

---

AI translation · View original & related papers at  
[chinaxiv.org/items/chinaxiv-202310.01083](https://chinaxiv.org/items/chinaxiv-202310.01083)

---

## Postprint: Pathways for Enhancing News Editors' Competence in the New Media Context

**Authors:** Zhang Caiyun

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

### Abstract

The development of new media is an inevitable requirement of technological advancement and transformation of media operation models, and simultaneously imposes higher demands on the conduct of news editing work. How traditional news media practitioners can adapt to the demands of new transformations, enhance their professional competence, and meet the novel requirements for conducting news editing work constitutes a significant issue confronting the industry's development. Based on a brief exposition of the changes in the role characteristics of news editors and the constituent elements of fundamental professional competence against the backdrop of the new media era, this paper comprehensively analyzes the pathways for enhancing news editors' professional competence, thereby providing references for the daily work conduct of relevant practitioners and laying a solid foundation for the development of China's media industry.

### Full Text

## Pathways for Enhancing News Editor Competencies in the New Media Context

**Zhang Caiyun**

*(Fei County Media Convergence Center, Linyi, Shandong 276000, China)*

**Abstract:** The development of new media represents an inevitable requirement of technological advancement and transformation of media operation models, simultaneously imposing higher demands on news editing work. How traditional news media practitioners can adapt to these new changes, enhance their professional competencies, and meet the novel requirements of news editing has become a critical issue facing the industry. This paper briefly expounds upon the evolving characteristics of news editors' roles and the constituent elements

of fundamental competencies in the new media era, comprehensively analyzing pathways for enhancing news editor competencies to provide references for relevant practitioners' daily work and establish a solid foundation for the development of China' s media industry.

**Keywords:** news editor; competency enhancement; characteristic changes; guidance function; skill development

**Classification Code:** G214

**Document Code:** A

**Article ID:** 1671-0134(2021)05-075-03

**DOI:** 10.19483/j.cnki.11-4653/n.2021.05.023

**Citation Format:** Zhang Caiyun. Pathways for Enhancing News Editor Competencies in the New Media Context [J]. China Media Technology, 2021(05): 75-77.

The continuous improvement of new media technology application levels has gradually transformed the relationship between new media and traditional media from competition to deep integration, fundamentally altering the overall development model of the media industry. However, this evolution also imposes higher requirements on the comprehensive competencies of news editors. For traditional media news editors, adapting to the changing role characteristics brought by new media development and clarifying the new competency requirements emerging from media convergence are essential prerequisites for achieving continuous self-improvement through enhanced learning and for promoting the overall advancement of China' s media industry.

## 1. The Changing Characteristics of News Editors' Roles

**1.1 Emphasis on Original Manuscript Organization** New media is characterized by rapid information dissemination, extensive coverage, and strong interactivity, which diversifies news editors' information sources and solidifies their resource foundation. However, these advantages simultaneously generate two significant negative effects. First, the proliferation of information content demands enhanced screening and discernment capabilities from editors. Second, some editors have abandoned firsthand information from the scene, instead adapting third-party content and consequently causing serious information distortion [1]. Both issues violate the fundamental requirement of objectivity in news reporting. To maintain objectivity, impartiality, and authenticity in the new media era, news editors must strengthen original manuscript organization to achieve effective guidance in audience communication, thereby laying the foundation for the news industry' s development.

**1.2 Emphasis on Social Phenomenon Documentation** In the new media era, news dissemination exhibits grassroots, diversified, and fragmented characteristics, with content documentation becoming more down-to-earth and corresponding changes occurring in audience behavior patterns. Consequently, news

editors must adapt to these evolving requirements by steadfastly maintaining journalism's role as a faithful witness to historical records, with increased emphasis on documenting social phenomena [2]. Particularly regarding hot issues of public concern, editors should conduct in-depth excavation to more authentically reflect the real lives of the public. Only through this approach can the fundamental requirements of the news editing system be fulfilled while achieving integrated development between traditional and new media and promoting the advancement of news media.

**1.3 Emphasis on Public Opinion Guidance Function** The public opinion guidance function represents an inherent attribute of news media and a direct manifestation of its authoritative discourse power. Due to the characteristics of new media technology application, explicit conflicts have emerged with traditional media in terms of information interaction and content authenticity. Moreover, the open nature of new media enables public participation in information dissemination, posing challenges to public opinion guidance. Under these circumstances, relying solely on "blocking" methods proves inadequate. Instead, emphasis should be placed on ensuring the authenticity and comprehensiveness of news reporting, adhering to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era as the fundamental guiding principle, and fully leveraging the public opinion guidance function of news information to actively promote socialist construction.

