

Requirements for Professional Journal Editors in the New Media Era (Post-print)

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Abstract

The rapid development of internet technology has, to a certain extent, changed the speed and mode of traditional information dissemination, and has given rise to entirely new forms of media communication, such as online newspapers, microblogging platforms, and online journals. With the extensive application and promotion of new media, the operational status of traditional professional journals has undergone tremendous changes, bringing not only serious challenges to traditional professional journals but also new development opportunities. However, facing the continuously evolving media environment and developing audience groups, in the current fiercely competitive media market, traditional professional journals need to continuously innovate and create publications with their own distinctive characteristics to achieve stable development. To better achieve this goal, excellent editorial personnel are indispensable. Therefore, an extremely urgent task at present is to better cultivate excellent professional journal editors who are adapted to the new media era. In view of this, this article provides a detailed analysis of the requirements for professional journal editors in the new media era, aiming to provide valuable reference and guidance for industry professionals, and thereby better contribute to the development of professional journals.

Full Text

Preamble

Requirements for Professional Journal Editors in the New Media Era
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Abstract: The rapid development of internet technology has fundamentally transformed the speed and modes of traditional information dissemination, giving rise to entirely new forms of media such as online newspapers, microblogging platforms, and digital journals. As new media becomes more widely adopted

and promoted, the operational landscape of traditional professional journals has undergone tremendous change, presenting both serious challenges and new development opportunities. However, facing an ever-evolving media environment and a developing audience base, traditional professional journals must continuously innovate to establish distinctive publications that can achieve stable development in today's competitive media market. Achieving this goal depends fundamentally on excellent editorial personnel. Therefore, an urgent priority is to better cultivate outstanding professional journal editors who can adapt to the new media era.

In light of this, this article provides a detailed analysis of the requirements for professional journal editors in the new media era, aiming to offer valuable reference points for industry professionals and thereby better support the development of professional journals.

Keywords: new media era; professional journal editors; editorial responsibilities; editorial competencies; editorial processing

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1.1 Understanding New Media Technology

The professional competence of journal editors is directly correlated with the quality and social impact of publications. Through evaluating and selecting numerous manuscripts, organizing and processing contributions, and comprehending the overall intellectual value of the journal, editors create a complete professional publication. Consequently, editorial work is crucial to the journal. During the manuscript solicitation process, editors can effectively reflect their own intellectual or academic orientations, thereby guiding ideological, academic, and value directions. In their specific work, professional editors must consistently maintain rational and objective principles while fully exercising their creativity.

However, surveys indicate that some editors cannot proficiently master new media tools and novel editorial publishing methods. Faced with unknown innovative knowledge and skills, certain editors—particularly those with many years of experience—feel anxious and unsettled. Even though many editors have recognized that new technologies can bring greater convenience and development opportunities to the journal industry, some remain unwilling to change and have not actively sought to understand the willingness and motivation to adopt new media technologies. Additionally, some editors are willing to accept new

media technologies but do not know how to approach them. At present, with new media developing rapidly, if professional journal editors do not proactively understand these technologies, they cannot effectively promote and disseminate traditional professional journals through new media platforms. Therefore, a significant challenge facing traditional professional journal editors is understanding new media technology.[1]

1.2 Low Utilization of Network Platforms

Editors are the planners and executors of journals; the entire process from conception to publication depends on them. Consequently, editorial creativity is directly reflected in the journal and can provide the finishing touch that distinguishes the publication. Content innovation gives journals their uniqueness and allows them to stand out in the field.[2]

Many publications have not thoroughly studied how to leverage the advantages of new media platforms or how to conduct promotion on network platforms. They lack long-term planning for overall platform construction and have not fully considered long-term platform development. Journal editorial work is complex and multifaceted, leaving editors unable to devote themselves entirely to considering the construction and maintenance of new media platforms. Moreover, the absence of a comprehensive compensation system and incentive mechanisms results in low enthusiasm among editors, leading to wasted new media resources.

To adapt to changes in new media technologies within the editorial industry, traditional editors need to spend considerable time and effort learning relevant knowledge, but they lack sufficient time for in-depth research and application. Different media network platforms require different functions, and strategies should be formulated according to the functional characteristics of each platform type to enhance editors' work enthusiasm and motivation, thereby improving the utilization rate of professional journal network platforms.

