
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.00703

Postprint of Research on Content and Technological Innovation in News Gathering and Editing in the All-Media Era

Authors: Li Donggang, Yang Yalei, Qin Xuwei

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

Abstract

The rapid development of the Internet has exerted profound impact on traditional media. To effectively adapt to contemporary information acquisition needs of modern audiences, traditional media has gradually emphasized the convergence of smart mobile terminals, computers, television broadcasting, and other platforms to satisfy people's diversified demands. Concurrently, the advent of the all-media era has posed heightened demands for news gathering and editing, particularly for city- and county-level television stations that maintain closer proximity to the public and thus have more direct experience of the quality of news gathering and editing. Therefore, to fully promote the advancement of all-media and achieve the optimization and upgrading of traditional media, innovation should be emphasized in both the content and technology of news gathering and editing, thereby enhancing news credibility and influence. This study primarily investigates content and technological innovation in news gathering and editing for city- and county-level television stations within the context of all-media development, aiming to provide effective reference and guidance for relevant institutions.

Full Text

Research on Content and Technological Innovation in News Gathering and Editing in the All-Media Era

Li Donggang¹, **Yang Yalei**², **Qin Xuwei**³

(1. Dongfeng County Converged Media Center, Liaoyuan, Jilin 136300; 2. Handan Radio and Television Station, Handan, Hebei 056002; 3. Ergun City Converged Media Center, Ergun, Inner Mongolia 022250)

Abstract: The rapid development of the internet has profoundly impacted traditional media. To effectively meet modern information acquisition needs,

traditional media has increasingly focused on integrating smart mobile terminals, computers, and television broadcasting to satisfy diverse audience demands. The advent of the all-media era has imposed higher requirements on news gathering and editing, particularly for city- and county-level television stations that maintain close proximity to the public and thus experience direct feedback on news quality. To fully promote the advancement of all-media and achieve the optimization and upgrading of traditional media, innovation in both content and technology of news gathering and editing should be emphasized to enhance news credibility and influence. This paper primarily examines content and technological innovation in news gathering and editing at city- and county-level television stations within the context of all-media development, aiming to provide effective reference and guidance for relevant organizations.

Keywords: All-media era; news gathering and editing; content and technology; diversification; enriched forms

Classification Code: G212

Document Code: A

Article ID: 1671-0134(2022)01-103-03

DOI: 10.19483/j.cnki.11-4653/n.2022.01.031

1. Overview of News Gathering and Editing

News gathering and editing at city- and county-level television stations generally encompasses two aspects: interviewing and editing. When newsworthy events of public concern occur, interviews are first conducted to collect and summarize information, followed by editing work that involves in-depth analysis, perspective formulation, and final publication. This process is characterized by strong purposefulness and task orientation, essentially functioning as an investigative endeavor. News gathering and editing involves collecting and organizing news events across social, economic, and political domains, evaluating credible and authentic materials, correctly interpreting their underlying significance, and thereby guiding the public to rationally view various social phenomena. Consequently, news content must maintain credibility and seriousness while fully exercising its role in public opinion guidance.

2.2 Diversification of News Information Carriers

Continuous technological innovation has accelerated network transmission efficiency and increased information delivery channels, presenting both significant opportunities and challenges for traditional news reporting and dissemination. For city- and county-level television stations—the grassroots units of China’s broadcasting system—news gathering, editing, and reporting are intimately connected with local communities. To fully satisfy public information needs and improve news quality, these stations must actively innovate in the all-media era, optimizing news content and technology to achieve effective transformation

of grassroots news work and propel the continuous advancement of journalism. The emergence of all-media has expanded channels for news gathering and editing, enabling staff to track and investigate news events through networks, broadening the scope of information collection and substantially improving timeliness. However, journalists must enhance their information identification capabilities, as rapid dissemination does not guarantee authenticity or accuracy. To ensure valuable editorial content, journalists must reasonably discern news information quality, thereby guaranteeing high-quality news content and promoting the efficient development of journalism.

