

# Research on Enhancing Innovative Literacy in Television News Editing in the Converged Media Era: Postprint

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## Abstract

Driven by network and information technologies, China has entered the era of integrated media, which has brought about tremendous changes in news communication methods and intensified competition within the television media industry. This context imposes higher requirements on the innovative literacy of television news editors. In the process of television news editing, practitioners must adopt a holistic perspective, fully recognize the impact of integrated media on television news, and strengthen the enhancement of innovative literacy in television news editing work in the integrated media era. This article provides an overview of television news editing and integrated media, identifies the challenges faced by television news editors in the integrated media era, and finally discusses strategies for enhancing innovative literacy in television news editing work.

## Full Text

### Preamble

#### Research on Enhancing Innovative Competencies for Television News Editors in the Converged Media Era

**Abstract:** Driven by network and information technology, China has entered the converged media era, witnessing profound transformations in news dissemination patterns and increasingly intense competition within the television industry. This new landscape demands significantly higher innovative competencies from television news editors. In their professional practice, editors must adopt a holistic perspective, fully comprehend the impact of converged media on television journalism, and actively enhance their innovative capabilities. This paper provides an overview of television news editing and converged media, identifies

the key challenges confronting television news editors in this era, and finally proposes strategies for cultivating innovative competencies.

**Keywords:** converged media; television news editor; innovative competencies; enhancement

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With the emergence and application of converged media, the traditional media market structure has undergone substantial changes, profoundly impacting the traditional media industry, including television news. This shift imposes heightened demands on the media literacy of television news editors. In reality, however, the integration of television and new media faces numerous challenges due to various factors. Effective media convergence requires dynamic regulation to genuinely facilitate the normal operation of television news and new media integration. Converged media offers multiple advantages, particularly in facilitating information dissemination and access. Television news editors must promptly transform their work philosophies, emphasize innovation in methods and forms, enhance their innovative competencies, and provide audiences with rich content and novel formats. Only through such efforts can television news maintain a competitive edge in the fierce media market and promote comprehensive development.

## 1.1 Television News Editing

In terms of job content, television news editing primarily involves intellectual labor such as collecting news materials, organizing manuscripts, compiling stories, and optimizing content to produce targeted news information for television broadcast. Specifically, television editing can be understood in both narrow and broad senses. In the narrow sense, it refers to conventional editorial tasks, including manuscript organization, selection and optimization, writing of keywords and bridging scripts, as well as program scheduling and recording. In the broad sense, television news editing encompasses not only these basic functions but also comprehensive responsibilities such as setting key issues, planning hot news topics, drafting coverage plans, and selecting target audiences. Against the backdrop of converged media, competition among media outlets has intensified, expanding the scope of television news editing in both content and form and manifesting a dynamic development trend.

## 1.2 Converged Media

Conceptually, converged media refers to the integration of different media forms through media carriers, consolidating content, human resources, and promotional efforts to form a new media entity that achieves resource sharing, content integration, promotional synergy, and mutual benefits. Converged media can fully leverage the strengths of both traditional and new media, transforming traditional single-mode competition into complementary media advantages. It is not an independent media form but rather a synthesis of broadcast, television, and internet resources to maximize their functions, methods, and values. Externally, converged media operates as a unified entity with a single voice and pricing structure. Radio, television, and network become three forms, methods, and approaches serving the same project simultaneously. Although the price may be relatively higher, clients demonstrate greater recognition of this media format. Previously, advertisements inserted in television programs required re-editing for online distribution, with commercial content removed. Now, many clients proactively request integrated pricing negotiations for converged media packages, retaining advertisements across all platforms. In essence, converged media realizes shared development of interests.

## 2.1 Transformation of the Television News Environment

For a long time, television news has wielded considerable influence among the public, commanding strong credibility and authority. With early development, robust theoretical foundations, rich practical experience, numerous professionals, and a mature operational mechanism with standardized procedures, television media established a professional editorial team. However, the converged media era has continuously compressed the television news audience market, fundamentally altering how people access information. Single-format television news no longer satisfies contemporary audience needs, necessitating integration with other media for further development. Converged media offers abundant information resources, diversified dissemination channels, and interactive features that have gained popularity among younger demographics. In terms of dissemination formats, converged media incorporates text, audio, video, and images, catering to popular tastes and providing a broad foundation for media communication. Compared to television media, converged media may lack solid theoretical foundations and practical experience, and its authority and credibility remain insufficient due to later development. Amid constantly evolving markets, television news must strengthen effective integration with other media to meet audience demands and enhance its communication effectiveness.

