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Postprint: Strategic Analysis of Interviewing Work for News Journalists and Editors in the New Media Era

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Abstract

Against the backdrop of the new media era's development, the interview work of journalists and editors has undergone tremendous changes in both form and content, with the operational landscape for various tasks becoming increasingly complex. This paper briefly expounds upon the relevant concepts of the new media era, clarifies the basic requirements for journalist and editor interview work in the context of new era development, and proposes corresponding improvement strategies based on an analysis of the problems confronting interview work combined with practical considerations, thereby providing a reference for relevant practitioners.

Full Text

Analysis of Interview Strategies for News Journalists and Editors in the New Media Era

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Abstract: Against the backdrop of new media era development, news journalists and editors have witnessed tremendous changes in both the form and content of interview work, with increasingly complex circumstances facing various tasks. This paper briefly elaborates on concepts related to the new media era, clarifies the basic requirements for news journalists and editors in the new era, and proposes corresponding improvement strategies based on an analysis of problems in interview work, providing references for relevant practitioners.

Keywords: new media; news journalists; editing and interviewing

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From a literal perspective, news is a stylistic form that records society, disseminates information, and reflects the times. Modern news emerged in the 1920s and rapidly developed worldwide. With continuous improvements in news editing and interviewing hardware and theoretical research, journalists and editors have established a relatively complete system that continues to evolve. For news journalists, adapting to the demands of the times and enhancing their professional competence represents an inevitable requirement in practical work.

1. New Media Concepts and Characteristics

1.1 Concept of New Media

Media itself is the medium of information transmission—the tools, channels, carriers, intermediaries, and corresponding technical means employed by various public groups in society to transmit and acquire information [1]. From this conceptual framework, new media is inherently a dynamic and era-specific concept; in other words, it is relative. For instance, television, primarily video-based, was considered new media when it first emerged relative to print media such as newspapers and magazines. In today's context, new media refers to forms of information and service dissemination based on digital technology, utilizing computer networks, wireless communication networks, and satellites as channels, with computers, mobile phones, and digital televisions as receiving terminals. New media has developed over several decades, experiencing three basic stages: elite media, mass media, and personal media, with even newer operational models to emerge in future development.

1.2 Operational Characteristics of New Media

Thanks to comprehensive improvements in network information technology and news production technology, new media in China has entered an era where mass media and personal media coexist, demonstrating distinct operational characteristics. First, new media's "short, refined, and small" features better cater to the public's fragmented leisure time. Second, the public can use various mobile terminals to overcome temporal and spatial limitations, enabling efficient interaction among different audience groups and between audiences and editors through more flexible forms of communication. Third, the public exhibits stronger purpose and initiative when selecting and using new media, employing

technical means to filter out information that does not align with their psychological and target needs, thereby achieving precise information transmission. Finally, audience media usage and content selection are trending toward personalization; audiences may also become creators and disseminators of news information while receiving it, diversifying news content creation subjects. These features have fundamentally transformed media operation models, requiring news journalists to adapt to these operational characteristics and address practical problems in their editing and interviewing work.

2. Basic Requirements for News Interview Work in the New Media Era

2.1 Clarify Job Responsibilities

In traditional media operation models, the basic requirement for editing and interviewing work was to transmit news information through objective reporting of news events, enabling as much of the public as possible to understand objective situations and effectively guide audience values and worldviews. In the new media era, this basic responsibility can no longer meet the requirements of news information creation and dissemination. Interview work must not only ensure the authenticity, accuracy, and objectivity of reported content but also achieve real-time interaction with audiences. In new media operation models, live streaming represents an important development form, allowing audiences to interact deeply with journalists and guests through comments and bullet chats, while also potentially causing deviation in interview direction. In this process, journalists must clarify their job responsibilities and adopt more optimized methods to solve problems in interview work.

