
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.01249

Post-Print Convergent Innovation of Converged Media in Newspaper Editing Transformation

Authors: Li Dongying

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

Abstract

The advent of the information age has transformed people's lives, and the development of information technology has also influenced the media industry's evolution, bringing certain transformations, with media convergence becoming the major trend in the current development of the newspaper industry. In facing the arrived era of media convergence, newspaper editors also need to continuously optimize and transform their work to enhance the market competitiveness of newspaper media. Moreover, it is necessary to recognize current market developments and, based on their actual circumstances, innovate to ensure their competitiveness within the media convergence environment. This paper analyzes and discusses relevant content regarding the current situation and challenges faced by newspaper editors in the media convergence environment, the new requirements for newspaper editing work in the era of media convergence, and innovative strategies for news editors in the media convergence environment.

Full Text

Media Convergence: Innovative Integration in Newspaper Editing Transformation

Beijing Youth Daily, Beijing, 100012

Abstract: The advent of the information age has transformed people's lives, and the development of information technology has also profoundly impacted the media industry, bringing about significant changes and making media convergence the prevailing trend in newspaper development. In facing the era of converged media, newspaper editors must continuously optimize and transform their work to enhance the market competitiveness of print media. Moreover, they need to understand current market developments and innovate based on their actual circumstances to ensure their competitiveness in the converged media environment. This paper analyzes and discusses the current situation and

challenges facing newspaper editors in the converged media environment, the new requirements for newspaper editing work in the converged media era, and innovation strategies for news editors in this context.

Keywords: media convergence; newspaper editing; information screening; all-media; information layout; talent cultivation

CLC Number: G213

Document Code: A

Article ID: 1671-0134(2021)01-059-03

DOI: 10.19483/j.cnki.11-4653/n.2021.01.016

Citation Format: Li Dongying. Fusion Innovation of Converged Media in Newspaper Editing Transformation[J]. China Media Technology, 2021(01): 59-61.

The development of the converged media era has made news browsing more convenient and efficient for audiences, posing significant challenges to traditional newspaper media. Consequently, newspaper organizations and their editors must thoroughly understand current market conditions, fully leverage their inherent strengths, identify existing problems, and implement targeted solutions to effectively carry out innovative optimization of editorial work, thereby adapting to the present situation and achieving successful newspaper transformation.

1. Overview of Converged Media

Converged media refers to the comprehensive integration of different media platforms—including radio, television, and newspapers—that share commonalities yet possess complementary strengths. This integration encompasses human resources, content, and promotion to achieve “resource convergence, content compatibility, promotional integration, and shared benefits” [?]. As a product of internet development, converged media offers numerous advantages over traditional media. First, it provides greater timeliness by leveraging network technology to streamline workflows, thereby enhancing editorial efficiency and enabling rapid information dissemination. Additionally, due to the inherent characteristics of the internet, news editing becomes more diversified, allowing converged media to employ multiple dissemination methods while facilitating timely audience feedback and interaction to ensure effective news communication.

The diversified development of society has led audiences to select news consumption methods according to their evolving needs and the times, presenting challenges to traditional media while simultaneously fostering innovation consciousness within newspaper organizations [?].

2. Current State of Newspaper Editing in the Converged Media Environment

In the converged media era, the timeliness of newspapers has been significantly impacted. In the past, audiences obtained the latest information from newspapers; now, people can access news anytime and anywhere through new media platforms. In contrast, newspapers require extensive processing, editing, and other workflows before information can be disseminated. By the time a newspaper reaches readers, the news has often become outdated, lacking timeliness. Furthermore, newspaper audiences are gradually aging, as younger demographics prefer obtaining information through the internet. Online news offers both text and video formats, and after browsing, people can comment and express their opinions, creating a sense of participation. Newspaper audiences primarily consist of older generations who are not accustomed to or proficient in internet technology. Additionally, newspapers themselves are inconvenient to carry, and some become waste paper after a single reading due to lack of necessity for repeated consumption [?].

