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## A Practical Analysis of On-Camera News Reporters in the Omnimedia Context: Postprint

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### Abstract

The continuous development and popularization of the Internet have gradually ushered society into the all-media era. In this era, both traditional and new media are actively innovating and transforming, which consequently imposes higher requirements on on-camera news reporters. These reporters must enhance their self-reflection and self-improvement capabilities. This article provides a concise exposition of the all-media concept, analyzes the essential competencies that on-camera news reporters should possess within this all-media context, and proposes a series of recommendations for elevating their comprehensive professional qualities. It is hoped that these efforts will effectively facilitate the development of on-camera news reporters, thereby establishing a solid talent foundation for the advancement of China's news industry.

### Full Text

#### An Analysis of the Practice of News On-Camera Journalists in the All-Media Era

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**Abstract:** With the continuous development and popularization of the Internet, society has gradually entered the all-media era. In this new landscape, both traditional and new media are actively innovating and transforming, which places higher demands on news on-camera journalists. These journalists must engage in continuous self-reflection and self-improvement. This paper provides a brief overview of the concept of all-media, analyzes the competencies that news on-camera journalists should possess in this environment, and proposes a series of recommendations for enhancing their comprehensive qualities. The aim is to effectively promote the development of news on-camera journalists and thereby lay a talent foundation for the progress of China's journalism industry.

**Keywords:** All-media perspective; News on-camera journalists; Journalistic competence; Knowledge structure; Language expression

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## 1. The All-Media Landscape

### 1.1 Definition of All-Media

All-media refers to an integrated media form that synthesizes different media manifestations. In the all-media era, the journalism industry can utilize text, sound, images, and other formats to comprehensively display content, while also transmitting news through the Internet and emerging communication technologies [1]. This new communication format not only compels the traditional news industry to upgrade and transform but also sets higher standards for new media development. All-media relies on information technology to facilitate full integration between traditional and new media while fostering healthy competition. This dynamic not only helps provide better media services to the public but also drives continuous transformation in communication methods and concepts, thereby optimizing the media structure and landscape.

All-media promotes in-depth integration of both content and information, enabling diversified information dissemination. All media forms require the Internet as a carrier to integrate with other media [3]. Consequently, news on-camera journalists are also part of this information network, allowing news to be received in real-time by audiences across different regions. This not only breaks temporal and spatial limitations but also effectively overcomes geographical barriers, facilitating the construction of a vast information world. All-media makes information dissemination more timely and rapid, truly achieving global connectivity and interaction. For example, in recent years, China's Spring Festival Gala has been broadcast globally in real-time. Through the Internet, not only can audiences worldwide watch the program simultaneously, but they can also interact and communicate with each other in real-time, fostering an interactive media landscape.

### 1.2 Characteristics of All-Media

The traditional media landscape is undergoing transformation in the all-media era, a shift that also promotes the formation of distinctive all-media features [2].

**1.2.1 All-Media Promotes Deep Integration Across Media** In the all-media environment, various media must achieve deep integration to secure a position in fierce competition. For instance, traditional print media, radio, television, film, and the Internet are all actively merging. These communication channels encompass visual, auditory, and other sensory modalities, demonstrating flexibility and diversity. Media integration not only enables complementary advantages among different media forms but also generates strong communication power and influence, driving continuous optimization and innovation in the media landscape.

**1.2.3 All-Media Features Inclusivity and Personalization** All-media is an inevitable trend of information technology and network development. This trend not only breaks the traditional media pattern but also guides traditional media toward informatization and networking. When traditional and new media integrate, they maintain both cooperative and competitive relationships, further transforming the media environment. Consequently, news on-camera journalists must not only develop a correct understanding of the media landscape and environment but also make targeted work adjustments according to environmental changes to secure their place in the all-media era.

All-media possesses inherent inclusivity, accommodating different media forms. Media fusion is not about one medium covering another but rather about fully integrating the advantages of each medium. Although traditional media may have relatively singular forms of expression, they remain an important component of all-media. Cooperation and integration among different media can gradually optimize and upgrade the journalism industry while providing audiences with more personalized service experiences. For example, in the all-media era, all media forms attach great importance to user needs, not only developing relevant communication models based on those needs but also delivering different content to different users. This approach not only enhances news communication quality and efficiency but also provides better service experiences for audiences while achieving optimal communication effects.