3.1 Journalists Must Transform Content Gathering and Editing Thinking

From the perspective of city- and county-level television stations, content innovation in news gathering and editing in the all-media era requires editors and reporters to fundamentally transform traditional thinking. With the advent of 5G, information transmission speeds will increase dramatically. As short-form video news reporting gains popularity, news gathering and editing personnel at city- and county-level stations must improve upon traditional television and radio reporting formats, innovating news content to align with converged media development directions and adapt to multi-channel publication requirements. This process necessitates reasonable content innovation and, whenever possible, self-transformation from traditional reporters and narrators into observers of news phenomena, truth investigators, and social experimenters. Journalists must engage with grassroots realities, improve and optimize news content based on public acquisition methods and channels, focus more on reporting livelihood issues that concern the masses, and attract audience attention. By leveraging converged media to innovate content, they can exert positive news value and public opinion guidance, thereby substantially improving news gathering and editing quality. For instance, when reporting on urban construction, journalists should adopt a public perspective, deeply interpret local government policies and strategies, and explain how urban development impacts public production and daily life, enabling citizens to understand government development plans at a deeper level and better cooperate with urban and social construction.

3.2 Achieving News Localization by Relying on Local Livelihoods

For city- and county-level television stations, the primary type of news gathering and editing concerns local livelihoods, with local residents as the target audience. In the all-media era, news information receives significantly greater attention than before. To ensure the public can obtain full news value, content innovation should emphasize localization to further bridge the gap between media and the masses. When innovating editorial content, journalists must ground their work in reality, making news content as relevant as possible to local residents' production and life. Additionally, they should innovate by localizing external

news content, connecting widely discussed social topics with local development to provide insights for local audiences. For example, regarding recent “environmental protection news,” city- and county-level stations can report on major environmental pollution and ecological damage incidents, deeply interpreting causes, processes, outcomes, and responses to help local audiences fully recognize the importance of environmental protection and their individual responsibilities, thereby inspiring conscious environmental protection efforts, preventing local environmental emergencies, and jointly creating a harmonious production and living atmosphere that demonstrates the value and significance of news gathering and editing.

3.3 Combining Current Affairs News to Multiply Materials

In news gathering and editing at city- and county-level television stations, current affairs news remains a crucial means for mainstream media to enhance credibility and core competitiveness. In the all-media era, traditional and singular current affairs content can no longer meet actual social development needs. To attract widespread audience attention, content innovation is essential. City- and county-level stations can draw inspiration from People’s Daily’s innovative editorial practices, such as its article “Xi Jinping: ‘Warm Man’ Qualities Revealed in Subtle Details,” which made current affairs news more civilian and life-oriented, making it more accessible and understandable to the masses. Therefore, in current affairs news gathering and editing, city- and county-level stations must innovate content to align closely with ordinary life, normalizing and humanizing news reporting to achieve effective transformation of editorial work. On this basis, editorial personnel must identify accurate entry points for current affairs news, moving beyond simplistic citation of meeting materials or leadership speeches. They should focus on gathering diverse information and conducting multi-level interpretations of policies and meeting content. For instance, when covering local people’s congress meetings, journalists should present resolutions from different perspectives, enabling the public to perceive livelihood attributes, businesses to identify opportunities, and young entrepreneurs to discover directions, thereby triggering multi-party resonance and enhancing the value of current affairs news gathering and reporting.

