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## On the New Requirements for Journalists in the Era of 5G Media Convergence (Postprint)

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### Abstract

With socio-economic development and advances in science and technology, 5G technology has begun preliminary application. 5G converged media constitutes the organic integration of traditional media with internet and communication technologies, imposing heightened demands on journalists' professional capabilities and adaptability. The survival, professional practice, and innovation of journalists within the 5G converged media landscape have emerged as critical challenges confronting new media. This paper, based on a brief exposition of the fundamental concept of 5G converged media, analyzes the current state of journalists' work under its development, examines the essential professional competencies and new requirements for journalists, and provides references to facilitate improved journalistic practice in the 5G converged media era.

### Full Text

#### Preamble

#### **A Brief Discussion on New Requirements for Journalists Under 5G Converged Media Development**

*(Yantai Radio and Television Station, Yantai, Shandong 264001)*

**Abstract:** With socioeconomic development and scientific-technological progress, 5G technology has begun to see initial application. 5G converged media represents the organic integration of traditional media with internet and communication technologies, placing higher demands on journalists' professional competencies and adaptability. How journalists survive, work, and innovate within the 5G converged media landscape has become a critical issue for new media. This paper briefly explains the fundamental meaning of 5G converged media, analyzes the current work status of journalists under its development, and explores the essential professional qualities and new requirements for

journalists, providing references to help them work more effectively in the 5G converged media era.

**Keywords:** 5G converged media; journalists; new requirements; professional qualities; capability enhancement

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## 1. Basic Meaning of 5G Converged Media

5G converged media refers to the product of integrated development between 5G next-generation information technology and the subjects and processes of communication activities. It represents a comprehensive application of 5G and other new-generation information technologies, explained from technical and application perspectives. 5G is not merely a new technical system but an industrial ecosystem. As a complex system, 5G converged media encompasses new technologies, new knowledge, new concepts, and new platforms, encountering new markets, new talent, and new rules in practical application—all stemming from the fusion of 5G technology and media. From a connotative perspective, 5G converged media extends and interprets media convergence from application and technical viewpoints. In terms of development and application, it applies to three main categories: vertical industries, mainstream media, and major social events. As a significant challenge and opportunity for information development, 5G technology enables full-process, full-platform, full-format, and full-terminal information transmission, which journalists must seize.

The era of converged media represents both technological transformation and conceptual innovation. Currently, media organizations at all levels nationwide, including Yantai Radio and Television Station, are closely tracking domestic converged media development trends and conducting independent analysis and reflection. Based on practical work experience, Yantai Radio and Television Station has taken the lead among municipal stations in Shandong Province by establishing a highly practical, deeply integrated, and broadly promising converged media center.

## 2. Current Work Status of Journalists Under 5G Converged Media Development

Converged media emerged with the popularization of the internet and smart-phones, gradually forming a modern network system through continuous development. It represents a new media operation model that combines traditional radio, television, and newspapers with internet and communication technologies. By optimizing and integrating more information resources through converged media, human and material resource consumption can be reduced. Against this rapid development, journalists—as part of traditional media—face more severe tests and must strengthen reform and innovation to secure their position in the converged media era.

In daily life, journalists must maintain keen observational and discriminative abilities. When facing difficult problems or sudden situations, they can analyze them through professional competence and work experience, sorting out and examining encountered matters and issues to select representative news events for in-depth reporting. With sharp observational and discriminative abilities, journalists can grasp news hotspots of public interest and effectively combine writing materials with practical experience. In the converged media era, text, images, mobile videos, WeChat voice, and video signals all become news raw materials, processed in converged media workstations into various news products: photo news, voice broadcasts, dynamic images, mobile livestreams, television reports, and TV live broadcasts.

The work environment for journalists has undergone tremendous changes in the converged media era. Traditional newspapers, radio, and television have served as China's news dissemination forms for a considerable time, with broad dissemination reach. However, as new media and converged media have continuously developed in recent years, the influence of traditional media has gradually been constrained. Compared to converged media, the influence and dissemination power of traditional media are clearly lagging for journalists. When interviewing respondents, journalists often face rejection, significantly increasing work difficulty and pressure. Despite this, traditional media still maintains advantages in credibility and large subscription bases. With 5G converged media development, higher challenges are posed to journalists' professional and adaptive capabilities, requiring them to quickly adapt to the trends of the times and provide audiences with fast and accurate news information.

