

## Analysis of Innovative Consciousness and Integration Capability of Television News Editors in the Converged Media Era: Postprint

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

### Abstract

The advent of the media convergence era has fundamentally transformed patterns of information dissemination and reception, posing even more profound challenges to the operational development of traditional media. For television news editors, how to meet the ever-evolving practical requirements of this era, strengthen the cultivation of their own innovative consciousness, and comprehensively enhance their convergence capabilities has become a practical issue that must be addressed for both individuals and the industry to maintain synchronized development. Building upon a brief overview of the conceptual system of media convergence, this paper clarifies the novel characteristics confronting television news editing work in the converged media era, analyzes the problems encountered in the execution of such work, and proposes specific pathways for enhancing innovative consciousness and convergence capabilities in light of practical realities, thereby providing conceptual guidance for the concrete implementation of television news editing work.

### Full Text

#### Analysis of Innovative Consciousness and Integration Ability of TV News Editors in the Era of Media Convergence

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**Abstract:** The advent of the media convergence era has fundamentally transformed information dissemination and reception patterns, posing profound challenges to traditional media operations and development. For television news editors, meeting the evolving demands of this new era, strengthening the cultivation of innovative consciousness, and comprehensively enhancing integration capabilities have become pressing issues for both individual and industry-wide

synchronized development. This paper begins with a brief overview of the conceptual framework of media convergence, clarifies the novel characteristics facing television news editing work in this era, analyzes the problems encountered in current practices, and proposes concrete pathways for improving innovative consciousness and integration abilities based on practical considerations, thereby providing guidance for television news editors in their daily work.

**Keywords:** Television news editor; innovative consciousness; integration ability; media convergence; layout model

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In 2015, the official release of the “Guiding Opinions on Promoting the Integrated Development of Traditional and Emerging Media” marked China’s formal entry into the era of media convergence. During this developmental process, the enhancement of innovative consciousness and integration capabilities among television news editors has become a fundamental requirement for addressing developmental challenges and fostering a more robust modern communication system.

### 1.1 The Concept of Media Convergence

The concept of media convergence extends from the notion of new media. With comprehensive support from information technology development, traditional media such as television, newspapers, radio, and magazines are no longer confined to single-mode dissemination. Instead, through integration with various forms of online media, they achieve mutual convergence among different media industries, enabling breakthrough development of traditional media while accommodating shifting audience behaviors. Essentially, media convergence represents the unity of concept and practice, aiming to achieve deep integration of media development across resources, content, publicity, and interests. This realization requires different media entities to continuously leverage their strengths and avoid weaknesses in actual operations, thereby achieving mutual promotion and rapid development.

### 1.2 Characteristics of the Media Convergence Era

Compared with traditional media development models, media convergence can be more rapidly accepted by the public and occupy mainstream communication channels, a success closely tied to its distinct era characteristics. First, media convergence exhibits high timeliness and fragmentation. Supported by network information platforms, a significant new media form—self-media—has emerged. The influx of numerous self-media entities, combined with the efficiency of network information transmission, has liberated news production and dissemination from traditional review mechanisms, with content reaching client terminals within 1-30 minutes of upload. Second, the information transmission model has shifted from point-to-multipoint to multipoint-to-multipoint, transforming different public groups into both recipients and creators of news

information. This trend gradually blurs and even dissolves the boundaries between media professionals and audiences. Third, after mutual adaptation, new media and traditional media have evolved from competitive to interdependent relationships, forming the realistic foundation for media convergence. As integration deepens, various media will present a three-dimensional development pattern. Finally, media convergence possesses vast development space, with breakthrough advancements expected in news information creation, dissemination equipment innovation, and industry operation models. The application of big data technology and artificial intelligence will further improve, ultimately establishing media convergence as the fundamental form of the media industry.

### **2.1 Improving News Information Dissemination Levels**

Compared with traditional media operation models, the media convergence era has introduced multiple characteristics to information dissemination, placing higher demands on television news communication and operational efficiency. Particularly against the backdrop of rapid self-media development, television media's speed advantage continues to diminish. Without strengthening innovation in news production and achieving deep integration with new media, television media's authority in news dissemination will decline, potentially negatively impacting overall television program innovation. Building a new television media communication system and improving news information dissemination levels through media convergence development inevitably requires comprehensive innovation in television news work.

### **2.2 Promoting Healthy Development of the Broadcasting Industry**

In this era, the broadcasting industry bears increasingly important responsibilities in socio-economic and cultural development. However, under continuous new media impact, it faces operational difficulties in both public opinion guidance and market economic systems. Television news editors must innovate industry operation consciousness, enhance integration levels between broadcasting media and online new media, ensure broadcasting media can adapt to dual transformations in both external environment and internal operation systems, better align with overall media industry development trends, and promote their own healthy development.