2.1 Main Responsibilities

Political standards constitute the lifeline of professional journals, while scientific, artistic, and academic standards are equally indispensable. As professional journal editors responsible for disseminating excellent scientific and cultural knowledge, editors must meet journal requirements and possess certain political literacy and sensitivity. Only in this way can they produce high-quality works that comply with national laws and regulations. Particularly in the internet era, with its vast and intertwined information landscape, the dissemination of various ideologies through professional journals demands that content consistently reflect socialist core values, promote scientific values, and advance national ideological, moral, scientific, and cultural development.

Professional journal editors must enhance their professional competencies and

strengthen their sense of responsibility. A qualified professional journal editor must possess a service-oriented consciousness, promote mainstream values, and consistently prioritize social benefits. Naturally, editors must also strengthen their cultural literacy and broaden their horizons to publish outstanding professional works that promote the prosperity and development of their academic fields.[4] Professional journal editors should not only understand development trends in their own specialties but also broaden their perspectives to permeate other fields, thereby promoting better adaptation of professional journals to the internet era.

2.2.2 Having a Strong Sense of Mission

Professional journals are tasked with disseminating scientific and cultural knowledge, transmitting positive energy, and guiding people toward scientific values. They also bear the great mission of propagating socialist core values, enhancing citizens' scientific and cultural literacy, and promoting social progress. The popularization of the internet has facilitated the dissemination, exchange, and collision of various ideologies, which has promoted intellectual prosperity and development to a certain extent. However, the enormous volume of information makes it difficult for people to correctly distinguish truth from falsehood and even creates opportunities for undesirable ideologies to infiltrate, causing people to form incorrect concepts—such as pseudo-scientific ideas. Professional journals can guide people toward correct worldviews and promote understanding of science and technology.

The internet era demands that professional journal editors possess a strong sense of mission and professional ethics, understand the importance of their work for professional journals, continuously enrich themselves in daily life, enhance their cultural literacy, strengthen their sense of responsibility, commit themselves to the development of professional journals, and promote their adaptation to the requirements of the internet era.[5]

3. Requirements for Professional Journal Editors in the New Media Era

3.1 Information Organization Skills and Interaction Techniques

The competencies and skills of professional journal editors influence journal style and quality. Particularly in the big data era, editors must have the courage to break through and innovate traditional editorial methods, make good use of network platforms, and conduct information retrieval to promptly and accurately locate specialized data and information, ensuring optimal topic selection. Good interaction skills and a sincere service attitude help create competitive advantages in the market. Editors can combine journal content with text and video to enhance the 趣味性 of information acquisition for readers. On network platforms, they can communicate and interact with readers, stimulate commentary and reflection, and increase readers' interest in reading the journal.

3.2 Improving Literary Literacy and Self-Reflection

Editors' literary literacy effectively reflects their knowledge level, professional conduct, legal concepts, and artistic appreciation—fundamental requirements for shaping core competitiveness and directly indicating whether an editor is qualified. Indeed, a journal editor's literary quality relates to the journal's readership and actual development direction. Today, with rapid information technology development and continuously enriched content, journal editors should continuously enhance their literary literacy, summarize their editorial work experience, and engage in constant reflection. Accordingly, editors should extensively read books related to editorial work, follow cutting-edge content in relevant fields, subscribe to relevant public accounts, understand and grasp hot topics, conduct regular ideological exchange meetings, communicate with fellow editors, discuss insights, exchange the latest editorial standards, and share writing ideas.[6] Therefore, professional journal editors should continuously improve their literary cultivation, reflect continuously in their studies, and develop better through reflection.

3.3 Proficiency in Operating New Media Network Tools

Internet technology has driven the development of new media, especially with the rapid advancement of mobile internet terminal technology in recent years, making mobile phones increasingly ubiquitous in people's lives—even beyond imagination. To adapt to the internet era, professional journal editors in the information age must possess the ability to proficiently operate new media network tools. As a publishing channel, new media network tools can effectively improve publishing efficiency, save time and space, and promote broader journal dissemination. Many professional journals are now using WeChat push notifications and microblogging to expand their reach, requiring journal editors to be skilled in applying these new media network tools.

