

## Competency Requirements for Television Editors in the All-Media Era: Postprint

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### Abstract

With the development of social economy and advancement of technology in China, the material living standards of the people have continuously improved. In pursuit of higher-level spiritual enjoyment, the media industry has gradually entered a new development period, marking the arrival of the all-media era. Television news media plays a pivotal role in China's media system and serves as an extremely important driving force for the construction of spiritual civilization. Television editing is the gatekeeping process that determines the final presentation effect of television news; the competency level of television editors directly determines the overall rhythm and reporting style of television news. In the all-media era, industry transformations have likewise posed new ideological and skill-oriented requirements for television editors. This paper presents an in-depth yet accessible discussion and analysis of the competency requirements that television editors should possess in the all-media era, as well as how to enhance their capabilities and qualities.

### Full Text

#### Capability Requirements for TV Editors in the Omnimedia Era

**Abstract:** With China's socioeconomic development and technological advancement, the material living standards of the people have continuously improved. In pursuit of higher-level spiritual enjoyment, the media industry has gradually entered a new developmental period—the omnimedia era. Television news media plays a pivotal role in China's media system and serves as an extremely important driving force for socialist spiritual civilization construction. TV editing is the gatekeeping process that determines the final presentation of television news, and the competency of TV editors directly determines the overall rhythm and reporting style of television news. In the omnimedia era, industry transformations have likewise posed new ideological and skill-based demands on TV

editors. This paper provides an in-depth yet accessible discussion of the capability requirements TV editors should possess in the omnimedia era, as well as how to enhance their competencies and qualities.

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The omnimedia era represents a new developmental phase for the media industry that emphasizes integration and inclusiveness. During this period, the barrier to entry for mass media has been lowered, enabling every individual in society to act as an information disseminator rather than being merely a passive recipient of news. Moreover, the emergence of the internet and the convergence of different media forms constitute the primary characteristics of this stage, providing a reference direction for practitioners to enhance their own qualities. This irreversible trend of media convergence has placed particularly stringent demands on traditional media personnel, burdening them with greater pressure than before. As the ancient proverb states: “Sailing against the current, one must advance or be driven back.” For television news media, as a representative of traditional media, it is even more crucial to emphasize transformation and breakthrough in the omnimedia era to face today’s increasingly competitive media environment.

## 1. Main Characteristics of the Omnimedia Era

The development of the omnimedia era is founded upon the advancement of network technology. The maturation of mobile internet technology has made possible the rapid and widespread dissemination of news information. In this era, media subjects have become more abundant and diversified, with numerous new media and self-media platforms occupying half of the development landscape. Social software such as Weibo, WeChat, and short-video platforms provide excellent channel support for every citizen to act as a news information transmitter, ushering in an era of “omnimedia for all.” These new media forms offer more convenient usage, higher informatization levels, and reduced hardware investment requirements. Positioning individuals as communication subjects has greatly enhanced the inclusiveness of news information, making news transmission more timely and efficient while simultaneously bridging the distance between communicators and audiences. Communication subjects and information recipients can engage in more equal and direct exchanges, forming

public opinion guidance and propaganda through discussion, thereby enhancing the comprehensive influence of news and providing support for socialist spiritual civilization construction.

In the traditional media period, the limited quantity of media resources constrained investment in news reporting. To better leverage the value of media resources, news reporting had to focus on selecting urgent and important events. However, in the omnimedia era, every citizen can use modern devices such as smartphones and video cameras to record social phenomena, making news content more comprehensive. Simultaneously, the omnimedia era can fully mobilize people's curiosity, attracting more individuals to participate in the exploration of news facts, giving full play to the role of the masses in uncovering the truth behind news events and demonstrating the true power of news media through in-depth reporting.

## 2. Main Tasks of TV News Editors

In television media, news editors are primarily divided into video editors and text editors. Video editors are mainly responsible for organizing and processing video information obtained during news interviews to present more complete news reports. Text editors focus more on organizing news manuscripts, integrating and processing the scripts for TV news broadcasts and subtitle information used in interviews. As a traditional media form, television has a relatively mature development system with more detailed internal division of labor. The coordination between TV news editors requires a high degree of alignment between video footage and textual content to demonstrate the completeness and fluency of news content.

The main task of TV editors in the new era is to maintain original work quality while emphasizing innovative concepts. By enhancing novelty, they can effectively transform their position in the industry competition environment, achieve better integration with the times, and improve the core competitiveness of their overall work. Additionally, TV editors in the omnimedia era should possess precise thinking integration capabilities, socialist beliefs, public opinion guidance capabilities, and, of course, keen news instincts.