4. Technological Innovation in News Gathering and Editing in the All-Media Era

4.1 Effectively Integrating New Media Technology

According to the characteristics and trends of all-media development, city- and county-level television stations must innovate their technological approaches to news gathering and editing. The primary method involves effectively integrating new media technology, leveraging its broad reach and rapid timeliness to expand information source channels. This strengthens news dissemination influence and better exerts social public opinion guidance. In practice, city- and

county-level stations must organically combine traditional and new media to build a comprehensive converged media publishing platform, thereby achieving news dissemination innovation. Simultaneously, in gathering and editing work, they should emphasize the reasonable application of new media technology to collect more comprehensive news information and improve reporting quality. Journalists must improve past information processing methods, capitalizing on the internet's advantages of speed, broad reach, and strong interactivity. By drawing on other media's interpretation approaches and enriching external dissemination forms, they should emphasize achieving news localization to further bridge the gap with audiences. For example, opening news tip platforms and utilizing short-form video platforms like Douyin and Kuaishou, as well as online communities such as WeChat, Weibo, and Baidu Tieba, can expand news information collection and tracking channels, discover and organize valuable news leads, perfect news gathering and editing content, innovate editorial work models, and enhance audience experience.

4.2 Optimizing News Content Production Technology

News content production constitutes a critical link in news gathering and editing. In the all-media era, to ensure news readability, production technology must be innovated to enhance civilian and life-oriented characteristics, further strengthening audience media stickiness. Therefore, city- and county-level television stations must innovate the combination of video and music based on graphic-text integration to present news content more intuitively and vividly. They must adapt to multi-channel, multi-platform publication needs, including short-form videos, websites, and television broadcasting. In actual innovation, particular emphasis should be placed on video production innovation, focusing on shooting and editing essentials. For political, weather, and disaster news, which possess serious natures, production should prioritize objectivity and authenticity. For economic, artistic, and some livelihood news, a relaxed and pleasant atmosphere can be appropriately created, with humorous expressions in music and news copy, using witty tones and special effects to attract audience attention and stimulate strong public interest, thereby enhancing news value and influence. For instance, when covering the national college entrance examination (Gaokao), besides focusing on students, journalists can also capture scenes of parents and teachers outside examination venues, filming parents' expressions while waiting, the first student to exit, and various services provided by society. They can report interesting anecdotes during the examination period, deeply exploring their educational significance and value. By interviewing relevant education department personnel, organizing Gaokao policies and regulations, and producing animated videos explaining Gaokao procedures through lively and interesting narration, they can guide students and parents to pay attention to diet, transportation, examination supplies, and attire during Gaokao, thereby enhancing news reporting and dissemination value through innovative gathering and content production technology.

4.3 Enriching News Gathering and Editing Forms

With the arrival of the all-media era, traditional news gathering and editing forms at city- and county-level television stations can no longer meet current audience personalization needs. To promote further development of the news media industry, innovative forms should be adopted, combining new media to innovate editorial methods and interpreting social hotspots and livelihood issues from novel perspectives to fully satisfy audience needs and enhance comprehensive competitiveness. News gathering and editing forms should be innovated through team-based information collection and clue tracking. According to market segmentation characteristics, editorial content should be refined and managed, breaking traditional divisions of politics, economy, society, international affairs, and culture to interpret and arrange news information from more detailed perspectives, thereby deepening audience understanding of information and adapting to current personalized news consumption needs. For example, city- and county-level stations can subdivide livelihood news, creating segments on agricultural planting, new rural construction, county economic development, and urban-rural life based on local social development status. This approach both satisfies audience reading and viewing needs and addresses their spiritual needs, forming content segments for science popularization, policy interpretation, event analysis, and development prospects to enrich news gathering and editing forms, improve news information quality, and enhance the effectiveness of county-level mainstream media development.

5. Strategies for Improving News Gathering and Editing Quality in the All-Media Era

5.1 Focusing on Maintaining News Content Credibility

As grassroots components of China's traditional mainstream media, city- and county-level television stations play a significant role in correctly guiding public opinion and distinguishing truth from falsehood in disseminated events. Especially in the all-media era, where various news information has increased substantially, enhancing credibility and influence represents a primary focus for future mainstream media development. From the perspective of news gathering and editing, this requires city- and county-level stations to emphasize maintaining and improving news content authenticity and credibility, consolidating mainstream media status, focusing on the masses, and exerting correct public opinion guidance. Therefore, news gathering and editing must reasonably interpret news materials, deeply excavate authentic information, and based on the principle of eliminating falsehoods and retaining truth, clarify the overall context of news events. Strictly prohibited are out-of-context quotations and blind dissemination of false information. Stations must promptly address audience doubts, convey socialist core values to the public, and fully embody news value and positive influence.

