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## Analysis of Problems and Countermeasures in New Media Editing Work: Postprint

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### Abstract

The development of new media has become a novel model for news and information dissemination, constituting a typical social phenomenon. Due to its inherent advantages and characteristics, it possesses multifaceted competitive edges when confronting traditional media. However, the relationship between new media and traditional media has gradually shifted from its original competitive nature to one of mutual integration and reciprocal promotion. This relational transformation has concurrently posed various new challenges to new media editorial work. On the basis of briefly elaborating the concept and operational characteristics of new media, this paper clarifies the requisite professional competencies for new media editors. Through analyzing the problems faced in new media work and integrating practical considerations, it proposes pathways for capability enhancement, thereby providing references for relevant practitioners and making due contributions to the healthy development of the new media industry.

### Full Text

## Analysis of Problems and Countermeasures in New Media Editing Work

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### Abstract

The development of new media has become a novel model for news and information dissemination, representing a typical social phenomenon. Due to its inherent advantages and characteristics, new media possesses multiple competitive edges over traditional media. However, the relationship between new media

and traditional media has gradually shifted from competition to mutual integration and promotion. This transformation has posed various new challenges for new media editing work. This paper briefly elaborates on the concept and operational characteristics of new media, clarifies the professional skills required for new media editing work, analyzes the problems faced in new media work, and proposes practical approaches to enhance work capabilities, thereby providing references for relevant practitioners and contributing to the healthy development of the new media industry.

**Keywords:** new media editing; work improvement; innovative concepts; clarifying advantages; integration capability

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## Introduction

In the early days when new media emerged based on the Internet, most new media editors were transformed from traditional editors, and their work concepts and models were still influenced by traditional media operation patterns. In recent years, with the rapid development of new media, different public groups have begun to participate in the new media industry, which has not only promoted its prosperity but also brought about various new problems. As a fundamental component of the media industry, new media must still adhere to the basic characteristics of new media operation, uphold requisite professional skill requirements and industry principles in its specific work, in order to fully exert the news dissemination and public opinion guidance functions of the media industry.

### 1.1 New Media Concept and Composition

From a theoretical perspective, new media is a media form based on digital technology and network technology that organically integrates text, images, video, and other formats, using computers, mobile phones, and other communication devices as receiving terminals to achieve news and information dissemination.[1] Broadly defined, new media was proposed as early as the 1960s and became popular worldwide, while narrowly defined new media was only recognized by the public when wireless television and mobile information terminals entered the mass stage. Meanwhile, personal media supported by network information technology has brought new media into a new development stage and caused tremendous changes in the structure of the new media editor group itself. In current public perception, new media mainly includes the following forms: First,

mobile terminal media represented by mobile phones, which is the most widely used new media form with the most complex audience structure. Second, digital television, which has widely replaced analog television and transformed television media into an interactive form. Third, Internet new media, which includes more complex forms such as Internet TV, blogs, podcasts, and electronic magazines. These have relatively narrow audiences but strong content targeting, enabling refined interaction between editors and audience groups. Fourth, outdoor media, which mainly replaces traditional outdoor advertising and represents a qualitative change in both dissemination form and quality.

## 1.2 Operational Characteristics of New Media

New media has become an extremely widely used information dissemination form in socio-economic development, with the following main operational characteristics: First, personalized characteristics. The diversification of new media development types has enabled the public to no longer be limited to the role of information receivers but to simultaneously assume multiple identities as information receivers, viewpoint expressers, and self-media creators, thereby giving news content distinct personalized features. Second, mobility characteristics. Relying on mobile terminals such as mobile phones, news dissemination breaks through time and space constraints, facilitating real-time news dissemination.[2] Third, high timeliness characteristics. Software platforms can improve the efficiency of proofreading and other tasks, enabling live broadcasting of news information. Fourth, diversification characteristics. News dissemination forms are no longer limited to the combination of images and text but organically integrate audio, video, and other forms to achieve broader news dissemination.