## 3. Essential Professional Qualities for Journalists Under 5G Converged Media Development

### 3.1 Political Qualities

Under converged media development, changes in working methods and dissemination modes place higher demands on journalists' professional competence and professional qualities. Political qualities are essential for journalists, who must

maintain positive worldviews, outlooks on life, and values in their work. They should possess a spirit of dedication to their posts and be able to prioritize overall interests when facing difficulties and problems. Therefore, as excellent journalists, they must pay constant attention to social changes and national policies.

### **3.2 Observational Skills**

In daily life, journalists must maintain sharp observational and discriminative abilities. When encountering thorny issues or emergencies, they can conduct analysis through professional competence and work experience, organizing and examining matters and problems encountered in work and life. After careful observation, they select representative news events for in-depth reporting. With keen observational and discriminative abilities, journalists can grasp news hotspots that interest the public, effectively combining writing materials with practical experience. Converged media journalists must integrate massive information from various sources—government affairs highlights, real-time dynamics, online public opinion, hotline tips, and reporter topics—through keyword searches and media asset monitoring, utilizing advanced technologies such as GIS mapping, remote intercoms, and real-time transmission to ensure effective allocation of interview resources. Various transmission methods including studios, drones, satellite broadcast vehicles, outdoor cameras, and news cameras, along with 4G video, have overcome technical barriers, presenting a panoramic news perspective to audiences in real time.

### **3.3 News Clue Discovery Ability**

In daily work, journalists must watch, listen, record, and think more to obtain news clues. Watching more enables timely acquisition of the latest news information and ensures information authenticity through observational ability. Journalists must fully exert their initiative in work to discover news clues promptly. In the converged media era, text, images, mobile videos, WeChat voice, and video signals all become news raw materials processed in converged media workstations into various news products.

### **3.4 Expression Ability**

Under converged media development, journalists must possess expression abilities, including both oral and written expression. They should focus on improving their expression levels. During interviews, journalists must have excellent oral communication skills when interacting with respondents, expressing their ideas concisely. After interviews, they must have sufficient written expression ability when organizing and editing news materials.

## 4. New Requirements for Journalists in 5G Converged Media Development

### 4.1 Transforming Thinking Patterns

In the 5G converged media environment, the public can easily access information from various social sectors due to fast information transmission and broad dissemination channels. To continue working effectively, journalists must find breakthrough methods. They can fully utilize converged media resources, breaking limitations of traditional news dissemination modes to transmit news information accurately and quickly. If journalists adopt traditional reporting forms in the converged media era, they will cause public aversion and negative evaluations, lowering the status of journalism in people's minds. Timeliness is key to news; journalists must ensure both timeliness and accuracy. When reporting emergency incidents, using converged media reporting methods ensures greater authenticity and effectiveness.

Converged media's diverse publishing platforms provide broader dissemination space for news producers. Television, radio, internet, WeChat, client applications, and various domestic news platforms all serve as news fronts. Click-through rates, forwarding volumes, and online popularity of WeChat and web livestreams will be integrated with ratings and publication volumes to become new metrics for evaluating editors and reporters. Widespread application of AI technologies such as face recognition and intelligent clipping makes reprocessing and repromoting traditional brand columns routine. News from live broadcasts can be processed and promoted thousands of miles away within one minute. This requires journalists to frequently conduct on-site reporting, which demands higher capabilities. In converged media environments, journalists can work directly on the front lines of news reporting, rushing to the front regardless of harsh or difficult conditions to bring authentic and effective news reports to the public, ensuring high authenticity in information dissemination that is more easily loved and recognized by the people.

### 4.2 Strengthening In-depth Reporting

As 5G converged media continues developing, news information transmission speed and breadth constantly improve, severely impacting the living space of traditional media such as newspapers, radio, and television. In the 5G converged media era, news dissemination emphasizes timeliness more than ever. Under these development trends, journalists should fully leverage their advantages. During news interviews, journalists can conduct in-depth reporting through their professionalism and authority, accurately judging news authenticity and connotation to restore news truth and ensure news quality. In 5G converged media development, journalists' in-depth reporting can secure competitive advantages and gain reader preference more easily. Journalists must keep pace with development trends and innovate news reporting content and forms to align with public preferences.

