

## Transformation Strategies for Radio and Television News Editors in the Converged Media Era: Postprint

**Authors:** Sun Yan

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### Abstract

This paper primarily investigates transformation strategies for broadcast television news editing in the era of integrated media. Throughout the research process, taking the characteristics of news dissemination in the integrated media era as the point of departure, it first establishes that through the utilization of the Internet and information technology, the speed of news dissemination has accelerated, forms of news interaction have transformed, and news carriers have become increasingly diversified. Building upon this research foundation, and in conjunction with the challenges that the integrated media era presents to broadcast television news editing work, transformation measures are proposed, aiming to provide valuable reference for relevant practitioners.

### Full Text

## Transformation Strategies for Radio and Television News Editors in the Era of Converged Media

**Author:** Sun Yan (Yanbian Radio and Television Station, Yanji, Jilin 133000)

**Abstract:** This paper explores transformation strategies for radio and television news editors in the era of converged media. The study begins by examining the characteristics of news dissemination in this new era, identifying how internet and information technologies have accelerated news transmission, transformed interactive formats, and diversified news carriers. Building upon this foundation, the paper proposes transformation measures to address the challenges facing radio and television news editors in the converged media landscape, aiming to provide valuable insights for practitioners.

**Keywords:** converged media; radio and television; news editing; transformation; content is king; audience awareness

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### 1.1 Accelerated News Dissemination Speed

In daily life, people have traditionally relied on television news to understand domestic and international military and political events, as well as social issues and public sentiment. This has provided valuable information to the public and promoted stable and healthy social development. However, the converged media era has accelerated news dissemination and expanded its influence. Currently, most news 传播 relies on new media platforms built upon information and network technologies. Compared with traditional television news, this approach saves numerous intermediate steps, allowing communicators to edit and publish news events directly, thereby improving timeliness. Once news is uploaded online, it can be read and forwarded by numerous netizens within a short period, expanding its influence—something traditional radio and television news dissemination methods cannot achieve. This development signals that news editors must transform their work approaches and leverage new media platforms to disseminate news information.

### 1.2 Transformation of News Interaction Formats

The television-centric news dissemination model has dominated for a long time, characterized by one-way communication where audiences could only watch news at fixed times in front of their televisions. The converged media era has changed this situation. After achieving the convergence of three networks, people can simply download news client software or log in to web pages on portable devices such as tablets and smartphones to access more news information. Furthermore, comment sections can be opened on platforms like WeChat, Weibo, and TikTok, allowing people not only to browse news but also to leave comments, enabling two-way communication with news publishers and other users.

### 1.3 Diversification of News Carriers

The defining feature of the converged media era lies in the increasing integration of different information dissemination media, making news carriers increasingly diverse. With the continuous development of information technology, more and more new media platforms have emerged. People are no longer limited to obtaining news through traditional media such as radio, newspapers, and television; they can also follow official accounts on self-media platforms like WeChat, Weibo, and TikTok to read and gather relevant news information. This diversified information dissemination provides more choices for the public, breaks through temporal and spatial limitations, and facilitates access to information

anytime and anywhere, fundamentally transforming both work methods and reading habits.

## **2. Challenges for Radio and Television News Editors in the Converged Media Era**

Converged media refers to the integration of traditional media and new media through information technology, such as the fusion of Weibo, forums, video websites with radio, television, and newspapers. This process is not merely a technical integration but a comprehensive and deep integration of media operation mechanisms and development concepts that breaks the traditional media landscape, posing certain challenges for television news editing work.

**2.1 Traditional Thinking Patterns Require Change** Chinese television news editors have traditionally been perceived as templated and procedural, meticulously detailing the time, characters, location, event, process, results, and impact of each story. While this ensures the authority and rigor of television news structure, radio and television news has always emphasized live audio-visual elements. To ensure accurate information broadcasting, news editors have relied heavily on clues, typically planning the next day's coverage on the day of broadcast. In the converged media era, audiences have more contact with the internet through self-media platforms like WeChat and Weibo, where they can express their views, bringing these platforms closer to people's lives. This means that besides writing news scripts and editing videos, news editors must also incorporate and moderate netizen comments. Continuing to follow previous models would inevitably result in a dull audience experience. Such editing thinking clearly cannot keep pace with the times nor meet audience habits and needs for obtaining news.

**2.2 More Complex Value Judgments** The development of radio and television news editing represents a process of continuously enriching connotations and overlaying technologies. Facing the converged media era, its connotations have become increasingly rich. Editors are no longer simply performing media tasks or working according to narrow media boundaries; they must also complete tasks such as headline writing, editing processing, and layout design. Radio and television news editing demands high value judgment capabilities from personnel. Previously, with less information, editors could easily judge information value and typically avoid making principle errors. However, in the converged media era, accelerated information transmission means editors contact and process more information, while audiences' speed and breadth of information access have also significantly increased, making them more selective about news information. Under these circumstances, news editors must possess higher value judgment capabilities to select and identify news information according to audience needs.