2.2 Strengthen Public Opinion Guidance

Public opinion guidance is an inherent function of news editing work, unaffected by external factors under any media development situation. However, in the new media era, the complexity of news media creation subjects often leads to erroneous public opinion guidance in sensitive news events. Particularly, some media platforms, driven by click rates and economic interests, deliberately employ incorrect ideological concepts to report news events, losing the basic 底线 (bottom line) that news practitioners should maintain and creating erroneous social guidance. News journalists must correctly understand the basic characteristics of new media development, adhere to bottom-line principles in editing and interviewing work, and provide correct public opinion guidance.

2.3 Seize Interview Opportunities

Leveraging the advantages of network transmission technology, news events spread increasingly faster, with different audience groups focusing on different aspects and hotspots of the same event. This requires journalists organizing interview activities to analyze issues of urgent concern to audiences based on

platform operational characteristics and seize appropriate timing for interviews through more rational organization. In conducting editing and interview work, journalists must adapt to the fast-paced characteristics brought by new media development. On one hand, they should design interview content more rationally, grasp key points, and improve communication efficiency with interviewees. On the other hand, they must adapt to technological development requirements, integrate interviewing and editing production processes, comprehensively enhance the effectiveness of news interview work, and better satisfy audience demands for news program editing and production.

3. Challenges Facing Interview Work

3.1 Insufficient Work Mindset Transformation

In the new media era, news editing and interview work has undergone tremendous changes not only in process and mode but also in form and connotation requirements. For news journalists, their editing and interviewing mindset directly affects news quality. Adhering to traditional work thinking inevitably prevents news production quality from meeting audience needs, leading to a continuous loss of audience. Especially when new media platforms use follower counts and view counts as basic evaluation criteria, traditional editing and interviewing models will lose their competitive edge in the fierce media market, gradually be abandoned by the public, and ultimately cause media platforms to lose their operational foundation.

3.2 Insufficient Interview Channel Expansion

In the early stages of new media operation, traditional media maintained obvious advantages in interview channels due to historical accumulation, while new media platforms suffered from insufficient interview channel expansion due to inadequate investment and exploratory operational models. Although the integration of new and traditional media toward media convergence has alleviated this problem to some extent, issues remain in the preliminary 对接 (coordination) between journalists and interviewees in actual operation [2]. Meanwhile, the emergence of numerous self-media platforms has enabled more groups to participate in media operation, making it impossible to verify the authenticity of news events through proper channels, which not only affects the effectiveness of journalists' editing work but also brings serious negative impacts to the overall development of the media industry.

3.3 Lack of Professionalism in Reporting Activities

Compared with self-media platform operators, news journalists should have advantages in professionalism in editing and interviewing work. However, in actual operation, fundamental changes in new media platform hardware conditions have made computer software operation technology an indispensable tool in

editing and interviewing work, directly affecting news program production quality. Consequently, journalists' original advantages have become disadvantages in editing and interviewing work against the backdrop of continuous new media development. Particularly, lagging technical conditions in program production 流程 (processes), insufficient program content compactness, and missing overall backgrounds fail to meet audience psychological needs for receiving news information. Therefore, for news journalists, how to transform disadvantages into advantages in editing and interviewing work under the new media background represents an important issue requiring resolution.

3.4 Poor News Dissemination Effects

In the era of rapid new media development, more public groups have integrated into the news editing and creation industry, transforming their identity from pure information receivers to dual roles as both creators and receivers. These new news editing practitioners grasp public psychological needs for news more accurately, adopt more unique perspectives in news editing and interviewing work, produce fresher news interview content, and interact more effectively with audiences, enabling their news works to achieve better dissemination effects. However, traditional news journalists rarely possess these qualities and advantages, resulting in insufficient innovation in news reporting content that fails to meet actual audience needs and yields low efficiency in news dissemination. Some journalists even set interview questions that deviate from audience concerns, with poor interview timeliness, causing audiences to gradually lose their original attention and eroding the mass foundation of news programs.

3.5 Low Interaction Levels

An important characteristic of new media platform operation is strong interactivity, allowing audiences to communicate with creators across time and space without violating legal regulations and platform operational requirements. However, some journalists have not yet adapted to this operational characteristic in their editing and interviewing work, still employing traditional interview modes. In the interview process, their focus remains on interviewees, with insufficient attention to interaction content with audiences, causing interview content to deviate from audience psychology and audiences to lose interest in programs.