## **2. Essential Competencies for News On-Camera Journalists in the All-Media Era**

News on-camera journalists must possess broad knowledge to handle endless questions in front of the camera. This requires them not only to master knowledge in the journalism field but also to understand humanities and social sciences, thereby expanding the depth and breadth of their reporting to disseminate high-quality news content with substance [4]. Additionally, journalists need rich social experience to engage with different social groups, which enhances news sensitivity. Social experience is a valuable asset for journalists, as it not only strengthens their responsiveness and judgment but also increases their credibility and optimizes their news communication structure. Furthermore, news on-camera journalists must have a sound knowledge structure, ex-

cellent language expression, and appropriate external presentation to become outstanding journalism professionals.

### **2.1 Sound Knowledge Structure**

News on-camera journalists must possess a sound knowledge structure to provide timely commentary during reporting and to excavate more valuable news information [5]. First, they must demonstrate excellent political theoretical literacy, which requires understanding both public sentiment and the Party's principles and policies to maintain correct political orientation and consciousness. Only journalists with strong political cultivation can grasp the political direction in their reporting and truly serve the people and society. Political theoretical literacy includes political stance, direction, viewpoints, and discipline. Journalists must possess strong political discernment to enhance political sensitivity and ensure they can maintain a high-level perspective in news communication.

Second, news on-camera journalists must receive professional training, gaining comprehensive knowledge of journalism while studying communication tools and audiences to optimize communication methods and strategies, thereby enhancing communication effects. As journalists often work far from editorial departments, fighting alone in front of the camera, they must possess solid professional foundations, including independent interviewing and editing capabilities, as well as real-time collection of hot news across different fields. This enables them to improve their summarization and language analysis skills, demonstrating strong journalistic competence on camera.

### **2.2 Excellent Language Expression**

Since news on-camera journalists cannot carefully weigh every word on-site, much of their reporting involves impromptu broadcasting and real-time interviewing [6]. Therefore, they must possess strong language organization and expression abilities to clearly convey facts using concise language. Some journalists lack strong expression skills, causing their broadcasts to miss key points, which not only affects reporting quality but also diminishes the sense of presence in field reporting. Consequently, news on-camera journalists must have clear expression logic and well-structured language to effectively communicate facts.

First, on-camera journalists should adopt a colloquial style rather than being overly literary or pedantic. This not only helps audiences understand the context and layers of facts but also enhances their comprehension of the narrative. They must also consider the interviewee's feelings. Second, journalists should adjust their tone to match the scene. By adapting their tone to the situation, they can convey sincerity and warmth, which helps them integrate into the scene. Additionally, many news scenes contain background noise, requiring on-camera journalists to articulate clearly.

### 2.3 Appropriate Non-Language Communication Symbols

Both language and non-language communication symbols can enhance the sense of presence in news reporting. Non-language communication symbols refer to information cues transmitted through sensory organs other than language [7], such as facial expressions, gestures, clothing, and accessories. News on-camera journalists must not only master language symbols but also effectively utilize non-language communication symbols.

First, viewers see the journalist' s expression first when watching a program. Therefore, on-camera journalists must control their facial expressions, using eye contact to create a harmonious communication atmosphere and conveying the scene' s atmosphere through their expressions. Second, journalists should maintain appropriate gestural language. Gestures are a form of action expression, and many young on-camera journalists may experience nervousness during broadcasts, which can signal lack of confidence through their gestures. Moreover, excessively frequent gesturing can distract viewers. Therefore, journalists must use gestures naturally to achieve better communication effects. Finally, clothing is also an important non-language symbol that conveys cultural background and professional characteristics. On-camera journalists should pay attention to their attire, dressing according to the news occasion and event to align with the program' s positioning. This creates organic unity between visual and auditory elements. Additionally, journalists should attend to their makeup and hairstyle to ensure proper use of non-language symbols.