**2.3 Bearing Social Responsibility** In the converged media era, continuous development of information technology has accelerated information dissemination, expanded its scope, and greatly opened up social discourse space, bringing both benefits and drawbacks. There may be cases of disseminating harmful or false information, even causing social 舆论 to spiral out of control. Therefore, news editors in the converged media era must enhance their sense of social responsibility, be accountable for news authenticity, for audiences, and for society, filtering out harmful and false information to correctly guide mainstream 舆论.

**2.4 Controlling News Editing Information** The converged media era has brought people into a stage of “information explosion,” generating massive amounts of information every minute. Different platforms have different information carriers and information generation models, delivering information to all corners through multiple channels and “snatching” audiences from traditional media. Radio and television news editors can no longer rely on a single medium for profit; they must integrate through internal news editing cooperation and external partnerships to share and cross-promote information across different media. Under these circumstances, news editors must have the ability to master and control such information, reacting quickly to information and events to capture the news market.

### **3. Transformation Strategies for Radio and Television News Editors in the Converged Media Era**

**3.1 Establish Audience Awareness** News editors should develop an awareness of predicting audience concerns and proactively consider their needs to provide corresponding information resources. Previously, it was believed that audiences could only passively receive information—whatever media broadcast, people would watch—leaving them with little choice. In the converged media era, the communicator-based approach has gradually shifted toward an audience-based approach, weakening media’s ability to intervene in people’s information reception. If radio and television media want to attract more viewers, they should start from people’s interests, with editors actively aligning with audiences in content creation. There are many ways to achieve this, such as becoming the personified embodiment of the media, positioning oneself as a media spokesperson, and recognizing that when people receive information, they are also connecting with the pulse of news editors. Therefore, to achieve long-term development, editors should combine audience expectations with media positioning, understanding people’s expectations of media by browsing fan comments, reading emails, and reviewing TikTok information. By stepping outside single media and understanding audience interests across other media, editors can formulate editing strategies and the next stage’s editorial tone, satisfying newspaper readers’ expectations while attracting radio and television audiences and promoting media visibility.

**3.2 Become News Information Coordinators** Traditional editors served as information filters, playing the role of information “gatekeepers.” Communicators inevitably filter information from their own perspectives and positions. News editing work was previously typically about screening and processing incoming materials, with functions focused on deleting, selecting, and combining news information according to policies, news principles, media, and column positioning. This work environment was relatively closed. However, under converged media, the development of various self-media platforms has transformed the media ecological environment. News editors have gradually shifted from internal communication to becoming those who answer questions and coordinate viewpoints. In this process, news editors must not only reprocess and differentiate materials from reporters’ writing and interviews but also provide professional analysis at different levels to meet audience needs. Moreover, the cross-compatibility brought by converged media allows for comprehensive analysis and release of information through different media. At this point, news editors move from the editorial department into the public eye, acting as coordinators in comment sections where professionals and non-professionals coexist, connecting professionals with ordinary people. This forum can be traditional media like radio, newspapers, and television, or interactive online media like TikTok and Weibo. In specific implementation, before a press conference, editors can interact with official blogs using tags like “I want to ask a question” to serve as viewpoint coordinators. After the conference, they can organize the interviewee’s answers, reply to comments regarding netizens’ questions, and publish news content closely related to local people to guide netizens to forward and comment. Alternatively, they can screen hot issues of concern to netizens and have experts answer them on television programs—all requiring arrangement and coordination by news editors.

**3.3 Conduct Effective Event Planning** In traditional news editing, refining news manuscripts is a basic skill, and event planning, as an important component, is a creative activity to improve dissemination effects. Previous news editing planning was relatively simple, but under converged media, many traditional media need integration. Therefore, news editors should utilize the advantages of integrated platforms that can publish diverse information formats, opening columns on platforms to update information in real-time. For example, after receiving tips from audiences, editors can ask reporters to transmit live videos and photos via mobile phones during interviews, allowing editors to review, edit, and upload to the internet. When new information emerges, they can directly update it and aggregate it with previous information into a column, like live tracking reports of events. This presents events more comprehensively, intuitively, and quickly before audiences’ eyes, and the column format enables audiences to systematically grasp the development 脉络 of events.