## 2. Core Competency Components for News Editors

**2.1 Ideological and Political Literacy** Ideological and political literacy constitutes a fundamental competency for news editors and serves as the crucial foundation for developing and enhancing other competencies. Against the backdrop of continuously improving new media application levels in socioeconomic development and decreasing barriers to self-media operation, diverse voices widely disseminate through various new media platforms, exerting multifaceted influences on China's socialist spiritual civilization construction [3]. As an important mouthpiece for the Party and government, news editors must adapt to contemporary changes, strengthen their study of theoretical systems of socialism with Chinese characteristics in the new era, enhance their ideological and political learning, and comprehensively elevate their ideological and political literacy to maintain firm positions and fulfill their guiding role in news dissemination.

**2.2 Professional Ethics** In the context of new media development, the relationship between traditional and new media has gradually shifted from competition to integration, with increasingly deep interactions among various media forms. This transformation has not only significantly altered news information dissemination mechanisms but also facilitated the widespread propagation of diverse information content. Particularly in online media represented by

WeChat, Weibo, and platform accounts, numerous unhealthy and false information contents prevail, often with distinct guiding characteristics [4]. Therefore, news editors must uphold professional ethics, respect news authenticity, avoid employing unverified information, and shoulder their due responsibilities and obligations to establish a solid foundation for the healthy development of the news media industry.

**2.3 Creative Competency** Creative competency represents a basic requirement for news editors. Especially in the context of rapid new media development, creative competency extends beyond writing skills to encompass information mining, graphic editing, and corresponding software operation capabilities necessary to meet contemporary demands and produce news content with both substance and form. To enhance creative competency, editors must not only adhere to fundamental principles of news editing and strengthen their learning of new skills but also immerse themselves in community life to deeply excavate news materials while mastering the language of the masses to bridge the gap between news and audiences. This approach enables better demonstration of news reports' cultural connotations and full utilization of their cultural dissemination functions.

**2.4 Cultural Accomplishment** Cultural accomplishment is closely related to creative competency yet belongs to a distinct competency system. When collecting news materials and organizing news events, editors must employ appropriate, concise, and authentic language to describe news content, enabling readers to comprehend the entire process of events in the shortest possible time [5]. However, this creative process must be grounded in solid cultural accomplishment. Only by standing on the foundation of Marxist dialectical principles and advanced Communist Party theories, while strengthening cultural knowledge acquisition, can editors effectively integrate news materials and produce high-quality news manuscripts that objectively and impartially convey socialist core values to audiences, thereby fulfilling the value guidance function of news reports.

**2.5 Psychological Quality** In daily work, news editors face not only meticulous textual tasks but also temporary interviews, complex environments, and chaotic work systems. Particularly in the new media era, the timeliness of traditional media has been weakened, making the accurate dissemination of news content to the public in the first instance a practical challenge for editors. Under increasing pressure, editors' physical and mental health faces significant challenges, even causing severe negative impacts on personal and family life [6]. Consequently, news editors must scientifically recognize the importance of psychological quality cultivation, maintain optimal working conditions across various environments, minimize negative emotional influences on work, and employ scientific methods to regulate their emotions to adapt to the high-paced demands of new media development.

### 3. Pathways for Enhancing News Editor Competencies

**3.1 Strengthening Political Literacy Learning** Although new media applications have transformed the basic models of news creation and dissemination and altered the operational patterns of the news media industry, the inherent functions of news media remain unchanged. Accurate and truthful news reporting and effective public opinion guidance constitute fundamental principles that must be upheld. To ensure these principles are genuinely implemented and reflected in news creation, editors must strengthen their study of political theory and enhance their political literacy from within.

**3.2 Strengthening Professional Ethics Construction** In the new media era, professional ethics construction for news editors is fundamental to ensuring comprehensive competency enhancement and represents the most easily overlooked aspect. Confronted with complex and diverse information, some editors exhibit deficiencies in content screening and superficial news creation. To comprehensively improve professional ethics construction, editors must first recognize the important position of news creation and dissemination in China's socialist construction and develop genuine reverence for their profession. Second, in daily work, ethics construction must be prioritized through meticulous self-management, strict adherence to fundamental journalistic principles, and integration of professional ethics into all aspects of practical work [7]. Third, systematic training should be guided by advanced theories and based on news cases to strengthen professional ethics education, guiding editors to scientifically understand ethics construction and apply its guiding function throughout daily work.

**3.3 Strengthening Professional Skills Theory Training** In the new media era, news editors face more complex technical applications, demanding higher professional skills and teamwork capabilities. Compared to traditional media practitioners, new media editors require a more sophisticated professional skill system, as illustrated in Figure 1 [Figure 1: see original paper]. The diagram demonstrates that new media editors must possess general vocational competencies, core vocational competencies for daily work, and additionally adapt to the complex and broad characteristics of new media position requirements by developing comprehensive vocational capabilities and continuous learning abilities. Only through persistent learning and self-improvement can editors adapt to new media development characteristics, address emerging challenges, and establish a solid foundation for practical capability enhancement.