## 2.2 Changes in News Editing Workflow

In the converged media era, people's work, study, and daily lives are intimately connected with media. With the emergence of platforms such as Weibo, WeChat, and Toutiao, many audiences prefer expressing their thoughts and

opinions on self-media platforms. Television news, being closer to public life, can gain deeper understanding of audience perspectives. Some television news programs now incorporate netizen viewpoints during broadcast. Consequently, television news editors must not only focus on writing news scripts and producing videos but also appropriately integrate audience opinions and comments on news events, selecting relevant content for inclusion. In this environment, television news editors must possess not only traditional editorial competencies but also strong information technology capabilities and deep understanding of online commentary to continuously improve editing effectiveness.

### 2.3 Transformation of News Editing Connotation

In the converged media context, people can access information anytime and anywhere through smartphones and computer clients, breaking temporal and spatial constraints while enabling commentary and interaction, which creates a sense of participation. Television news dissemination remains relatively single in content and form, featuring one-way communication that prevents audience interaction and limits discursive power. When news events occur, online media can disseminate information rapidly, allowing audiences to immediately view, forward, comment, and exchange ideas at remarkable speed. In contrast, television news requires information collection, organization, and release, resulting in slower dissemination and limited audience participation through forwarding and exchange. With high internet penetration rates in China, new media boasts a broad audience base, rapid information access, and highly efficient information release, posing tremendous challenges to television media communication. Faced with diverse information channels and overwhelming content, some media platforms maliciously disseminate false information to attract audiences, negatively influencing public opinion. In this context, television news editors must maintain a strong sense of social responsibility, ensure news authenticity and accuracy, effectively filter false information, promote positive social energy, and guide public opinion.

### 3.1 News Value Judgment Capability

In the converged media era, news information has become increasingly diverse. Television news editors must effectively judge news value during the editing process. As media integration deepens, the speed of information release accelerates while the threshold lowers, making authenticity verification increasingly difficult. Television news editors must strengthen their news sensitivity, adhere to correct value orientation, maintain professional ethics, ensure rigorous and meticulous information review, and make reasonable news value judgments to enhance overall communication effectiveness.

### 3.2 Integrated News Communication Capability

In this new development period, news editors often provide information services for multiple media platforms with diverse formats and ports. Their work requires not only traditional television news editing, including planning and organizing reports, but also corresponding media communication capabilities. Editors must master processing skills for images, text, video, and animation to create favorable conditions for their work. Moreover, television news editors must flexibly utilize multiple data sources, leverage various communication channels, shift roles nimbly, serve as gatekeepers of news information, and interpret relevant news for audiences.

### 3.3 Unique Perspective

Although converged media offers rich content, its information quality often proves insufficient. In this environment, the boundary between communication subjects and objects has become blurred, with much information published without specialized review, resulting in false information, high redundancy, and inadequate depth. Television stations must comprehensively collect relevant information and materials, excavate news content from unique perspectives, and select topics of strong public concern rather than simply following trends. Television news editors must adhere to their principles, interpret news information professionally, and enable the public to better understand news events. This approach effectively narrows the distance between audiences and media, demonstrates editorial competence, and creates favorable conditions for television integration with other media.

### 3.4 Mainstream Public Opinion Guidance Capability

Under diverse media formats, media are no longer information dominators, and audiences are not merely information receivers but also disseminators who can spread and comment on news through various forms. Given the complexity of information sources and uneven quality, effectively identifying authentic information becomes particularly important. Television news editors must strictly control information quality, properly discern and guide news information, demonstrate objectivity and authenticity in the editing process, correctly guide public opinion, avoid negative impacts from false information, and help audiences establish correct value orientations.

### 3.5 News User Interaction Capability

Media convergence demands higher interaction capabilities from television news editors. They must strengthen communication with audiences, actively collect first-hand news resources, excavate valuable clues behind news stories, and improve information conversion efficiency. Editors should utilize multiple platforms to guide greater audience participation, push hot news to audiences in a

timely manner, and enhance audience engagement and loyalty. Converged media has blurred the boundaries between communication subjects and objects, requiring news editors to fully leverage audience roles and receive feedback through various channels such as telephone, Weibo, and WeChat official accounts. By organizing audience feedback, editors can integrate audience consciousness into subsequent program production, continuously improve shortcomings in news communication, and achieve comprehensive enhancement of television news quality.