Furthermore, editors can participate in planning social activities by leveraging the multimedia information dissemination characteristics of converged media. For instance, if a certain area has beautiful scenery and distinctive ethnic cul-

tural characteristics but is relatively remote and lacks attention, editors can collaborate with local authorities to publish articles, photos, and videos on the internet during traditional festivals. This enhances regional exposure, not only promoting local customs and tourism resources but also serving as news that provides audiences with more knowledge and information, fulfilling their social responsibilities.

**3.4 Learn Media Management** In operations, marketing is a component that refers to the entire process from product planning to market operation. In the converged media era, to achieve success, marketing should begin at the news editing stage and run through the entire media operation. Market factors must be considered during topic selection. After determining a topic, the market should be assessed to identify the target audience, their consumption capacity, and reading habits, with dissemination formats and news content developed based on evaluation results.

In the converged media era, the proliferation of media has increased information volume, fragmenting audience attention and making it a scarce resource. For media to survive, they need to attract more attention. By integrating audience concerns and combining them with media branding, marketing the integrated product can ensure media survival and development. Therefore, editors should master audience information in the market, predict their interest points, and enhance content's sensationalism and stimulation through information processing methods to stimulate audience curiosity and guide deeper attention, thereby concentrating attention. In media management, marketing can be approached from two aspects: marketing events and marketing audiences. Audiences interested in events will actively participate, becoming participants, observers, and event marketers and promoters. Therefore, news editors should consider marketing issues from the outset, possess sensitive thinking, perceive readers' psychology, and find valuable information in massive data to achieve refined processing, build media brands, and realize win-win outcomes for both media and audiences. In this process, editors should also become a brand themselves. Famous editors serve as drivers for planning news, and their reports represent media image. Once a unique style is formed, it becomes easier for audiences to identify and enhance visibility.

**3.5 Strengthen Audience Participation** Media development has increasingly recognized the importance of audiences, who significantly influence the direction of news dissemination. Currently, media-audience interaction has been achieved in information dissemination, with more and more opinions being incorporated into production and information creation. This interactive model has also been accepted by news editors. To strengthen audience participation, editors can approach from the following aspects: First, audience participation in planning. Editing work includes planning components. Before reporting an event, editors can plan the event and 召集 audience attention or participation in the coverage to enhance audience enthusiasm and attention toward the media.

For example, when planning a book donation drive for children in mountainous areas, editors can ask reporters to cover the event throughout, creating reader concern points and consolidating and developing readers. Not only do children receive books, but the media also gains corresponding attention. Second, audience participation in news editing. Audiences are unaware of how much effort news editors put in behind the scenes of work presentation. Therefore, on radio and television, editors can share their experiences in processing information, helping audiences understand editors and enabling shared experiences of the same events. This creates a sense of responsibility among audiences, making them not only witnesses of events but also editors and collectors, turning editors and audiences into symbiotic entities.

#### **4. Precautions for Radio and Television News Editor Transformation in the Converged Media Era**

The converged media era has transformed the media ecological environment, and news editor transformation contains certain pitfalls that require attention.

**4.1 Content is King** With the deepening development of converged media, traditional media transformation has achieved certain effects, with increasingly rich channels for information dissemination and intense competition, making it an irreplaceable presence. All media have recognized that good content can attract audiences and ensure survival and development. Radio and television media possess professional editing teams, an advantage that new media cannot match. Through in-depth planning and reporting, content quality can be improved. Moreover, launching personalized service products—such as providing knowledge introductions after news or attaching links in online and electronic versions—can not only enrich message content but also enhance audience experience. At this point, it is essential to note that when applying new technologies, news editors should clarify whether the new medium can disseminate the content and whether it conforms to new media dissemination methods to illustrate the principle of “content is king.”

**4.2 “Comprehensive and Specialized” Talent** The converged media era requires versatile all-rounders who can not only adapt to non-linear news gathering and editing characteristics but also possess news aggregation and editing capabilities, be skilled at using the internet to release news information, and interact with audiences. For example, updating Weibo content daily can include the host’s status or behind-the-scenes footage, with responses to netizen comments. However, although news editors are required to master more skills, it does not mean one person should handle the entire editing process. Editors should also discover their own specialties, enhance their core competitiveness, and achieve “specialization in their field.”

In summary, in the converged media era, radio and television media news editors should transform their work by establishing audience awareness, becoming

news information coordinators, conducting effective event planning, learning media management, and strengthening audience participation to address the challenges brought by converged media to news editing work. Moreover, they should focus on content as king and become “comprehensive and specialized” talents to enhance their core work competitiveness.

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**Author Bio:** Sun Yan (1980-), female, from Jilin, Chief Editor, research direction: Radio and television.

**(Responsible Editor: Zhang Xiaojing)**

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