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

**Authors:** Xue Haihua

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### Abstract

Television news editing represents the integration of program artistry and television technology. In the era of integrated media, characterized by increasingly rapid news dissemination, greater diversification of news communication types, and higher levels of information sharing, the traditional television news editing industry has experienced significant impact. This paper focuses on exploring how, within this context, to enhance the innovative consciousness and convergence capabilities of industry practitioners, strengthen their core competitiveness to better meet clients' news demands, and accelerate the reform and transformation of the television news editing industry.

### Full Text

## On the Innovative Consciousness and Integration Competence of Television News Editors in the Converged Media Era

**Xue Haihua** (News Department, Boxing County Converged Media Center, Binzhou, Shandong 256500)

**Abstract:** Television news editing represents the convergence of artistic programming and television technology. In the era of converged media, the accelerating speed of news dissemination, increasingly diversified types of news content, and heightened levels of information sharing have profoundly impacted traditional television news editing. This paper examines the critical challenge of how industry professionals can enhance their innovative consciousness and integration competence, strengthen their core competitiveness to better meet audience demands, and accelerate the reform and transformation of television news editing practices.

**Keywords:** converged media; news dissemination speed; television news editing; innovative consciousness; integration competence

**CLC Number:** G224

With the rapid development of internet information technology and the constant emergence of new media forms, traditional mass media face increasingly difficult survival conditions under the influence of new competitors. Television news editors, as traditional media professionals, are deeply affected by this trend. The converged media era has dramatically shortened the time gaps inherent in traditional news editing processes—production, gatekeeping, and dissemination—while achieving organic integration among these functions [?]. For instance, due to the high-speed information sharing characteristic of the converged media era, news sources are no longer exclusive first-hand materials; simultaneous dissemination occurs from the source even as editors integrate, vet, and select content for media distribution. To ensure information timeliness, news processing cycles must be substantially compressed. In terms of information gathering, editors can leverage broader channels and utilize network and information technology advantages to conduct more in-depth and extensive material collection. During news processing, editors can employ office software and professional applications to enrich content with images, text, and video, while also adjusting layouts and designs promptly when follow-up materials emerge. Additionally, recent internet buzzwords, hot topics, and popular expressions can enhance news content. These additional elements significantly increase the workload for editing professionals, demanding higher journalistic literacy and capabilities.

## 1. Current State of Television News Editing Industry in the Converged Media Era

Converged media represents an innovative operational model that integrates traditional mass media such as newspapers and television with new media resources to achieve “resource convergence, content compatibility, promotional integration, and shared benefits.” In this context, the television news editing industry faces both enormous challenges and unprecedented opportunities.

### 1.1 Facing a More Complex News Environment

In the converged media era, mass consumers can independently access needed information through electronic devices via the internet, no longer restricted to traditional news media or fixed locations. The emergence of Weibo, WeChat, official accounts, and various news applications has diversified and expanded news dissemination channels. While news producers can obtain required materials more quickly and freely from these diverse, rich, and open channels, they must also enhance their ability to screen and comprehensively process massive amounts of complex information. Television news editors in traditional media, often influenced by conventional media practices and institutional constraints, suffer from rigid thinking and limited knowledge reserves. A lack of innovative

thinking and ability to rapidly integrate new technologies and concepts can easily lead to their elimination by the industry and society in this more complex news environment. Furthermore, the rapidity and shareability of information dissemination in the converged media era pose greater challenges for professionals pursuing higher timeliness in breaking news.

### **1.2 Significant Transformation of Work Patterns**

Traditional television news editing primarily involves integrating core news content and materials, processing them according to audience needs, and finally broadcasting via television. However, the converged media era has fundamentally transformed these workflows. Information sources are no longer exclusive, and simultaneous dissemination from the source occurs during the editing, gate-keeping, and media selection processes. This necessitates drastically shortened news processing cycles to maintain timeliness. Editors can now gather materials through broader channels, leveraging network and information technology for more extensive and in-depth collection. During processing, they can utilize office software and professional applications to enrich news content with diverse images, text, and video formats, while promptly adjusting layouts and designs when new materials emerge. The incorporation of recent internet buzzwords, hot topics, and popular expressions further enhances news content. These additional elements substantially increase editors' workload, requiring higher professional competence and literacy.