### **2.3 Ensuring Synchronized Development with the Industry**

Innovation capability is considered a basic competency required of professionals across all industries in the new era, while integration ability serves as a crucial pathway ensuring television news creation work merges with new media development. For traditional television media workers, daily work must emphasize cultivating innovative consciousness and integration capabilities to adapt to industry development requirements, build a more comprehensive competency system, and promote overall professional enhancement. Solving emerging problems in daily work through innovative thinking can more efficiently facilitate

deep integration between television and online media, achieving healthy development of the entire media industry.

### **3.1 Changes in the News Editing Environment**

In the media convergence era, tremendous changes in related technology applications have significantly transformed the overall news editing environment. As the fundamental carrier of information transmission, the internet's diversified dissemination forms and its open, interactive characteristics have turned traditional information recipients into news information publishers and disseminators. Under circumstances where seamless interaction between creators and audiences is achieved through network platforms, audience groups are more willing to directly participate in new media types. This developmental environment places higher demands on traditional media operation models represented by television. Adapting to environmental changes, constructing new news editing approaches, enhancing integration depth between television and new media, and improving news editing capabilities have become pressing issues that television news editors must address.

### **3.2 Changes in News Editing Connotation**

Changes in news editing connotation represent fundamental manifestations of new media development and continuous improvement in the media convergence era, representing inevitable requirements arising from media convergence technology applications. First, against the backdrop of comprehensive improvements in various new equipment and technology applications, both the speed and quality of news information collection continue to increase, enabling simultaneous editing and dissemination while imposing higher demands on editors' on-site adaptability. Second, news editing work must achieve innovation in form while ensuring content quality to simultaneously satisfy audience needs for both news content reception and aesthetic appreciation. Editing work should leverage new media application technologies to create more diverse works. Third, news editing creation must utilize new media technology to enhance timeliness, more efficiently completing news content production and transmission to meet the diversified news demands of the public.

### **3.3 Changes in News Editing Technology**

Against the backdrop of continuously improving media convergence technology, various hardware devices and computer software have been widely applied in television news program production, representing both opportunities and significant challenges for television news editors. In terms of current technology development levels, television news production technology still holds considerable advantages in program production, particularly regarding the clarity of live broadcast programs. Although online new media has made notable progress in this area, substantial gaps remain in actual operation. For television news editors, the key challenge in work innovation is whether they can grasp and amplify

their inherent advantages, achieve common development through integration with new media, and provide higher-quality television programs for audience groups.

### **3.4 Changes in News Editing Process**

Traditional television news editing work follows basic steps including news information collection, content processing, content review and approval, and news reporting, requiring multi-layered approvals and complex post-production workflows. In the media convergence era, the diversification of new media display forms, particularly the maturation of self-media platform operation models, has significantly changed news editing processes. Traditional linear work models can no longer meet the requirements of modern news editing practices, which now more commonly synchronize information collection and content processing in a “network” pattern. In terms of content review and approval, manual review is organically combined with platform automated review to comprehensively improve review efficiency. Therefore, television news editors must adapt to era requirements by adopting more optimized workflows, thereby not only effectively improving news editing efficiency but also meeting individual transformation needs and achieving synchronized development with television stations.

#### **4.1 Innovating Work Concepts**

In the media convergence era, television news production concepts must undergo corresponding transformations, with news editing work applying technology types that overlap with new media to some extent. Rigidly adhering to traditional work concepts not only fails to effectively improve television news editing quality but also causes program creation to lose innovation capacity. Television news editors must confront the challenges and opportunities brought by new media development, deeply engage with new media forms of news editing, understand and analyze the basic requirements and characteristics of new media operation, and grasp the relationship between new media and traditional television media from a higher perspective. Simultaneously, television news editors must promptly follow the latest national policies in relevant areas, analyze industry development trends, identify the respective advantages of new media and television news media, clarify the convergence points of both creation and development, and on the basis of comprehensively improving their own resource integration capabilities, achieve deep integration of new media and television media. Only through such participation and practice can they truly contribute to China’s media convergence era development.

#### **4.2 Promoting the Reconstruction of TV News Editing Ethics**

In the integration development of television news editing and new media, specific work will inevitably be influenced by multiple factors, causing various forms of deviation in practice. Therefore, television news editors must adhere to basic

industry ethical guidance in work innovation and integration development to ensure alignment with era development requirements. On one hand, editing staff must strengthen their own moral cultivation, uphold professional beliefs, integrate professional ethics and ethical conduct into daily work, elevate their news taste, and enhance news event excavation capabilities. On the other hand, they must strengthen moral guidance and professional supervision of specific work, fully exerting television news' s public opinion supervision function while accepting external supervision from the public, thereby achieving deep innovation in television news editing work.