4. Strategies for Improving Interview Work

4.1 Innovate Interview Work Mindset

In the new media era, whether for traditional print or broadcast television journalists, achieving work innovation, deep integration of traditional and new media, and healthy development must begin with innovating their own editing and interviewing mindset, particularly by exploring new models while adhering to professional bottom lines in the media industry. First, journalists should

recognize their deficiencies in new media platforms and related technical applications, employing various methods to compensate for these shortcomings and improve their technical application skills [3]. Second, in daily editing and interviewing work, they should apply new media operational models to organize interviews, solve practical problems from a new media operational perspective, and gradually cultivate their own media convergence thinking to better close the psychological distance with audiences. Third, they must possess sound judgment and correct understanding of unethical behaviors such as fabrication, rumor-mongering, and illegal reprinting in new media development, resolutely avoiding such phenomena in their own editing and interviewing work to ensure healthy development and gradually gain advantages in long-term competition.

4.2 Expand Interview Channels

The application and development of new media have fundamentally changed traditional media operation models, yet their operational foundation remains rooted in interviewing news event participants and excavating the truth behind events. Therefore, news journalists must recognize this industry essence, comprehensively expand interview channels, and obtain higher-quality, more comprehensive news information. For instance, when interviewing group news events that cannot be conducted face-to-face, remote interviews can be utilized. When news subjects cannot be contacted, their personal self-media platforms or relevant new media platform interactions can be used, employing keyword searches in online community replies to better complete verification of different information content. Addressing the reality of insufficient authenticity of news information content in the new media era, journalists should employ multi-angle interview forms to verify information authenticity while maintaining professional competence, comprehensively verifying third-party information to enhance news information accuracy and uphold the essence of news information [4].

4.3 Grasp Interview Details

In news interview work, grasping interview details demonstrates journalists' professionalism and constitutes a basic strategy for improving overall work quality. First, journalists have undergone professional training in relevant disciplines and possess strong sensitivity in interview process organization and content selection. Therefore, before interviews, they should leverage this professional advantage to prepare thoroughly, anticipate potential problems, and develop contingency plans. Second, during interviews, journalists should maintain keen "nose" for news, accurately grasping interview information from interviewees' language, expressions, and attitudes, constructing entry points from details, and excavating more effective news information by optimizing interview language organization [5]. With interviewees' consent, more news information can be transmitted to audiences. Third, in interview activities, optimizing interview questions can more directly express interview purposes, ensuring more compact news information

content and more efficient interview completion.

4.4 Innovate Reporting Content

In the new media era, news event dissemination channels have become more diversified, with the internet even becoming the primary channel for news transmission. Therefore, only by creating fresher, more uniquely perspective, and more attractive news reporting content can audience attention be captured. However, interview production quality must also be maintained, avoiding inappropriate interview angles in pursuit of dissemination effects. When organizing interviews, journalists should adapt to new media's high-speed development and content refinement characteristics, presenting interview content to audiences in more concentrated forms to ensure they grasp key news points more accurately and efficiently obtain news essence. On the basis of ensuring news dissemination efficiency, journalists should expand news coverage as much as possible to better realize the proper public opinion guidance function of news information. In specific editing work, they should accurately grasp content direction based on on-site interview situations, adjust interview work according to hot issues of public concern, guide public groups from different aspects to participate in adjusting interview direction, report news events from multiple angles, and elevate editing and interviewing work to higher levels.

4.5 Enhance Interaction Levels

One important characteristic of new media era development is the tremendous transformation in information interaction modes. With live streaming platform support, real-time interaction among news editors, journalists, audiences, and interviewees can be achieved, placing higher demands on journalists' work. In editing and interviewing work, journalists cannot simply focus on interviewees but must organically combine interview organization with on-site audience feedback, timely adjusting interview direction and focus [6]. They should employ reasonable conversion methods to transmit audience feedback to interviewees, playing a good role as information intermediaries to ensure that news interview content and editing methods better align with audience psychological needs, attract more audience attention, and thereby improve news program dissemination effects.

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

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