### **1.3 Continuous Technological Innovation in the Industry**

Continuous technological innovation serves as a crucial driving force for advancing television news editing under converged media. Traditional television news editing has applied numerous modern information technologies to enrich news content and formats. In terms of news distribution, outlets still rely on conventional channels such as newspapers, television, and radio, while also catering to current audience preferences by adopting forms more closely integrated with daily life for news dissemination and format innovation.

## **2. The Significance of Enhancing Innovative Consciousness and Integration Competence**

First, the aforementioned conditions demonstrate that television news editors who wish to survive and develop in the journalism industry must possess forward-thinking perspectives and master emerging technologies. This represents the most fundamental purpose and significance of enhancing innovative consciousness and integration competence. Examining industry trends and audience demands in the converged media context, editors should learn from popular short-video applications and news apps, selectively adopting their strengths to create refreshing changes in their own work [?]. However, this learning and imitation process must evolve from “always imitating, never surpassing” to “using others’

stones to polish one's own jade"—a process of self-digestion and innovative mining [?]. Only then can professionals lead the pack in fierce industry competition rather than forever trailing behind. Correspondingly, consciousness determines action; therefore, practitioners must proactively master new media and information technologies that enhance industry and personal core competitiveness. These skills encompass not only technical hardware capabilities but also soft power: appropriate selection of media technology, design of news release timing and content, collection channels for feedback from netizens and television viewers, and emergency response plans for public relations incidents during news production and distribution. Only by balancing technical hard power with conscious soft power can one truly become a new-type news editing talent with coordinated capabilities and contemporary relevance.

Original capability constitutes the core competence for news industry development in the converged media era. Therefore, when center journalists conduct interviews, they should prepare recording devices, notebooks, and digital cameras simultaneously for both television and network distribution channels. By collecting textual information alongside sufficient visual and video materials, they can satisfy both television and online news publication formats upon returning to the news center, significantly reducing manpower costs in news gathering and better aligning with the current “original content is king” philosophy [?]. This approach also provides stronger home-field advantages in hot news distribution, follow-up reporting, and topic discussion, continuously enhancing authority over time.

Converged media also enables stronger interactive integration for news program promotion. For example, when reporting on elderly people being defrauded via QR codes and subsequently cut off financially by their children—a story scheduled for 18:00-18:30 broadcast on both television and online platforms—promotion can be segmented and multi-formatted according to audience habits. For audiences who primarily obtain information through subscriptions, web links, and articles rather than television or online video news, editors can concisely format main news content into UI posters or H5 pages for promotional pushes during 8:30-10:00, 11:00-13:00, and 17:00-18:00—time slots that coincide with when most office workers and home-based audiences check their phones. Similarly, key news information can be crafted into short videos under one minute in various styles—humorous, eye-catching, or serious—tailored to different platform characteristics for broad coverage across main news platforms, cooperative platforms, websites, and official accounts. Compared to traditional television and online video methods, this approach reaches wider audiences, including those who read articles without watching videos, while developing more audience groups and expanding hidden audience ranges to enhance user stickiness.

### 3. Strategies for Enhancing Innovative Consciousness and Integration Competence

#### 3.1 Deepening Understanding and Transforming Consciousness

First, television news editors must recognize the converged media trend and develop profound understanding of converged media itself. This involves not only learning current mainstream new media formats and mastering basic back-end operation and news editing skills but also comprehending the advantages and disadvantages of these formats compared with television news media, correctly identifying television news development shortcomings while strengthening strengths to extend industry life cycles.