## 2.1 Interviewing and Writing Skills

Interviewing and writing are fundamental abilities that media editors should possess and represent important advantages for traditional media practitioners. However, in the practice of new media editing, the diversification of news production forms has caused some editors to neglect the importance of building these capabilities. Better collection and investigation of news information, fully leveraging one's cultural literacy advantages, and improving manuscript writing skills constitute an important foundation for new media editors to perform their overall work well. Therefore, whether for those transitioning from traditional media or those entering the new media editing industry from other fields, all must strengthen their interviewing and writing abilities to lay a solid foundation for improving their professional skill levels.[3]

## 2.2 Shooting and Editing Skills

The ability to shoot news images and videos and perform basic text editing are essential skill qualities that new media staff should possess. The angle chosen when shooting images and videos and the quality of the captured content have a

direct impact on the editing and presentation effects of news content. However, most new media editors' capabilities in this area need improvement.[4] At the same time, for some editors who have crossed over into the new media industry, insufficient emphasis on text editing often leads to low-level errors such as typos and ungrammatical sentences in news manuscripts, which negatively affects the reading experience of audience groups.

### 2.3 Clipping and Layout Skills

In the new media era, the nature of clipping and layout work in editing has changed significantly, and traditional working methods can no longer meet current work requirements. Therefore, new media editors must master video editing technology more proficiently, especially knowledge of short video applications. Simultaneously, in practical work, they should also master broader aesthetic and design knowledge to ensure that layout effects better meet the aesthetic needs of audience groups.[5] Additionally, in clipping and layout, new media editors should gradually develop distinctive characteristics through detailed control to form their own style in the fierce new media market competition. However, most editors have not received systematic training in this area, cannot comprehensively master relevant operational knowledge, or suffer from low operational proficiency and relatively low editing work efficiency.[7] Compared to the high timeliness and diversification characteristics of new media itself, this deficiency causes manuscript content to be chaotic, making it difficult to meet audience groups' needs for receiving news information and unable to fully exert the public opinion guidance function that news propaganda should have.

### 2.4 Production and Operation Skills

New media post-production and operation capabilities are also skills that editing work should possess. Especially against the backdrop of diversified computer application technologies, H5, mini-programs, interactive games, and interactive page technologies are all widely used types in post-production. Only on the basis of mastering these technical applications proficiently can editors produce higher-level manuscripts according to their project needs and ideas, thereby gaining an advantage in the fierce operation market. At the same time, in the operation process, high-level operation planning should be conducted through project operation methods, relying on big data analysis to more accurately push news program information to audience groups and achieve improvement in new media operation levels.

### 3.1 Lagging Innovative Concepts

New media itself is relative to traditional media and has dynamic characteristics. Supported by network and information technology, new media development forms are more diversified. For new media editing work, if traditional concepts and ideas are still adhered to in practical work, it will not only directly

affect work efficiency but also adversely affect audience group maintenance.[6] However, some new media editing practitioners fail to recognize this problem, resulting in insufficient innovation in actual work, difficulty in achieving interaction with audience groups, inability to fully leverage the advantages of new media, and negative impacts on subsequent work development.

### **3.2 Deviation in Self-Positioning**

Against the backdrop of continuous improvement in new media application and development levels, its relationship with traditional media has gradually shifted from mutual competition to deep integration. New media practitioners must also adapt to the requirements brought by this change and correctly understand the existence and continuous development of traditional media. However, in practical work, practitioners lack a clear understanding of their own positioning, especially in the integration and deep fusion of traditional and new media. They lack corresponding understanding and analysis, cannot truly integrate the two, and fail to fully exert the due role of new media in era development.

### **3.3 Insufficient Skill Application Level**

Currently, new media editors primarily come from three sources: first, traditional media personnel who have transitioned under institutional requirements; second, editors who have entered the new media industry through professional training; and third, self-media creators driven by passion for new media. This diverse composition means that new media editor groups possess different advantages in content creation. Strengthening awareness and application of these advantages to fully leverage them is essential for effectively addressing practical work challenges. Compared to traditional media operation models, new media demands higher levels of interaction between editors and readers. This requires new media editors to effectively utilize big data analysis modules provided by operation platforms, conduct secondary analysis of manuscript data, and fully leverage their distinctive features and advantages based on analytical results. Only then can they more efficiently achieve communication and connection with audience groups and effectively enhance editing work quality.

### **3.4 Insufficient Resource Integration Ability**

Most editors rely on online platforms to carry out their work, making it difficult to conduct in-depth on-site interviews. Without corresponding resource support, they cannot deeply excavate information behind news stories or achieve organic interaction with audience groups, thereby affecting the development of editing work.

