact of new media on modern society manifests in multiple dimensions, driving fundamental transformations in communication concepts. The public can not only use new media to access news and information of interest in daily life but also retrieve needed materials for work and study. Society uses new media to reveal human conditions; enterprises leverage it to expand their influence; and national and government bodies employ it to vigorously promote new ideologies and policies, thereby bridging the gap with the populace. Thus, it is evident that new media plays a crucial role and holds significant value in contemporary modern society.

2. Principles for Traditional Media Professionals

2.1 Cultivating a Sense of Crisis New media has not only brought development opportunities to China's traditional media sector but also presented

significant challenges. Therefore, traditional media journalists should actively respond to the pace of societal development, objectively assess the strengths and weaknesses of new media, and seek development opportunities from innovative perspectives.[1] In the current context of rapid new media development, media editors and journalists face both unprecedented opportunities and substantial challenges. Consequently, as competent media editors and journalists, they must cultivate a strong sense of optimization. With intensifying competition among new media platforms and continuously growing audiences, media editors and journalists who fail to keep pace with societal development, seize opportunities, and confront challenges will gradually become obsolete. Under these circumstances, they should actively transform their mindset to better conduct news dissemination. Take CCTV as an example: it proactively embraced the challenges posed by new media by developing CCTV.com and the CCTV App. In today's new media era, media editors and journalists must establish a strong sense of crisis, continuously identify differences between new and traditional media, enhance the appeal and competitiveness of their own programs, and avoid being eliminated in the development process.[3]

2.2 Adopting a Dialectical Perspective Beyond cultivating a sense of crisis, traditional media editors and journalists should adopt a dialectical perspective on the problems inherent in new media dissemination and examine the advent of the new media era from a developmental standpoint. Therefore, they should actively face the arrival of the new media era with an open and receptive attitude to fully understand both the shortcomings and advantages of new media. In recent years, new media has developed rapidly, attracting a large number of traditional media audiences and causing significant declines in traditional media ratings and economic benefits.[4] However, when confronted with the impact of emerging phenomena, media editors and journalists should view issues dialectically, absorb the strengths of new media while discarding its deficiencies, and continuously enhance their own value and social competitiveness.

2.3 Upholding Professional and Ethical Standards For news editors and journalists, as the primary voice of media organizations, their professional and ethical qualities directly determine, to a considerable extent, the authority and impartiality of news. Currently, amid the rapid development of new media, the internet contains a significant amount of false information. Some online media or self-media platforms forward and disseminate news content without verification, leading to incorrect public opinion guidance and causing extremely serious negative impacts on society. As gatekeepers of news content, editors and journalists should apply critical thinking to such information and consistently uphold the professional standards of media practitioners. During the news editing and production process, they must conscientiously verify the authenticity of news content and avoid publishing unconfirmed information to prevent negative societal impacts. Additionally, when forwarding news information, they should adhere to the principle of seeking truth from facts and must not exaggerate

for sensationalism. Meanwhile, media organizations should accelerate the pace of media convergence, utilizing various new media platforms such as Kuaishou, Douyin, WeChat Official Accounts, and Weibo to release news information or program previews to audiences. They should actively interact and communicate with netizens on these platforms to fully understand audience needs for news information, and scientifically adjust program scheduling and news length accordingly to further enhance the social influence of news platforms. Furthermore, media editors and journalists should actively overcome spatial and temporal limitations on new media platforms to save time and improve efficiency, while publishing more positive social content and strictly avoiding distorted news that could negatively impact society, thereby effectively safeguarding social stability.

2.4 Viewing New Media's Limitations Objectively Every phenomenon has two sides. Regarding new media, besides advantages such as timeliness of information dissemination and freedom from location and time constraints, it also suffers from the disadvantage that the authenticity of information is difficult to guarantee. Due to new media's relatively wide dissemination scope and large information capacity, audiences find it difficult to correctly assess the authenticity of massive amounts of news information. Additionally, some junk information can attract substantial traffic, resulting in new media's reputation being relatively poorer compared to traditional media. Thus, after properly examining new media's defects, media editors and journalists should identify their own shortcomings, continuously improve and understand themselves, and actively seek appropriate solutions to problems in future development, thereby further enhancing the competitiveness and economic benefits of traditional media.[5]