#### **4.1 Adjusting Television News Editing Work Philosophy**

Essentially, regardless of how media formats and communication paths change, the core elements of news reporting—time, place, person, event, and result—remain indispensable. However, television news editors should adapt to developmental trends, break traditional thinking patterns and work concepts, emphasize flexible combination and organization of news elements, learn from new media processing methods, and enhance the rationality of news element expression to stimulate audience enthusiasm and initiative, guiding more audiences to participate in television news. A common approach involves editing and processing news information through storytelling frameworks and scenarios, integrating key elements into a “narrative” that gives audiences a story-like experience, thereby increasing their interest in news events and deepening their attachment to television programs.

#### **4.2 Judging Information Value with Novel Perspectives**

In today’s era, news information spreads rapidly with increasingly diverse content, giving media audiences greater choice and more pronounced personalized needs. From a media marketization perspective, audiences subjectively determine news value through their attention levels. Simply put, audience attention correlates positively with news value, as audiences occupy an increasingly central position in the media market—a principle television news must follow. In the converged media era, television news editors should broaden their horizons and judge information value from novel perspectives, avoiding conformity and trend-following. Contemporary audiences have countless channels to access news information, and homogeneous content breeds disinterest. Editors must learn to think from the audience’s perspective, focusing on information that interests them and identifying topics that resonate, thereby gaining deep understanding of audience needs. Using these insights as criteria for information selection enables television news to stand out among numerous media outlets, provide precise information services, and enhance comprehensive competitiveness and market share.

### 4.3 Broadening News Material Acquisition Channels

In the converged media environment, higher demands exist for television news materials. News materials serve as the raw materials and driving force for television news development, with abundant, high-quality materials providing reliable guarantees for news programs. Television news editors must strengthen material collection to lay the groundwork for editorial work. Traditionally, television news materials mainly derived from interviews and information gathering—relatively narrow approaches that cannot effectively satisfy current audience needs. Editors should innovate their material collection methods and fully utilize various media resources to expand acquisition channels. By monitoring major news websites, identifying hot topics promptly, and leveraging the advantages of professional editorial teams to deeply excavate stories behind news events, editors can provide audiences with more comprehensive information and maximize truth restoration. During material collection, editors must pursue both efficiency and reliability to ensure the timeliness of television news.

### 4.4 Strengthening Social Responsibility in Television News Editing

The converged media era imposes higher social responsibility requirements on television news editors. In fierce market competition, some media disseminators fill their content with entertainment gossip and sensational headlines to attract attention. Television news editors must demonstrate authority in their work, establish social responsibility, eliminate false news, strictly screen information, and ensure the connotation and value of television news. Editors must respect objective facts and avoid exaggeration or false information to expand communication effects. Many new media outlets neglect information authenticity, resulting in form overshadowing content and compromised news authenticity. News editors must learn from these mistakes, respect objective facts, and maintain sound professional ethics in news production.

### 4.5 Creating News Effects with Open Thinking

From the current perspective, converged media represents an inevitable trend of development. Television news editors must promptly transform their mindsets and actively embrace converged media challenges. Both new media and traditional print media possess unique advantages, and television media should proactively interface with other media during integration. On one hand, editorial methods must shift from traditional theory-based support models to learning from new editing approaches, fully considering audience characteristics, minimizing obscure terminology, and attracting public attention through thematic design. On the other hand, editors must promptly capture hot information, analyze and research topics of public concern, and conduct follow-up reporting on hot events. Additionally, through WeChat official accounts, web pages, and other channels, editors should communicate with audiences, push hot news in

a timely manner, understand public needs, and provide effective references for subsequent television news reporting.

In summary, the converged media era has exerted far-reaching influence on television news communication. Television news editors must clearly recognize their strengths and weaknesses, emphasize integrated development with new media platforms, actively draw upon and utilize new media advantages, achieve innovation in news content and forms, fulfill their gatekeeping role, focus on effective application of diverse media resources, and collaboratively create high-value news information through multi-party coordination. By providing effective television news services to audiences and achieving both economic benefits and social value, editors can continuously enhance their comprehensive competitiveness.

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

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