3.4 Enhancing the Comprehensiveness of Personal Knowledge

An excellent professional journal editor cannot be limited to understanding only one aspect of knowledge but should have familiarity with other fields as well. The basic professional requirements for journal editors include broad professional vision and relatively comprehensive knowledge, which are essential for sustainable development. This is particularly important in the internet context, where various disciplines intersect and integrate, promoting mutual development through exchange.[7] Increasingly complex professional knowledge also poses a significant challenge for professional journal editors. Especially with the internet facilitating more frequent interdisciplinary communication, disciplines are no longer isolated but form an integrated whole. Therefore, editing professional journals requires understanding knowledge from other disciplines, demanding that editors strengthen their quality construction, continuously learn cultural knowledge, expand their knowledge base, and adapt to the trends of the times.

3.5 Solid Editorial Processing Skills

The fundamental skill of editing is text processing capability, primarily involving revising and polishing approved articles to meet journal publishing standards and evaluation criteria. Editorial staff must have a sense of editorial standardization, be skilled in text processing, refining viewpoints, and summarizing ideas. Editorial processing relies on standardizing formulas, variables, graphics, and tables, while modifications to text, numbers, and punctuation must follow various standards and norms to ensure consistency throughout. Particularly for professional journals with numerous charts, data, symbols, and formulas, errors are especially likely to occur. Editors must be meticulous and careful, continuously summarize their work, and actively participate in business training, academic conferences, and special lectures to enhance their editorial professionalism and lay a solid foundation.

3.6 Outstanding Topic Selection and Planning Ability

For professional journals, excellent topic selection can fully reflect the height and direction of industry scientific and technological development. Editors should constantly pay attention to industry development directions, maintain strong industry acumen, identify high-value topics in a timely manner, and accurately disseminate the latest theoretical innovation achievements to readers.[8] Topic selection planning reflects not only an editor's knowledge level but also the journal's ideology and style. By organizing special articles and columns, editors can conduct concentrated and serial reporting on certain disciplines or research directions. For major events and themes, they can gather high-level, influential researchers to conduct special research reports, promoting in-depth development of cutting-edge disciplines. After successfully planning a topic, editors should effectively explore related themes to form a "point-to-surface" relationship, coordinate planning, and exercise precise control over the entire process of series topic advancement.

3.7 Enhancing Innovation and Information Integration Capabilities

The internet era generates massive amounts of data daily, including much that is false or useless. Internet applications facilitate resource sharing and information exchange, particularly through mobile phone sharing. The emergence of numerous self-media users has enabled people to create and publish information via mobile phones rather than passively receiving information as in the past. However, this very development may lead to information confusion or dissemination of false information during the information propagation process.[9] Therefore, professional journal editors must carefully distinguish truth from falsehood when gathering information, improve their information integration capabilities, and ensure the authenticity and scientific nature of journal content. Facing challenges brought by the internet era, professional journal editors must advance with the times, fully utilize internet resources and platforms, enhance their innovation capabilities, draw nourishment from rich information resources

to create excellent works, continuously learn new concepts, and improve their shortcomings. In the network era, people are accustomed to reading news on mobile phones or other electronic devices. Professional journals cannot rely solely on traditional publishing methods without innovating their publishing models, as this will only make their position in the internet era increasingly difficult or even untenable. Therefore, professional journal editors should fully leverage their own advantages, integrate them with new media, and continuously innovate to promote their own development.

3.8 Flexible Application of Innovative Thinking and Market Awareness

In recent years, new media business forms centered on specialization and innovation have become the mainstream of industry development. The key to success for many self-media platforms is innovative thinking. For the transformation of journal editors, facing the demands of the new media era requires flexible application of innovative thinking, manifested primarily in two aspects: First, integrating innovative thinking into topic selection. For example, during the Two Sessions period, instead of traditional interpretive content, journal editors used keyword formats to summarize the sessions and extracted key points, demonstrating certain innovative significance.[10] Second, combining with market planning concepts to develop strategic thinking, ensuring coherence in editing, production, and distribution, strengthening market feedback, understanding users' consumption potential, and transforming marketing models to achieve two-way communication between publishing units and the market, as well as between editors and users, thereby better leveraging market conditions to make scientific judgments and choices in editorial activities.

In summary, the development of science and technology has promoted the widespread application of the internet, placing new demands on professional journal editors. Professional journal editors in the new media era must continuously strengthen their quality construction, possess certain political literacy and political sensitivity, enhance their sense of responsibility, establish a strong sense of mission and learning consciousness, and skillfully apply new media network tools to promote the prosperity and development of professional journals. Facing the trend of information technology development, traditional publishing methods can no longer meet the demands of the times. Professional journals must continuously innovate publishing methods, improve work quality, and seek sustainable development.

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

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