

# On the Transformation and Upgrading of News Editing Work in the Era of Media Convergence Postprint

**Authors:** Gan Xiaoyu

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

## Abstract

Recent years have witnessed the rapid development of information technology, propelling China into a networked society. Against this backdrop, the continuous convergence of traditional and new media has presented news editors with unprecedented opportunities and challenges. To keep pace with the swiftly evolving era, it is imperative to appropriately adjust the content and structure of news editing, thereby facilitating the comprehensive transformation and upgrading of the profession. In the age of media convergence, this paper first elucidates the necessity of transforming news editing practices, subsequently investigates the existing problems within news editing work, and finally proposes effective responsive measures for reference.

## Full Text

### Preamble

#### On the Transformation and Upgrading of News Editing Work in the Era of Media Convergence

*(Huili County Converged Media Center, Sichuan Province, Huili, Sichuan 615100)*

**Abstract:** In recent years, with the rapid development of information technology, China has entered a networked society. Against this backdrop, the continuous integration of old and new media has brought new opportunities and challenges for news editors. To keep pace with the rapid development of the times, it is necessary to appropriately adjust the content and structure of news editing to fully promote its transformation and upgrading. This article first introduces the necessity of news editing transformation in the era of media convergence, then explores existing problems in news editing work, and finally proposes effective countermeasures for reference.

**Keywords:** media convergence era; news editing work; new media; innovative thinking

**CLC Number:** G213

**Document Code:** A

**Article ID:** 1671-0134(2021)07-126-03

**DOI:** 10.19483/j.cnki.11-4653/n.2021.07.038

**Citation Format:** Gan Xiaoyu. On the Transformation and Upgrading of News Editing Work in the Era of Media Convergence [J]. China Media Technology, 2021(07): 126-127, 153.

With the widespread application of information technology in daily life in China, people now primarily rely on electronic terminal devices to browse information, which has profoundly impacted the development of traditional news.[1] To keep pace with society' s rapid development, news editing work must continuously integrate with new media in the era of media convergence to promote its in-depth development. However, media convergence presents various challenges. It is essential to apply Internet technology to news editing work to ensure successful transformation and continuously improve the quality of news editing.

## 1.1 Changes in the News Editing Environment

The news editing environment directly influences news editing work, while audience media consumption habits significantly shape this environment. With the rapid development of Internet information technology, new media has profoundly impacted people' s daily lives and transformed their media consumption habits. Consequently, traditional media faces considerable survival challenges and must confront new challenges brought by new media.[2] The rapid growth of new media has continuously reduced traditional media' s audience reach, driving people toward new media and persistently affecting traditional media' s audience market. The survival environment of traditional media has undergone substantial changes, directly impacting news editors and subjecting them to tremendous pressure from new media.

## 1.2 Changes in the Connotation of News Editing

News editors must fully consider both the development requirements of media and audience needs. With the rapid development of new media in China, traditional media faces various development challenges. To achieve sustainable development, traditional media must fully integrate the information dissemination characteristics of new media, transform previous methods of news dissemination, innovate the core connotation of news editing, continuously attract audience attention, and strengthen its market position.[3] Nowadays, new media has greatly impacted traditional media. To better respond, traditional media should transform its previous news editing methods. By innovating the core connotation of news editing, editors can independently complete news editing work,

gain widespread audience recognition of the final editing results, fully improve information utilization efficiency, and maximize the role of information.

### **1.3 Changes in News Editing Processes**

The rapid development of technology has directly driven further changes in news processes, especially the emergence and development of 5G technology, artificial intelligence, and big data, which have greatly altered the structure of news editing.[4] Due to differences in media audience characteristics, news editing work must better adapt to these distinctions and requires increasingly strict information screening. Therefore, the relevant processes of news editing work urgently need innovation.

### **2.1 Changes in Audience Demand**

Nowadays, people' s quality of life has significantly improved, leading them to actively pursue spiritual fulfillment. People hope to enhance their cultural literacy by learning substantial cultural knowledge, and media personnel need to fully meet the needs of various groups. Because people' s occupations, lifestyles, and ages differ, they require different information. For example, students prefer entertainment news, mothers favor news related to child development and education, and middle-aged men prefer social and current affairs news.[5] This further reminds us that new media personnel must comprehensively consider the information needs of different users to edit collected information into copy suitable for various audiences.

### **2.2 Lack of Innovation in News Content**

Nowadays, under the premise of network technology, news information spreads rapidly. Many news editors lack innovation in their work. To complete their tasks, they download and repost news messages already published online as editing content. While this editing method saves significant manpower and material resources, over time it greatly affects media attractiveness and reduces audience attention.

### **2.3 Low Professional Competence of News Editors**

News editors need to timely grasp news reporting during their work, which requires fully improving their professional competence and, based on this, deeply understanding the specific work involved in reporting.[6] News editing work cannot keep pace with the rapid development of the times, which is not conducive to improving news quality.