### 3.1 Socialist Belief and Public Opinion Guidance Capability

On January 25, 2019, the Political Bureau of the CPC Central Committee held its twelfth collective study session at the People's Daily headquarters on the topic of the omnimedia era and media convergence. President Xi Jinping presided over the study and delivered an important speech, emphasizing that promoting media convergence aims to strengthen mainstream public opinion and consolidate the common ideological foundation for the entire Party and people of all ethnic groups to unite and strive together, thereby providing powerful spiritual strength and public opinion support for achieving the "Two Centenary Goals" and realizing the Chinese Dream of the great rejuvenation of the Chi-

nese nation. In the omnimedia era, TV news editors must, as always, firmly grasp socialist beliefs, adhere to the principles of “orientation as the soul, mobility as the priority, content as the king, and innovation as the essence,” and constantly take the interests and concerns of the people as their starting point. They must continuously improve their ability to guide public opinion, enabling propaganda and ideological work to be planned according to trends, mobilized in response to trends, and carried out in line with trends. Only in this way can mainstream media possess strong communication power, guidance power, influence, and credibility, forming concentric circles online and offline that unite all people in terms of ideals, values, and moral standards, making positive energy stronger and the main melody more resonant.

### **3.2 Technical Editing Capability Requirements**

TV editing work relies on mastery of editing content, making proficiency with editing platforms and methods an important indicator of comprehensive competence. In the process of TV editing, editors must, on the one hand, be skilled in video clipping and splicing to enhance the appeal of TV news while ensuring overall integrity. On the other hand, they must also achieve organic integration of video footage and text, ensuring unity of sound, image, and graphics to guarantee the coordination of TV news. In the omnimedia era, news editing techniques have undergone new changes, requiring TV news editors to continuously update their editing skills, keep pace with the times, and enhance the integration of editing work with contemporary trends. For instance, in the process of developing online broadcasting platforms, TV news editors should act as pioneers in television media, quickly learning network operation technologies to fully leverage mobile internet platforms for disseminating TV news reports across broader spaces, expanding the influence of TV news media, and demonstrating new developmental breakthroughs for traditional media in the new era.

### **3.3 Professional Level Requirements**

TV editing work emphasizes ideological guidance, requiring TV news editors to possess not only excellent technical skills but also solid theoretical foundations and a clear understanding of the essence of news editing work to provide directional guidance for their work. The theoretical foundation primarily emphasizes requirements for the ideological and conceptual levels of TV news editors. First, as industry practitioners, they must understand the requirements of news work, uphold the spirit of respecting news facts and maintaining objective and fair attitudes. They must defend their territory and fulfill their responsibilities, providing more truthful, objective, and clear-cut information content in a timely manner, firmly grasping the initiative and dominance in the public opinion arena. They must dare to guide and be skilled at channeling, taking clear-cut stands and firm positions on matters of principle without any ambiguity. Second, as media workers, keen news instincts and news sensitivity are essential. News sensitivity is an important ability for journalists to discover news, requiring

them to quickly, accurately, and flexibly capture new changes that are happening or about to happen in events. TV editors must also maintain sharp eyes and high sensitivity to such changes. As the saying goes: “Knowing what is happening is important, but knowing why it is happening is even more important.” Only by solidifying the theoretical foundation of TV editors themselves can they clarify their professional philosophy, provide solid policy guidance for their work, and better determine their developmental tasks in an environment of information explosion and intensifying industry competition. With news theoretical knowledge, TV news editors can better align with the ideological and policy requirements of the Party and government, enhance the ideological and educational significance of news editing work, and safeguard the credibility and social public opinion guidance power of TV news.

### **3.4 Learning Capability**

In this era of rapid development, TV editors, as representatives of traditional mass media, must possess exceptional learning capabilities to secure conditions for their survival and development in this fast-changing era and to demonstrate the advancement and characteristics of the times in TV news. Learning capability requires TV news editors to first abandon arrogant attitudes, fully recognize their own developmental deficiencies and the demands of era transformation. Second, they must cultivate the ability to absorb new knowledge, improve their control over TV news content, actively learn the latest editing techniques, and adjust their editing styles according to people’s needs to enhance the expressiveness of TV news. The omnimedia era is a period of rapid development and swift transformation, during which reporting styles, news directions, audience aesthetics, and editing technologies are undergoing daily changes. Only with superior learning capabilities can TV editors better grasp the pulse of era development and constantly maintain the advancement of their work.