3. Opportunities and Challenges for Newspaper Editors

3.1 Advantages of Newspaper Journalism

Even in the converged media era, newspaper journalism maintains distinct advantages. First, newspapers represent China's longest-established and most journalistically rigorous medium, having cultivated a large pool of experienced journalists and editors with exceptional professional skills. These professionals possess high news sensitivity and unique abilities in news analysis, judgment, and editing, coupled with a strong professional ethos—qualities not commonly found among new media practitioners. Moreover, the meticulous processes of precise editing, reviewing, layout design, proofreading, and printing ensure the depth and quality of news reporting, which cannot be matched by many new media outlets. Finally, newspaper publishers generally maintain authenticity and authority, earning greater trust from readers and avoiding the incomplete information or fake news sometimes prevalent in online journalism. These advantages enable newspapers to continue playing a significant role in the current media landscape [?].

3.2 Existing Problems in Newspaper Editing

The rapid development of informatization has created numerous platforms for news dissemination. Due to limited information volume and the substantial time and capital required for production, newspapers face low returns on investment, necessitating integration with other media. However, several problems among newspaper editors require attention.

3.2.1 Lack of Observational Skills Some editors demonstrate insufficient follow-up reporting on meaningful news stories, merely covering surface events

without in-depth investigation. Additionally, some news items lack any reporting significance altogether. This deficiency in observational skills causes many news stories to go unnoticed. For instance, in reporting on family conflicts, some editors treat the news as mere storytelling focused on trivial domestic matters, which does not warrant extensive coverage. However, if editors can deeply investigate the underlying causes of family conflicts, they can highlight the social significance of the issue and better guide readers toward quality reading experiences.

3.2.2 Technical Competence Requires Improvement The continuously diversifying forms of news information have substantially raised the bar for news editors. While some editors possess text and image processing skills, they lack knowledge of video editing, web design, computer operations, platform publishing, and even mini-program applications.

3.2.3 Weak Information Verification Abilities In the media convergence era, editorial workflows have changed. Traditional editing primarily involved processing textual information before layout and printing. In the converged media era, higher demands are placed on information verification. Editors must create different content for different platforms to ensure novelty and attract audiences. Although some content suits internet development and caters to audience preferences, deficiencies remain in information quality and verification, requiring serious attention [?].

4. New Requirements for Newspaper Editors in the Converged Media Era

4.1 Ability to Screen Online Media Information

With the development of converged media, traditional media must rely on online new media to fully exert their influence. This requires editors to possess online media application capabilities, not only understanding the news environment but also effectively combining the strengths of new and traditional media to enhance news quality and efficiency. In the online environment, everyone can be a news disseminator, making it difficult to distinguish true from false information. Some platforms even publish false information to generate traffic and attract followers, misleading audiences and creating negative impacts. As news editors, they must sift through vast amounts of information to obtain the most authentic and valuable news, possessing information screening capabilities to disseminate truthful, valuable content.

4.2 Comprehensive Professional Competence

The converged media era presents both opportunities and challenges, requiring editors to actively engage in continuous learning to enhance their professional

competence, seize development opportunities, and skillfully employ various modern resources. For text editors, they should start from their intrinsic qualities, continuously learning and broadening their horizons while using relevant media equipment, applications, and online platforms, eliminating one-sided, traditional, and outdated editing methods. Simultaneously, editors must consider external environments, analyzing them and conducting audience research to maintain high news sensitivity, timely understand audience information dynamics, and dynamically match news content with audience preferences. In the converged media context, beyond these technical capabilities, editors must also possess the mission and responsibility of journalists to continuously adapt to societal needs [?].

5. Innovation Strategies for Newspaper Editors in the Converged Media Environment

5.1 Leveraging Strengths for Information Acquisition and Integration

Given the relative weaknesses of newspapers in timeliness and information volume in the converged media era, the role of editors differs from that in traditional media. While traditional editors primarily screen and review content and organize news materials, converged media editors must not only possess professional text organization and solid writing skills but also play a leading role in news information, enhancing news sensitivity to better edit, plan, and analyze information. When producing news content, editors should appropriately incorporate their own perspectives and innovations. For incomplete news reports on new media platforms, they must serve as information guides to increase news attention. Therefore, in major news reporting or thematic planning, editors should play a dominant role, integrating their ideas and intentions into content innovation and planning.