## 2.4 Weak Competitiveness of News Editing

With the continuous development of science and technology in China, the related dissemination technologies of news media have also continuously developed, which has improved the speed and efficiency of information dissemination. Many news media personnel can use network technology to search for relevant materials and information, which is of great significance for integrating news resources.[7] The rapid development of Internet technology and information technology has brought new opportunities and challenges for the development of news work. Currently, a large amount of online information lacks authenticity. News editors must take authenticity as an important prerequisite for work and innovate reporting methods.

## 3.1 Changing Audience Awareness

The media industry must conduct comprehensive professional training for news editors to better cultivate interdisciplinary news professionals who not only deeply understand theoretical knowledge but also master practical operation skills in new media video, image, audio, and text production.

## 3.4 Actively Changing Editing Roles

Against the backdrop of rapid technological development, various new media forms continue to emerge and be widely used. With the rapid development and widespread use of mobile intelligent terminals today, people's news reading methods and habits have further changed.[8] For example, the emergence of several new media such as short video platforms and WeChat has transformed news audiences from passive receivers to active selectors. This situation has made news editors realize the need to actively adjust their audience orientation and fully understand current news dissemination methods. Current news forms are no longer one-way communication; we can also become news discoverers and guides while receiving news. Therefore, in the era of media convergence, news editors must accurately view the relationship between audiences and news editors.

## 3.2 Changing News Editing Awareness

News editors are the gatekeepers and organizers of news information and guides of public opinion on news events. To achieve transformation in news editing, first, editors must keep pace with the times, fully improve their comprehensive quality, clarify the differences between new and traditional media, carefully analyze the core advantages of both, maximize their integration, and enhance the overall competitiveness of news marketing. Second, they must actively change their thinking, promptly abandon some traditional ideas and mindsets, and actively learn new knowledge and skills to better adapt to the rapid changes in current news dissemination and the competition among various news products.

### 3.3 Improving Professional Competence of News Editors

Analyzing current news development trends, today's news features interactivity and diversity. The big data era contains various kinds of news information, imposing stricter requirements on news editors' professional competence and knowledge breadth. News editors must continuously broaden their horizons, improve their professional competence, and enhance their ability to integrate news information.[9] Under the background of media convergence, news dissemination increasingly relies on various media platforms, and the efficiency of news dissemination is closely related to editors' professional skills and abilities. Therefore, improving the professional competence of news editors is an important way to achieve transformation and upgrading of news media work. First, news editors must continuously familiarize themselves with new fields, master new knowledge, and fully improve their professional competence. They must fully leverage their core advantages, continuously integrate experience skills and professional knowledge in the process of editing news information, and ensure the comprehensive efficiency and quality of news. Second, news editors must continuously broaden their horizons, extend news themes and content, and fully enhance their core competitiveness. Third, news editors must be good at discovering and discerning, learn to identify false or malicious information, better ensure information accuracy and authenticity, and improve the ability to integrate news information. For news editors, having only text editing ability is insufficient; they should possess important skills such as image processing, video editing, and photography layout. In the context of media convergence, news information has various forms of expression, and numerous news products are presented on major media platforms daily. Current news product forms generally include "text + images," or "text + images + audio + video," or "text + images + video."

### 3.5 News Editors Must Possess Innovative Consciousness and Thinking

In the context of media convergence, news editors must possess innovative consciousness and thinking. New media has a large audience market, new media platforms are gradually increasing, and various media companies have emerged in cities. During the same period, various kinds of news information emerge daily, but innovative, in-depth, and high-quality news messages are rare. News editors must fully exert their subjective initiative, change the previous concept of "waiting for" news information, and establish an awareness of actively mining news information. They must learn to use innovative consciousness and thinking to discover more valuable information among various information, accurately find entry points, combine and innovate news information, fully explore news content that is more important, significant, relevant, interesting, and timely to attract a large number of readers and audiences, continuously improve the dissemination effectiveness of news information, and fully enhance news value. News editors must innovate title production and news content layout methods.

News generally represents the core aesthetic standards of the public and reflects popular culture and fashion. News editors must learn to use innovative consciousness and thinking to effectively improve their ability to coordinate manuscripts, produce titles, and visual aesthetics, use distinctive titles to attract readers, layout news content in forms that audiences prefer, actively carry out innovation while ensuring news content validity and authenticity, continuously build brands and characteristics, and effectively attract and approach readers.

### **3.6 Using New Media to Improve Information Integration Efficiency and Quality**

Media news editors can use new media technology to make information integration more convenient. Public platforms can promote in-depth communication with audiences to understand current industry development trends. Using the network to collect news materials can help understand audience information needs, effectively plan news content according to audience needs, organize their own information materials, and cooperate with new media on platforms such as Weibo or official accounts.

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

*Source: ChinaXiv –Machine translation. Verify with original.*