## **4. Methods for Enhancing TV Editors’ Capabilities in the Omnimedia Era**

### **4.1 Emphasize Theoretical Study and Ideological Education**

Theoretical study is the foundation for TV news editors to improve their editing methods, while ideological education is an important means to ensure the advancement of their thinking. In practical work, TV editors must first enhance their understanding of news editing work and strengthen their sense of professional honor through continuously solidifying their theoretical foundation. Second, in the process of theoretical study, TV news editors must better contemplate the core essence of journalism, establish noble professional ethics, and make solid theoretical preparations for maintaining the most basic social and ideological values of a journalist. Ideological education requires TV editors to arm their minds with the Party’s advanced thinking. TV news media is an important medium for the Party and government to conduct policy propaganda

and guidance. Only by ensuring the advancement of their own thinking can editors better use news as a form to disseminate the Party and government's advanced concepts and contribute to socialist construction. Ideological education and public opinion guidance have always been important indicators of China's TV news work, requiring high-quality political education to maintain the advancement of TV news editing thinking and the correctness of political positions.

#### **4.2 TV Editors Should Actively Learn Advanced Technologies**

News reporting work has distinct era characteristics. In today's rapidly developing society, learning the most advanced news editing technologies has become a basic condition for TV editors' survival in the omnimedia period. For instance, the timeliness of TV news has been strengthened in the omnimedia era, requiring TV news editors to break away from the original detailed division of labor model, improve the comprehensiveness of their work, engage with all aspects of news work, shorten news production cycles, and enhance the viewing experience of TV news through new technologies, thereby achieving the goal of improving TV news competitiveness. For example, during the live broadcast of the 70th anniversary National Day parade ceremony, CCTV editors, while maintaining live broadcast quality, demonstrated different aspects of the celebration more comprehensively through the application of multi-angle matching and switching, enhancing the overall sense of hierarchy in the reporting. The application of new technologies in editing and interview processes can break through the original visual aesthetic limitations of news reporting. Compared with other media forms, television media possesses advantages in terms of higher-level accumulation and talent reserves, providing more opportunities to access new technologies. Through TV editors' learning and application of new technologies, it is beneficial to create unique competitiveness for TV news reporting, build brand effects for TV news media, and accumulate more advantages in the intense industry competition environment.

#### **4.3 Establish Innovative Concepts and Continuously Break Through Era Development Requirements**

Era development cannot be separated from innovation, and the progress of TV media relies on the promotion of TV editors. Advocacy for innovation should comprehensively cover different levels of TV editing work: using perspective innovation to enhance the depth and connotation of TV news, using packaging innovation to create unique TV news reporting styles for the new era, and using communication form innovation to adapt to the new demands of TV news development in the omnimedia period. Taking *Xinwen Lianbo* (News Broadcast) as an example, its news editing work had maintained a unified state over the long term. However, in recently broadcast programs, editors have adjusted segment design from the perspective of changes since the founding of New China 70 years ago, eliminating the host's final statement and guidance and instead

displaying the new appearance of the motherland in the new era. This has not only brought a brand-new viewing experience to TV news audiences but also enriched the program's levels, aligned with the core content of news reporting, and demonstrated the breakthrough of TV news editors in the omnimedia era. As the saying goes: "When things reach an extreme, they must change; only through change can they remain consistent." As a key link in TV news production, TV editing work must continuously break through original development limitations through innovation to better obtain new momentum for advancement, transform TV audiences' traditional impressions of TV news media, and create new advantageous conditions for development.

#### 4.4 Enrich Communication Channels Between Different Media Forms

Traditional media and emerging media are not in a relationship of replacement but iteration; not a matter of primary versus secondary but mutual growth; not a question of who is stronger or weaker but complementary advantages. It is necessary to adhere to integrated development, accelerate the transition from the additive phase to the integrative phase, achieve effective integration of various media resources and production elements through process optimization and platform reconstruction, and realize the convergence and interoperability of information content, technological applications, platform terminals, and management methods to catalyze qualitative integration and amplify integrated efficiency. This poses new requirements for traditional news media while also pointing out a new path. Therefore, traditional TV news editors should actively learn editing methods and techniques from new media forms, strive to build a high-quality, win-win interactive platform, and enable traditional media to more accurately understand people's aesthetic needs through exchange and cooperation with new media. Simultaneously, traditional TV editors should also seek truth from facts, combine their own editing methods and experience, learn widely from others' strengths, and draw on diverse sources to fundamentally improve the appeal of news reporting and truly contribute to building a mainstream media with strong influence and competitiveness.

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

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