## 3. Strategies for Enhancing the Comprehensive Qualities of News On-Camera Journalists in the All-Media Era

When reporting on-camera in the all-media era, journalists should balance details with the overall picture, presenting facts while stating viewpoints from an objective perspective to maintain a sense of presence. They should also communicate sincerely with interviewees from an equal perspective to find common ground and enhance interview interest. Furthermore, on-camera journalists must invest emotionally while controlling their emotions, which places high demands on their comprehensive qualities. Therefore, in the all-media era, news on-camera journalists should continuously improve their knowledge literacy, personal qualities, and technical skills.

### 3.1 Enhancing Knowledge Literacy

First, on-camera journalists must strengthen their understanding of socialist ideology and Marxism to maintain correct news concepts and guide public opinion appropriately. Good political cultivation not only helps journalists avoid political errors but also enables them to analyze news topics from better perspectives [8]. This requires journalists to study political content actively, improve their political cultivation, and comprehensively learn the Party' s principles and policies to ensure correct orientation of public opinion.

Second, journalists must possess interviewing and questioning skills while ensuring fluent language expression. Good interviewing and questioning skills can enhance news broadcast interest and satisfy audience curiosity. However, questions should be simple, with journalists adjusting their questioning style to different environments to reduce interviewees' resistance and encourage them to express their true feelings. Fluent language expression not only maintains news coherence and authenticity but also emphasizes key points, increasing the sense of presence and helping audiences correctly comprehend news facts.

Finally, on-camera journalists must possess sharp observational and judgment abilities to examine news events from multiple angles and focus on key news elements. For instance, during recent live broadcasts of the Chagan Lake winter fishing festival, journalists emphasized descriptions of the scene and weather conditions, which enhanced overall reporting quality and created stronger visual imagery.

### **3.2 Enhancing Spiritual Literacy**

First, on-camera journalists should carefully choose their clothing and makeup. For example, they can select appropriate appearance based on the news event to enhance visual impact and align their overall image with the news scene. Journalists can also coordinate their attire with interviewees to create harmonious on-camera presence. Second, journalists should apply non-language symbols reasonably. Non-language symbols not only play a leading role but also help bridge the distance between journalists and audiences. For example, journalists should control their facial expressions, showing sorrow and regret during disaster reporting while remaining calm and composed. Finally, on-camera journalists must possess a humanistic spirit and maintain high professional ethics. When reporting on disasters, they should respond calmly while fully demonstrating humanistic care, avoiding causing "secondary harm" to victims in pursuit of coverage. For instance, journalist Jiang Lin, when reporting on the Ya' an earthquake, did not closely follow and film rescued victims nor interview their families, demonstrating both humanistic care and respect for the injured and deceased.

### **3.3 Enhancing Technical Literacy**

First, since on-camera journalists report news from the scene, they must select appropriate on-camera locations to increase broadcast consistency. The on-camera scene serves as the news background and must align with the news event and reporting direction to help audiences better understand the event [8]. For example, during the Tianjin Port explosion, many journalists used the fire and smoke as their background, providing audiences with more concrete understanding of the explosion site and fire direction. Second, news on-camera journalists must possess good camera awareness, adjusting shots according to reporting needs to enhance presence and visual impact. In the all-media context where audiences have increasing access to information, journalists must

maintain unique reporting perspectives to enhance core competitiveness and stand out among numerous media reports. Finally, on-camera journalists should strengthen their application of new media technologies. The fragmentation of information in new media often leads to incomplete audience understanding of news events. Therefore, on-camera journalists can use new media technology to comprehensively restore news facts. For example, many journalists now use WeChat and TikTok to livestream news scenes directly, satisfying the public' s right to know while presenting comprehensive facts in the first instance.

Excellent on-camera performance requires thorough preparation and long-term accumulation before broadcasting to present quality news footage. The slogan of Phoenix Television reflects the professional attitude and hardships behind the profession: “When news breaks, we are either at the scene or on our way to the scene.” This also describes the daily reality of many on-camera journalists. In the all-media era, news on-camera journalists must not only actively improve their comprehensive qualities and maintain technical proficiency but also develop toward specialization and professionalization to meet the demands of the times and contribute to the journalism industry' s development.

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

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