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Postprint: A Study on the Transformation and Capability Enhancement of Journalists in the Converged Media Environment

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Abstract

The development of media convergence presents new challenges for traditional journalists. To provide impetus for the journalism industry's advancement, journalists must adapt to contemporary developmental characteristics while enhancing their professional capabilities and competencies. This study examines journalist transformation and capability enhancement as its research subject, expounds upon the significance of journalist capability development, and offers several recommendations in response to current challenges, aiming to serve as a reference for journalist development.

Full Text

Preamble

Research on the Transformation and Capability Enhancement of Journalists in the Converged Media Environment

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Abstract: The development of converged media presents new challenges for traditional journalists. Journalists must enhance their capabilities and qualities in alignment with contemporary developmental characteristics to provide momentum for the journalism industry's progress. This article examines journalists' transformation and capability enhancement, elaborates on the importance of journalists' professional development, and proposes recommendations in light of existing challenges, aiming to offer references for journalists' growth.

Keywords: journalist; capability enhancement; role positioning; literacy improvement; news authenticity

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1.1 Enhancing Journalists' Information Planning Capabilities

In the converged media landscape, journalists' transformation serves as a vital mechanism for enhancing their news planning capabilities and environmental adaptability, holding significant implications for their professional development. Traditional journalistic work methods no longer suffice for career advancement or improved effectiveness. Through self-transformation and development, journalists can enhance not only their social adaptability but also their information planning capabilities, enabling them to better realize their value in accordance with contemporary demands and propel the journalism industry forward. Consequently, journalists must prioritize their transformation and capability enhancement, advancing with the times by leveraging contemporary characteristics to optimize their professional qualities and improve their news competencies. This approach meets the demands of converged media development, achieves enhanced news planning capabilities, and establishes a solid foundation for professional growth.

1.2 Increasing Effective Communication with Audiences

Under converged media conditions, traditional journalistic work methods can no longer satisfy public information needs. In this environment, the populace functions not merely as information recipients but also as news publishers and disseminators. If journalists persist in traditional mindsets, they risk undermining both the healthy development of the journalism industry and their own career advancement. Through innovative capability development, journalists can strengthen their interactive consciousness, enabling them to actively engage and communicate with the public, share more information, and thereby attract broader audiences. This strategy not only elevates the journalism industry's development level but also enhances journalists' comprehensive qualities, fostering stable industry development.

1.3 Enhancing Journalists' Innovation Capabilities

The converged media environment demands high levels of creativity and innovation from journalists, requiring them to abandon rigid traditional work patterns and mindsets. This enables them to present richer news information resources to the public, satisfying diverse audience reading needs and improving news work efficiency. Capability transformation and innovation in this context can cultivate strong innovation awareness, helping journalists recognize converged

media advantages and integrate them fully with their work to enhance professional and operational capabilities through practice. Journalists' transformation and development not only optimize their comprehensive qualities but also promote better career development, providing greater talent support for journalism industry reform and development.

2.1 Inability to Achieve Information Sharing

Due to various factors, China's major media platforms currently operate independently. In competitive environments, they establish separate information dissemination channels and broadcasting mechanisms to acquire more information and improve business performance, making it difficult to achieve news information sharing and creating obstacles for journalists' work. Although China has established a Public Television News Network, its recent establishment and insufficient experience have prevented some news information from being shared, impacting journalists' ability to develop information resource sharing and utilization skills.

2.2 Limited Information Integration Capabilities

Journalists serve as guides for the media industry, and their subjective initiative significantly impacts industry development. Without integration awareness and true adaptation to converged media characteristics, journalists who continue traditional work patterns will affect social development. Analysis of journalists' new media integration capabilities reveals that while some possess integration awareness, their actual news information integration skills remain limited, preventing them from effectively performing information services, news dissemination, and public service work. This issue requires attention from relevant stakeholders to cultivate journalists' integration capabilities, enhance their professional qualities, and promote media industry development.

2.3 Media Convergence Issues

The converged media context requires journalists to overcome dissemination channel and information sharing obstacles by employing media convergence methods for news dissemination, presenting more information to the public and thereby realizing their professional value. However, practical work reveals that journalists lack media convergence capabilities and continue working with traditional mindsets and methods. This problem hinders traditional journalism's transformation and development, impedes journalists' career advancement, and represents a critical issue requiring resolution.

2.4 High Competitive Pressure

Unlike traditional media, the new media environment enables everyone to create, produce, and publish information. This information exchange context has increased competitive pressure on traditional journalists. Current challenges

include grasping user needs, improving news dissemination quality, and distinguishing oneself in fierce competition—issues journalists must address. Failure to resolve these problems will significantly impact journalism industry development and prevent journalists from achieving their goals of leading public opinion and promoting harmonious social development.

3.1 Transforming Ideology and Reorienting Roles

In the converged media context, journalists seeking to enhance their professional qualities and better adapt to contemporary changes must transform traditional ideological concepts, correctly understand their functions, reorient their professional roles, and develop proper self-awareness and psychological qualities to provide internal momentum for journalism development. During transformation, journalists must adhere to the principle of prioritizing conceptual transformation, using new technology trends in the media industry as vehicles for innovating their concepts and work methods. Through ideological transformation, they can recognize their news service role, break free from traditional work inertia and cognitive constraints, and provide quality news services to the public. In practice, they should establish news service goals, innovate traditional reporting methods, and produce audience-appropriate news works based on public needs to satisfy diverse reader requirements.