**3.4 Enhancing Practical Abilities** Given the complex operational systems of new media technology, news editors must improve their practical application capabilities to meet developmental requirements and enhance comprehensive competencies. First, editors should maintain high-level topic selection abilities, as topic selection marks the starting point of editing work and significantly influences news quality. Editors must possess strong professional sensitivity to

deeply excavate suitable topics and determine appropriate directions, laying the foundation for subsequent editing work. Second, editors require proficient practical skills in professional techniques. The gap between theory and practice is particularly evident given the increasing complexity of new media platforms and frequent software updates. Editors must master various graphic editing software, formula calculation software, audio-video production tools, and platform system operations to achieve multi-level, multi-dimensional development of manuscripts for diverse platforms and audience needs. Third, editors should possess strong resource integration capabilities, as new media represents not an independent entity but a collective term for various emerging media. In practical application, editors must grasp the dissemination advantages of different platforms and enhance overall editing efficiency by fully utilizing existing resources. Finally, editors must maintain excellent collaborative communication skills during work processes to achieve news information resource sharing and comprehensively elevate news editing standards.

**3.5 Innovating Internet Thinking Application** New media development is fundamentally built upon internet technology, and in the new era, big data, cloud computing, artificial intelligence, and other emerging technologies have achieved comprehensive expansion of internet applications. To comprehensively enhance their competencies, news editors must adapt to contemporary requirements and innovate their internet thinking application. This necessitates the following approaches: first, achieving convenience in news editing and dissemination by prioritizing user experience to enable audiences to receive news information more conveniently. Second, fully leveraging the interactive characteristics of new media to guide active audience participation in news event expression and enhance audience engagement [8]. Third, strengthening data application thinking by utilizing existing technical conditions for big data analysis to provide comprehensive guidance for subsequent news editing work and ensure continuous improvement. Fourth, constructing an ecological news editing work system to continuously enhance resource integration levels and improve operational efficiency.

**3.6 Enhancing Autonomous Learning Ability** In the new era, autonomous learning ability enhancement and lifelong learning habit formation have become essential competency requirements across all industries. Through self-directed, spontaneous, and self-disciplined learning, editors can more comprehensively improve their cultural literacy, reduce errors in content editing, and provide higher-quality news content for audiences. For news editors, first, they should establish strong autonomous learning awareness, clearly identifying deficiencies in knowledge and skills based on practical work and technological development requirements to determine learning priorities. Second, editors must fully utilize spare time to develop reasonable autonomous learning plans that connect learning with practical work, achieving the goal of promoting work through learning and refining learning through work. Third, editors should

strengthen the application of new learning platforms. A significant advantage of news editors' daily work is the ability to fully utilize various online platforms for learning, particularly with the continuous improvement of platforms such as MOOCs, which effectively expand learning spaces and provide favorable conditions for learning activities.

New media development has entered a new stage, imposing higher requirements on news editing work within the context of continuous integration with traditional media. News editors should base their competency enhancement on improved ideological awareness, approaching from the perspectives of professional skills theory and practical abilities. Through innovative internet thinking application and enhanced autonomous learning capabilities, editors can genuinely elevate their comprehensive competencies to higher levels. Only in this way can they meet the practical demands of media industry development, fully leverage the public opinion guidance function of news dissemination, and make due contributions to people's livelihood construction and spiritual culture development.

## References

- [1] Gu Changshun. A Brief Discussion on Enhancing News Editor Competencies in the New Media Environment [J]. *Journalist Cradle*, 2020(11): 16-17.
- [2] Yu Jianhong. Enhancing Media Literacy of News Editors in the New Media Era [J]. *Industry and Technology Forum*, 2020, 19(20): 234-235.
- [3] Liu Yonggang. How to Enhance Media Literacy of News Editors in the New Media Era [J]. *Media Forum*, 2020, 3(15): 157.
- [4] Zhao Xiuming. An Analysis of Media Literacy of News Editors in the New Media Era [J]. *Science and Technology Communication*, 2019, 11(21): 4-5.
- [5] Yang Yuanyuan. An Analysis of Enhancing News Editor Competencies Under Media Convergence Background [J]. *Radio & TV Journal*, 2019(08): 100-101.
- [6] Zhao Xueting. Enhancing Professional Competencies of TV Journalists and Editors in the New Media Era [J]. *Media Forum*, 2019, 2(01): 111.
- [7] Hong Jing. An Analysis of Strategies for Enhancing News Editor Competencies Under Media Convergence Background [J]. *Satellite TV & IP Multimedia*, 2019(12): 115-116.
- [8] Sun Zhuoyi. Research on Role Positioning and Transformation Strategies of TV Editors Based on the New Media Era [J]. *Research on Transmission Competence*, 2019, 3(13): 164.

## Author Biography

Zhang Caiyun (1972-), female, from Linyi, Shandong, is a news editor at Fei County Media Convergence Center (Fei County Radio and Television Station). Her research focuses on media convergence.

*(Responsible Editor: Yang Hu)*

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

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