### **4.3 Deeply Excavating News Connotation**

In the media convergence era, news information dissemination forms are more diversified and transmission efficiency continuously improves, but this also brings problems such as confused communication subjects, large deviations in news content production angles, and content distortion. These issues often lead audience groups toward different directional thinking guidance. As a traditional media form integrating sound, images, and video, television news still maintains unique advantages. From the perspective of television news editing, there should be strengthened recognition of these advantages, grasping public hotspots of news concern, and conducting news editing from more unique perspectives. In the editing process, editors must adhere to the bottom line of news editing work, maintain objectivity of news events, separate news editing from personal interests, and persist in excavating event truth with impartial and objective attitudes. In the editing process, guided by correct values and based on the legal and regulatory system, editors must uphold professional ideals of news editing, thereby enabling the public to recognize the truth of news events and using news event connotations to lead correct public opinion orientation at the social level.

### **4.4 Promoting Media Convergence Construction**

Strengthening media convergence construction and improving grassroots media convergence development levels have become practical issues facing television news editing work. To address the problem of insufficient integration capabilities among television news editors, improvements should be made in the following aspects: First, transform media convergence construction from conceptual to practical levels. Most county-level media convergence centers are implemented under the drive of higher-level competent departments, with editors themselves lacking awareness and adaptability for active transformation. Only by changing this cognition at the subjective level can deep integration between original television news editing and new media editing be achieved. Second, in the media convergence center construction process, more solid hardware condition support must be provided for editing personnel, guiding television news editors to master basic methods of new media use from all aspects and importing these methods into television news editing work in practice, thereby achieving integration of different media forms in news editing. Third, guide television news editors to

utilize the interactive characteristics of new media platforms to achieve communication with audience groups through various interactive forms, such as opening columns on self-media platforms, using WeChat public accounts to push information and receive feedback from client groups, etc. Fourth, strengthen the cultivation of television news editors' new media literacy, gradually developing media convergence work thinking during work processes, and using media convergence methods to solve practical problems more frequently, thereby ensuring continuous improvement in media convergence levels.

#### **4.5 Achieving Layout Model Innovation**

Layout model innovation represents both the basic form of television news editing integration with new media and the fundamental requirement for production model innovation. Only through comprehensive layout model innovation can deep innovation in television news editing be truly achieved. On one hand, editors should fully leverage the high hardware level of television program production and high live broadcast clarity, strengthen the connection between news layout and live scenes, adapt to actual live broadcast development requirements, and simultaneously conduct live broadcasting and creation, improving the timeliness of television news editing work while ensuring news editing quality. On the other hand, in specific layout processes, editors should strengthen the application of contrastive layout and interspersed layout techniques, change original linear layout models, and build combined layout systems with different personnel combinations to effectively improve overall work efficiency and ensure comprehensive improvement in television news editing work levels.

#### **4.6 Enhancing Core Competencies of Editors**

The core competencies of television news editors constitute the realistic foundation for improving their innovative consciousness and integration capabilities, representing an inevitable requirement for editors to adapt to era development. For television news editing work, core competencies include industry adaptability, customer value realization ability, work engagement level, rational thinking, and teamwork ability. In actual work, editors may exhibit deficiencies in one or several aspects, resulting in insufficient innovation in editing work and inability to adapt to the practical requirements of the media convergence era. To comprehensively improve core competencies, the following aspects should be addressed: First, media competent departments should design scientific and reasonable performance evaluation systems to guide editors toward clear recognition of their work capabilities and targeted improvement of deficiencies. Second, human resource management systems should establish complete talent management mechanisms, allowing editors with strong work capabilities, innovative consciousness, and integration abilities to assume more important responsibilities while obtaining deserved value recognition, thereby comprehensively improving editor work enthusiasm. Third, editors should utilize new learning platforms to strengthen skill cultivation, organically combining theoretical learning with practical ability

training to continuously improve teamwork capabilities.

The cultivation of innovative consciousness and integration ability among television news editors is a long-term process in the media convergence era, with continuously increasing requirements for all work aspects. For editors, they must adapt to era development requirements, clearly identify their work deficiencies in daily practice, use innovative methods to achieve integration between television news programs and new media, and ensure continuous improvement in television news development levels.

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**(Responsible Editor: Yang Hu)**

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

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