Second, professionals must transform traditional media workers' mindsets and work patterns. They should approach new media, self-media, and social media information dissemination models with a beginner's mentality. Beyond mere learning, they must internalize these tools and flexibly apply them selectively according to news editing needs. The consciousness of learning only business-related knowledge and performing only internal tasks under traditional media environments must shift toward systematic, comprehensive, and diversified thinking about inter-departmental relationships. Considering workflow optimization from a holistic perspective enhances overall news system efficiency and strengthens core competitiveness. When learning new media technologies, editors should not focus solely on the advantages and disadvantages of individual applications but should consider appropriate methods for news material production, processing, and dissemination from the perspective of overall new media development combined with explicit and implicit job requirements. In news production and distribution, they must consider not only current audience demands but also the constantly changing nature of these demands, utilizing diversified news dissemination channels to modify, package, and release news for targeted audiences to improve user matching and stickiness.

#### 3.2 Cultivating Innovative Thinking and Mastering Skills

Converged media era television news editors must enhance innovative consciousness and integration competence through not only conceptual and technical innovation but also through systematic process and model innovation. They must truly recognize the blurred boundaries between different information media in the converged media context, transform themselves from specialized editors to composite professionals, and strengthen inter-departmental and inter-process collaboration to break through traditional media development constraints. Only through multiple news resource utilization, diverse news format design, varied dissemination channels, and broad coverage can traditional television news media maintain strong media influence and authority while accelerating industry transformation and enhancing brand impact.

The playback channels for converged media news programs mirror these promotional approaches. Single-format television and online news should transform

into article-based publication across major subscription accounts and news platforms, considering netizen audience needs by uploading news videos to news websites, video clients, official accounts, and headline accounts in various article, graphic, and video formats. Playback timing can be designed with member and non-member differentiation, using early or simultaneous release to improve user experience and increase online viewership. The strong interactivity of network channels—such as bullet comments, messages, reviews, likes, and reposts—provides data on audience preferences and collects real-time feedback for subsequent news work improvement and optimization. Furthermore, advertisements inserted during news broadcasts need not be deleted when uploading videos to websites; the converged media era treats advertising as part of the news program. Cooperation with advertisers can adopt more diverse and rich forms, including performance by news anchors, seamless integration, or advertisement segmentation, enhancing advertising interest and integration while improving user acceptance.

### 3.3 Systematic Development and Team Collaboration

The converged media trend is irreversible, and television news editors must grasp industry integration and development from a systematic perspective beyond personal consciousness and capability enhancement. First, they should adhere to systematic development concepts, breaking departmental silos and weak connections in traditional media work patterns to enhance the primary and reuse value of news resources and human resources, creating more profit opportunities for platforms. For instance, when a news story generates impact and becomes a hot topic, editors must establish systematic databases covering the entire process. These should categorize original valuable audio, image, text, and picture materials alongside processed news products, and reorganize, optimize, and archive resources according to post-impact needs such as cooperative platform reposting, relevant department inquiries, follow-up reporting, emergency risk management, and derivative cultural products. Fixed-user and cooperative platform needs can also develop into paid services for these data resources, creating alternative revenue streams. Furthermore, user evaluations and bullet comments collected through network channels can be combined with news types and themes to form more accurate user demand profiles, providing clearer data support for future news gathering, production, and distribution. Similarly, important and time-sensitive news content and core materials can be selectively delivered to different media platforms according to specific requirements—such as new product launches, major event previews, leadership interviews, industry analysis, and market research—leveraging star and expert effects for simultaneous multi-platform release, previewing, and in-depth reporting to achieve comprehensive network coverage. This ensures audiences encounter related content both online and offline, continuously building stronger platform competitiveness over time.

Simultaneously, internal platform collaboration can be strengthened by trans-

forming traditional single-line news responsibility into unit-based news teams under converged media. These comprehensive teams integrate news gathering, production, distribution, follow-up, and crisis public relations from multiple angles, enhancing news release authority, interest, and breadth while improving mobility and flexibility through small-unit cooperation to effectively respond to emergencies and take necessary measures.

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**Author Profile:** Xue Haihua (1976-), male, from Boxing County, Shandong Province, Editor at the News Department of Boxing County Converged Media Center. Research focus: news communication.

*(Responsible Editor: Yang Hu)*

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

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