### 3.5 Comprehensive Quality Needs Improvement

The application of new media technology requires editors to possess profound cultural literacy, good operational skills, high-level emergency response capabilities, and the ability to meet the interactive needs of diverse readers. Under these circumstances, new media editors need to have relatively high comprehensive quality levels. However, for most editors, they only have advantages in certain aspects of editing work, and their comprehensive quality levels need improvement. Especially when facing new topics and new content, they cannot solve emerging problems based on innovative thinking, causing news editing content to become rigid, insufficient interaction with audience groups, declining information dissemination influence, and gradual replacement by other information content in the fierce media competition environment.[8]

#### 4.1 Innovate Work Concepts

Innovating work concepts and organically combining new media with traditional media development is the basic prerequisite for improving new media editing work capabilities. For new media editors, first, they must deepen their understanding of new media platform characteristics and truly strengthen their knowledge of new media development, rather than being limited to traditional editing work thinking. Second, in specific work implementation, they must recognize the dynamic characteristics of new media development, actively learn and introduce new platforms, improve new technology application levels, and truly use new media methods to solve problems in new media editing work. Third, they must strengthen their learning of new media development characteristics to truly cultivate their own new media thinking. When conducting project editing work, they should be able to carry out various tasks from the top level of new media forms, ensuring that edited content can meet the requirements of various new media platform application forms. While improving overall editing work efficiency, they can better exert the distinctive features and advantages of new media.

#### 4.2 Clarify Own Characteristics and Advantages

One of the important characteristics of new media, compared to traditional media, is its strong dependence on computer network technology. All editing workflows are basically based on computer software platforms. Most editors have not received training in this area, cannot systematically master corresponding operational knowledge, or have low operational proficiency, resulting in relatively low editing work efficiency.[7] Compared to the high timeliness and diversification characteristics of new media itself, this deficiency causes manuscript content to be chaotic, making it difficult to meet audience groups' needs for receiving news information and unable to fully exert the public opinion guidance function that news propaganda should have.

### 4.3 Improve Skill Levels

Professional skills are the foundation of new media work and an important prerequisite for achieving continuous new media development. Therefore, editors must adapt to the actual requirements of technological transformation and continuously improve their skill levels. For new media editors, first, they must possess the ability to quickly distinguish truth from falsehood. While new media development brings convenience to news information dissemination, the negative impact of various false information is also more significant. When facing such questionable information content, editors must be able to verify the authenticity of information content through on-site and various channels, thereby achieving public opinion guidance through further analysis. Second, they must be able to more accurately find entry points for news content. New media development faces the problem of content diversification. For the same news topic, different entry points result in obviously different connotations expressed. Therefore, editors must be able to identify the right entry point according to creative needs. Third, they must have certain organizational and planning abilities, being able to use the connection between traditional and new media to conduct online preheating for specific news editing projects and achieve organic integration of offline and online activities, thereby better enhancing the influence of creative content. Fourth, they must possess strong new media platform operation capabilities. Against the backdrop of rapid new media development, the operation levels of various editing platforms are also continuously improving. In specific work, editors should strengthen their ability to apply new platforms, better improve editing work efficiency, maximize news readership and dissemination scope, and further enhance news content influence.

### 4.4 Strengthen Resource Integration Ability

In the new media era, due to the complexity of media type development, traditional editing work models can no longer meet current work requirements. Strengthening resource integration and enhancing the importance of network communication channels in editing work has become an inevitable requirement for editing work development. In news editing work, editors must better utilize online information channels, strengthen interaction with audience groups, and through in-depth analysis of interactive information, better grasp the reading preferences of audience groups to edit content more targeted. In the interaction process, they must be adept at using resources from various aspects to allocate editing work materials, able to achieve resource integration from a higher perspective, fully leverage the advantages of different resource channels, ensure that the stance and direction of edited content are consistent with the spiritual requirements of socialist construction, and guide the public to correctly understand and evaluate social phenomena.

## 4.5 Innovate Work Mechanisms

For new media editors to achieve breakthroughs and gain a foothold in the fierce media competition environment, they should first accurately grasp the relationship between new media and traditional media. They should not artificially isolate the two but should organically combine them to achieve deep integration and innovate converged media development platforms. Second, in the work process, they should build new reward and punishment mechanisms that organically combine data assessment provided by editing and dissemination platforms with traditional assessment mechanisms. While guiding editors to continuously improve their work levels, they should adapt to the reading characteristics of new media audiences and create more influential works. Third, they should innovate editing position management mechanisms, compress job divisions as much as possible, adopt a flat management model, reduce unnecessary connection steps in the work process, and thereby better improve overall work efficiency and create more high-quality manuscripts.

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

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