5.2 Ensuring News Content Readability

The purpose of news gathering and editing is to ensure content possesses readability for audience comprehension. Particularly for city- and county-level television stations whose audiences primarily consist of urban, rural, and rural residents, cultural levels and comprehension abilities must be considered during editorial work. In practice, relevant personnel must combine news events to improve interview planning schemes, avoid homogenization with other media reports, grasp key clue details, and highlight distinctive features to ensure strong readability. For instance, when interviewing local advanced models or labor heroes, journalists should first understand the interviewee's life experiences and turning points, then comprehend their ideological positions, professional achievements, or social status. Before interviews, editorial staff must outline targeted questions, excavate glorious deeds from unique perspectives, enhance news appeal, and establish social models to influence audiences in learning from advanced examples.

5.3 Strengthening Editorial Staff's Mastery of New Technologies

News gathering and editing innovation in both content and technology in the all-media era requires city- and county-level television station personnel to further enhance their overall professional quality compared to municipal mainstream media. To achieve effective transformation and innovation in news gathering and editing, regular education and training should be conducted to enable editorial staff to master advanced techniques and skills, break traditional work patterns, and improve news quality. For example, county-level stations can invite relevant experts for guidance and lecture training, or dispatch editorial staff in batches to other units for learning exchanges to draw on advanced experiences and perfect technical application levels. This comprehensively improves county-level television station news gathering and editing quality, building a news gathering and editing system with broad influence, stronger timeliness, more novel content, and more advanced technology to promote sustainable development of city- and county-level television stations and provide quality news services for audiences.

Conclusion

Based on scientific and technological innovation and internet popularization, the all-media era has become a primary driving force for transformation in news gathering and editing. To better satisfy audience needs and align with overall social advancement trends, grassroots television stations should emphasize innovating news gathering and editing content and technology. By adopting effective measures and strategies, they can further improve news gathering and editing quality, elevate news services to higher levels, leverage mainstream media industry advantages, correctly guide social public opinion, and foster a healthy and harmonious socialist construction atmosphere.

References

- [1] Shen Yangcheng. Analysis of District and County News Gathering and Editing in the All-Media Era[J]. Journal of News Research, 2020(17): 140-141.
- [2] Lin Xu. On Content and Technological Innovation in News Gathering and Editing Under the All-Media Platform[J]. China Media Technology, 2018(12): 86-87.
- [3] Tang Xiang. Transformation and Response Strategies for News Work Methods in the All-Media Era[J]. Media Convergence, 2020(7): 88+90.
- [4] An Xuebin. Reflections on Improving County-Level Television News Gathering and Editing Capabilities in the All-Media Era[J]. Media Convergence, 2019(35): 166.
- [5] Chen Jian. Dilemmas and Breakthroughs for Traditional News Gathering and Editing Under Media Convergence[J]. China Media Technology, 2018(12): 81-83.
- [6] Wang Yinsuo. Analysis of Innovation in News Gathering and Editing Work Under the All-Media Strategy[J]. Journal of News Research, 2018(14): 214.

Author Biographies:

Li Donggang (1969-), male, from Dongfeng, Jilin, Senior Reporter, research direction: County-level converged media news gathering and editing.

Yang Yalei (1976-), male, from Handan, Hebei, Editor, research direction: Broadcasting media convergence and integrated media development planning.

Qin Xuwei (1974-), female, from Wulian, Shandong, Senior Editor, research direction: News editing innovation research.

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

Source: ChinaXiv – Machine translation. Verify with original.