As times evolve, media forms are gradually changing. Journalists must recognize media convergence's importance and leverage new media advantages to improve work effectiveness and provide momentum for news development. First, journalists should acknowledge technology's importance in media development and actively use new media forms such as Weibo, WeChat public accounts, and short videos for information dissemination, enhancing media convergence awareness through practice. Additionally, they should strengthen learning of online news dissemination techniques, editing methods, and news video shooting techniques, centering their work on news audiences and optimizing work methods through diverse approaches. This enables journalists to acquire more experience and skills in practice, enhance their professional and operational capabilities, and provide greater momentum for news work. Ideological transformation can optimize journalists' career development awareness and practical abilities, providing them with greater motivation in their positions and supporting media development.

3.2 Enhancing Journalistic Literacy and Comprehensive Capabilities

New media development has significantly impacted traditional journalism. To better adapt to converged development and enhance traditional media's influence, journalists require transformation and capability enhancement, enabling them to optimize professional knowledge and improve news information integration capabilities in practice. This provides readers with innovative news reading methods and improves news work quality. As guides of new media development, journalists are crucial for promoting industry progress. Enhancing their jour-

nalistic literacy and comprehensive capabilities can facilitate traditional media transformation, enabling journalists to better serve the public, adapt to contemporary development, and demonstrate their advantages. The following methods can enhance journalists' literacy and capabilities in the converged media era.

First, strengthen practical education to enhance journalists' capabilities and promote transformation. Practice is the most effective problem-solving method and the prerequisite for improving journalistic literacy and capabilities. In daily work, journalists should intensify professional knowledge learning, optimize their knowledge structures, and apply this knowledge in practice to enhance practical abilities. Additionally, journalists' practical experience should be increased, encouraging them to fully utilize converged media advantages, discover news value from vast information, investigate grassroots realities to understand news truth, and restore news authenticity through their editing and innovation capabilities.

Second, enhance journalists' sensitivity. Journalists conduct extensive daily work and interview diverse individuals. During interviews, they should learn to use different languages to communicate with subjects, obtain authentic and reliable news information, and employ their language and news planning capabilities to present comprehensive news information to the public, thereby enhancing professional capabilities.

Third, enhance journalists' service awareness, enabling them to recognize that contemporary news dissemination involves not merely information transmission but, more importantly, communication with the public. Without information service awareness, journalists cannot present information that meets public needs or demonstrate their value. Therefore, cultivating journalists' service awareness is essential, enabling them to leverage their strengths and use professional knowledge for news reporting, expanding news coverage, and promoting professional capability development.

Fourth, enhance journalists' information integration capabilities. In the new media context, the internet contains diverse information. Without information integration capabilities, journalists cannot provide authentic and comprehensive information to audiences. Cultivating these capabilities enables journalists to discover more valuable content from vast information and present it to audiences.

3.3 Strengthening Content Management and Enhancing Innovation

In the converged media context, although people have increased information access, internet information authenticity and originality cannot be guaranteed. To better serve the journalism industry and enhance news information service capabilities, journalists must maintain rigorous thinking, control news content effectively, provide authentic news information to the public, and explore news content from unique perspectives to uncover deeper material, thereby enhancing traditional journalism's competitiveness. Journalists should continuously optimize their innovation capabilities, using converged media advantages to dis-

seminate news from multiple angles and dimensions, ensuring news timeliness and comprehensiveness. In news reporting, they should strengthen analysis of various information platforms such as WeChat public accounts and Weibo, using resource integration capabilities to present rich and colorful information to the public. This approach not only enhances news reporting authenticity but also promotes journalists' innovation and creativity capabilities, laying a solid foundation for transformation.

3.4 Ensuring News Authenticity and Enhancing Professional Ethics

Journalists serve as important providers of information services to the public, with their primary responsibility being to deliver authentic and socially valuable news that helps people improve their lives and work, providing positive energy for social development. In the new media era, journalists must maintain the principle of “staying true to their original aspiration and keeping their mission firmly in mind,” uphold professional ethical bottom lines, present authentic information to the public, and ensure news authenticity and reliability. In the converged media context, some individuals use exaggerated or false reporting methods to attract readers. While this may generate high readership short-term, it violates journalists' professional ethics. Journalists must maintain clear-headedness, investigate grassroots sources and news event origins, conduct in-depth analysis of news information authenticity and accuracy, restore facts objectively, and compile news information to present to the public, thereby ensuring information quality and leveraging traditional media' s authoritative advantages. During transformation and development, journalists must strengthen news event analysis and investigation, communicate with relevant personnel, understand news information from multiple perspectives, and use professional knowledge to organize news information, enhancing their professional ethics and providing fundamental support for traditional media' s better development.

3.5 Strengthening Converged Media Learning and Enhancing Operational Capabilities

As professionals at the media industry' s forefront, journalists must adapt to the new media environment and leverage new media advantages to promote their transformation and professional capability development. Journalists need to strengthen converged media technology learning, understand differences between traditional and converged media, and learn converged media news dissemination and information transmission methods, forming new work ideas and methods to provide technical support for traditional journalism development. In practice, emphasis should be placed on new media training activities for journalists, covering new media technologies, development models, and transmission characteristics, while encouraging journalists to use new media for news dissemination, enabling them to form new work ideas and methods through training.

Targeted training activities help journalists recognize technology advantages in practice and actively integrate them with their work to innovate content.

Through new media learning and practice, journalists' innovative thinking and self-development awareness can be stimulated, enabling them to recognize advantages of combining traditional and new media and actively use new media technologies for news work, enhancing their qualities and capabilities in practice. Training activities enrich journalists' knowledge and cultural structures, allowing them to experience contemporary development and progress, gain greater development motivation, and promote transformation and capability enhancement.

In summary, journalists' transformation and capability development in the converged media context not only promote traditional media development but also enhance communication between traditional media and audiences. In practice, journalists' ideological concepts must be transformed, their journalistic literacy cultivated, content management strengthened, information authenticity ensured, and professional capabilities innovated through new converged media learning, thereby providing momentum for traditional media development.

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