Beyond playing a leading role in content production, editors should also collect and organize audience information channels. Since audiences obtain news through diversified channels, editors should integrate various news acquisition channels to improve timeliness and accuracy while increasing information volume. With the continuous development of big data and the proliferation of smartphones, mobile devices have become a rapid information acquisition channel for editors. Through Weibo, WeChat public accounts, and mobile apps, editors can obtain and publish news information, sharing information with audiences and enabling complementary diversification across dissemination channels to acquire more news. Newspaper editors must transform from being gatekeepers of news content to publishers of news products, comprehensively considering content, format, and audience for precise channel and timing placement.

5.2 Innovating Content to Enhance Appeal

First, newspaper editors must understand reader needs through research, selectively screening information during collection to provide content that interests

readers. Second, they must dig deeper into news hotspots, leveraging their social experience and editorial expertise to provide unique, in-depth interpretations that enhance news value and deliver higher-quality, professional, and substantive content to audiences. For readers, news published in traditional newspapers appears more authentic and scientific, and newspaper perspectives can influence reader thinking. Therefore, in hot news reporting during the converged media era, editors must fully leverage the authenticity, authority, and rigor of traditional newspaper journalism, serving as gatekeepers throughout the entire process from interview to publication for correct and positive public opinion guidance, thereby maintaining authoritative status. Simultaneously, they must keep pace with the times, employing certain operational and marketing methods to disseminate news information, improving content quality while achieving precise audience communication for better development in the converged media era.

5.3 Innovating Information Layout and Audience Reception

After innovating reading methods, news layout must also change. For example, the WeChat public accounts of *People's Daily* and *Xinhua News Agency* have innovated in content layout, increasing audience interaction in their news writing and integrating forms popular among younger audiences, enabling innovative development of traditional news and attracting more young readers. In the information age, different layout approaches significantly affect readership, requiring editors to enhance their focus on information layout and innovate production methods. Beyond unique news perspectives and in-depth excavation, they need efficient and rapid dissemination methods, combining traditional and new media layout approaches. Using accessible language and straightforward methods to simplify information content enables better news communication.

5.4 Enhancing Operational Capacity of News Products

After strengthening content and innovating dissemination methods, editors should continuously enhance the operational capacity of news products. Following publication, editors must promptly and continuously monitor online responses to understand strengths and weaknesses in language expression and structural planning, learning from experience for subsequent innovative optimization. Simultaneously, editors should fully utilize the characteristics of social platforms to interact with audiences in comment sections, obtaining more authentic and specific feedback. Moreover, editors must expand their material acquisition channels into the network environment, using reasonable data and textual information to achieve news diversification and proactivity.

5.5 Cultivating Talent with All-Media Thinking

In the converged media era, newspaper editors require comprehensive training. Beyond ensuring professional journalistic competence and editing skills, they need information technology training to better master videography and

video editing for more diversified news format integration. Furthermore, they must develop operational capabilities to deeply understand audience preferences, browsing times, and methods for precise user targeting and communication.

In the converged media era, everyone is both a disseminator and receiver of news information. Newspaper editors must employ their professional competence and news sensitivity to produce high-quality news content, always adhering to the standard of “content is king, operation is auxiliary” for quality news reporting while keeping pace with development trends.

References:

- [1] Mao Yunmei. Building University News Websites with “Converged Media” Concepts[J]. Beijing Education: Higher Education Edition, 2012(12): 38-39.
- [2] Yu Haibo. On the Optimization and Transformation of Newspaper News Editing in the Converged Media Era[J]. Talent and Wisdom, 2020, 000(011): 245.
- [3] Zhang Liyuan. On the Adjustment Strategies of Newspaper Editing Thinking in the Converged Media Environment[J]. News and Writing, 2020, 000(002): 88-89.
- [4] Feng Yao. Analysis of Newspaper Editing Reform in the Converged Media Era[J]. News Outpost, 2020, 000(001): 53-54.
- [5] Gong Qian. Research on the Digital Transformation Path of Journal Editors in the Converged Media Era[C]//Proceedings of the 2020 Southern Expo Academic Seminar (II). 2020.
- [6] Jin Yong. Optimization and Transformation of Newspaper News Editing under Converged Media[J]. Journalism Research, 2020, 011(006): 199, 211.

Author Biography: Li Dongying (1972-), female, from Changchun, Jilin Province, senior reporter, master’s degree, research direction: newspaper news reporting.

(Responsible Editor: Zhang Xiaojing)

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

Source: ChinaXiv –Machine translation. Verify with original.