### 4.3 Actively Exploring in the Face of Challenges

As primary components of the journalism industry, journalists frequently appear in major television programs, and their professional competence and professional qualities are recognized by the public with certain authority. Journalists' news reporting maintains higher authenticity and reliability compared to other media. With the arrival of the 5G converged media era, journalists must transform themselves in this environment. As people's cultural demands grow daily, journalists facing challenges must change their work patterns. News dissemination can directly influence social public opinion and the general public, attracting widespread societal attention to news model reforms. China has vigorously promoted innovation and reform in news media. Journalists must also transform under 5G converged media development; otherwise, they will be eliminated by the times. Traditional news media should leverage their advantages to vigorously cultivate excellent converged media talent, using modern technology and resources to collect more news information. Excellent journalists possess innovative thinking and should actively exert their exploratory and innovative capabilities in 5G converged media development, keeping pace with development rhythms.

### 4.4 Enhancing Journalists' Autonomous Consciousness

Currently, China's 5G technology and converged media development remain in initial stages with relatively short development time. Some staff in news media departments still maintain traditional work concepts, making innovation and reform difficult and easily causing conflicts between conservative and innovative thinking. Under conceptual conflicts, journalists face work difficulties. News information has gradually shifted from recorded broadcasts to live broadcasts, with advance planning work gradually disappearing from news operations. When news information arrives, journalists must possess professional observational and analytical abilities to prepare for rapid and accurate news reporting. In news reporting, journalists must constantly maintain their condition to remain unflustered when facing emergencies and sudden situations, implementing emergency measures effectively.

### 4.5 Changes in Journalists' Work Nature

In traditional news media reporting, journalists mainly worked through broadcast, television, and newspaper mediums. With the emergence of 5G converged media, journalists' work nature has changed dramatically. Journalists' reporting forms are no longer limited to broadcast, television, and newspapers but have transformed to various online platforms. Journalists increasingly serve various internet media platforms, greatly expanding their work scope. This context requires journalists to have broad work perspectives, more acute perception of news information, and strong physical and mental qualities. When facing work challenges, journalists must continuously elevate their cognition and strengthen self-awareness cultivation. The converged media era represents both challenges

and opportunities for journalists, who must comprehensively improve their professional capabilities, possess mission and responsibility consciousness in work, always adhere to journalism principles, introduce advanced work concepts into practical work, and combine them with converged media to maximize effectiveness.

#### **4.6 Limitations of News Sharing**

In the converged media era, the public in various countries can directly share and access news information, but chaotic and even false content inevitably exists, disrupting journalists' perspectives. Therefore, journalists must emphasize professional ethics in work to avoid disseminating false and confusing information. China's economic development exhibits regional disparities—information spreads faster in better-developed regions and slower in less-developed areas. In the converged media era, news information transmission speed has improved. When facing difficult interview environments, journalists must actively confront challenges, strengthen their professional capabilities and physical fitness, and face situations calmly.

#### **4.7 Improving Journalists' Editing Capabilities**

In the converged media era, journalists must improve editing capabilities without being constrained by traditional news concepts. When editing news information text, they should be more concise and specific. In picture editing, they must ensure aesthetic appeal and naturalness. In audio editing, they should provide comfortable experiences for the public. Since converged media is closely related to internet and information technology, journalists must strengthen learning of relevant technologies and knowledge, including webpage editing, data analysis, and computer software. When facing new content, journalists must maintain a positive learning attitude, enhance professional qualities and capabilities, and accurately and rapidly disseminate news information needed by the public, providing comfortable visual and reading experiences. In the converged media era, journalists cannot rely solely on internet technology and online platforms but must go deep among grassroots masses to understand news truth, authentically express social reality, and amplify genuine voices from the grassroots. In interview work, journalists must always maintain meticulous and conscientious work attitudes, striving to write more meaningful and positive news reports from the people's perspective.

### **5. Conclusion**

In the 5G converged media era, journalists' work roles must transform. Various factors in this era affect journalists, who must maintain positive attitudes when facing difficulties and challenges. Through continuous learning and training, they must enhance their professional capabilities and theoretical levels to better adapt to 5G converged media development. To become all-capable journalists

in this era, they must first comprehensively and objectively understand converged media, improve their internet thinking and converged media consciousness within development trends, better adapt to media development directions, and seize development opportunities.

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

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