3. Practical Implementation Strategies

3.1 Enhancing News Impact on New Media Platforms During dissemination, traditional media programs are systematically arranged and broadcast punctually, creating a rather rigid impression on audiences. With current new media applications, various media programs can break through traditional technical limitations, enabling content dissemination at different times and locations. New media dissemination offers extremely high efficiency. If news programming continues to follow the traditional fixed schedule, some audiences will abandon viewing news programs due to time constraints and location limitations. Over time, this will cause audiences to lose persistence in following programs, gradually diminishing the effectiveness of news dissemination and undermining the long-term development of media. In response, traditional media editors and journalists must break through their own limitations, integrate characteristics of the current new media environment, effectively utilize the application and dissemination features of new media, analyze the effects generated during new media news dissemination, create high-quality content based on this analysis, and provide audiences with more suitable thematic content.[6] Additionally, ed-

itors and journalists should be able to establish systematic connections among the vast amount of information on new media, conduct in-depth processing of various information contents, summarize the meaning of news, and improve news quality.

3.2 Eliminating Fake News and Safeguarding Media Credibility New media is a product of the new era that enhances the capacity for news information dissemination. However, as dissemination channels continue to develop and expand, a substantial amount of undesirable content emerges. Such undesirable news content can easily create negative impacts, gradually causing audiences to lose trust in new media. Although new media's information dissemination effectiveness continues to improve, this situation has also led to the expanding influence of undesirable news dissemination. Audiences react strongly to such content, and coupled with the real-time comment functions on many platforms, this amplifies the degree of negative impact, creating a chain reaction of adverse effects. Over time, readers no longer find new media reliable or trustworthy, even deeming it meaningless to consume.[7] To address this situation, both media editors/journalists and related platform review processes should impose restrictions, maintaining rigorous editorial standards at all times and adhering to high-quality requirements that prioritize substance over quantity before conducting any dissemination activities. Regarding rumor content caused by undesirable news, there must be measures to stop it and find adequate solutions. By addressing these negative factors, media platforms can enhance their credibility. They should also establish specialized tasks for information processing and credibility maintenance to effectively handle such negative content and improve overall news dissemination credibility.

3.3 Leveraging New Media to Amplify Public Opinion and Expand Audience Reach In current dissemination processes, media editors and journalists typically expand impact by integrating new media dissemination on the foundation of traditional media transmission, adding various platform certifications to align with new media development and increase public opinion effects. In many news dissemination processes, integrating new media for mutual development and progress allows for the selection of higher-quality news content that aligns with contemporary trends. By synchronizing news across multiple dissemination platforms and adding more electronic reading content, leveraging the effects brought by various information dissemination platforms enables the thematic content and formats of media to undergo discussion and commentary from diverse audiences. Through analysis of public opinion effects, quality news can be created to expand influence, imperceptibly promoting the enhancement of news dissemination effectiveness and enabling more stable development of media enterprises through audience growth.[8]

3.4 Utilizing New Media to Create Momentum and Stop Rumors The current network environment features relatively relaxed application con-

ditions, with some false and inaccurate content that can even trigger social panic and negative emotions. Converged media should fully utilize its influence and authority to constrain false information and fake news, promptly curbing misinformation. Editors and journalists are the first line of defense for news information. They need to fully leverage their professional strengths in their work to ensure news integrity and authenticity meet certain standards. They must not blindly forward content online, which would compromise information authenticity. During the editing and selection of various news information, they must thoroughly understand the true content and only forward after confirmation. If information contains uncertain factors, they should also utilize new media' s capabilities to provide reasonable guidance. Editors and journalists need to effectively cultivate their gathering and editing capabilities to become terminators of online rumors. They need to guide public opinion, understand the truth, investigate facts, and prevent the spread of rumors.[9]

Under the continuous influence of the information age' s development, traditional media editors and journalists should also adapt to the pace of the times, maintain a positive attitude toward new media dissemination, utilize the positive effects brought by new media to continuously optimize traditional media, and strengthen the influence of news dissemination. Editors and journalists must fully respond to the demands of changing times, identify more media dissemination methods, and combine them with their own work characteristics to make new media platforms an effective aid for news dissemination.

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(Responsible Editor: Zhang Xiaojing)

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv –Machine translation. Verify with original.