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Repositioning New Media Editors in the Context of Media Convergence: Post-print

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Abstract

With the sustained and rapid development of economy and society, the trend of media convergence has been intensified, and new media forms have emerged in large numbers and become widely popularized, placing higher demands on the overall competencies of new media editors. In the context of media convergence, how to accurately grasp the self-positioning of new media editors and adopt effective strategies to achieve the transformation and upgrading of their roles has become one of the focal issues widely concerned by the new media industry. Based on this, this paper first introduces the characteristics of new media editors in the context of media convergence, and analyzes the positioning issues of new media editors in the context of media convergence. On the basis of discussing the challenges faced by traditional media news editors in the context of media convergence, and combining relevant practical experience, effective strategies for enhancing the effectiveness of new media editors are proposed from multiple perspectives and aspects such as deeply integrating with modern media, hoping to be helpful for the practice of related work.

Full Text

Repositioning of New Media Editors in the Context of Media Convergence

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Abstract

With the sustained and rapid development of the economy and society, the trend of media convergence has intensified, with new media forms emerging and gaining widespread popularity, placing higher demands on the comprehensive competencies of new media editors. In the context of media convergence, how

to accurately grasp the self-positioning of new media editors and adopt effective strategies to achieve the transformation and upgrading of their roles has become a focal issue of widespread concern in the new media industry. Based on this, this paper first introduces the characteristics of new media editors in the context of media convergence, analyzes the positioning issues of new media editors, and proposes effective strategies for enhancing the effectiveness of new media editing from multiple perspectives, including deep integration with modern media, based on an exploration of the challenges faced by traditional media news editors in the context of media convergence and combined with relevant practical experience, hoping to provide assistance for related practical work.

Keywords: media convergence; new media; editor; development

Introduction

Currently, the information age is characterized by significant developmental features, with multiple types of media achieving integrated development in terms of style, content, and dissemination scope, which has transformed the operational models of traditional media and innovated information communication methods. For new media editors, it is essential to accurately position themselves within the context of media convergence, comprehensively and objectively analyze the opportunities and challenges they face, and adopt effective measures to achieve high-quality, high-level, and high-efficiency development outcomes. This paper explores these issues.

1. The Necessity of Media Convergence Development

Traditional media mainly includes television, radio, newspapers, and periodicals. With the rapid development of Internet technology, various new media forms have emerged in brand-new styles before the public, relying primarily on network technology, information technology, and mobile Internet technology, and accessible through smart mobile terminals such as mobile phones—hence the term “new media.” New media represents a derivative of traditional media, belonging to the same category of communication media but possessing advantages and characteristics that traditional media lack. The emergence of new media has not only enriched the channels through which the public obtains information but also posed more severe development challenges for traditional media. As an important measure to effectively coordinate the relationship between traditional and new media, media convergence has entered public consciousness, with numerous beneficial explorations accumulating valuable and rich practical experience, further highlighting the advantages of new media while consolidating the credibility and dissemination power of traditional media. In the information age, the public requires an enormous amount of information and needs efficient and reliable media support, making the trend of media convergence development irreversible. Through implementing media convergence development, we can not only demonstrate the advantages of traditional media in terms of authority but

also fully utilize the personalized and rapid values of new media, which holds profound practical significance for meeting the public' s strong demand for massive information, improving public quality of life, and continuously promoting high-quality, high-level, and high-efficiency economic and social development.

2. Key Considerations for Media Convergence

2.1 Considering Audience Needs

In the process of integrating traditional and emerging media, the objective and actual needs of the audience constitute one of the most critical elements. This requires comprehensive and multi-dimensional attention to and understanding of audience needs, promoting the high-level integrated development of traditional and emerging media in the process of advancing new-era construction to improve the quality and efficiency of convergence. For instance, what content should be selected to attract audience attention, what communication methods should be adopted to satisfy audience spiritual needs, and how can audiences be better induced to follow subsequent developments? Only by fully considering audience needs can we promote the integrated development of traditional and emerging media and better perform new media editing work.

2.2 Creating an Open Environment

In the new media environment, communication content is relatively open, requiring high conditions for an open environment. Therefore, the quality of the created open environment is closely related to the quality of media convergence development. Observations from certain media convergence practices reveal that problems such as poor media convergence development quality and unsatisfactory effects caused by inadequate creation of an open environment are widespread, becoming important factors hindering the integrated development of traditional and emerging media. To address this, we must fully consider the closed and confined nature of traditional media, enhance the flexibility of communication content through the application of new media methods, effectively overcome resistance to media convergence development, break through limitations and constraints in terms of time and space, complete information dissemination tasks with higher quality, construct a brand-new media convergence development model, and ultimately inject continuous powerful vitality and momentum into media convergence development.

2.3 Realizing Resource Sharing

In the process of integrated development between traditional and emerging media, it is necessary to focus on realizing resource sharing. The resources referred to here typically include communication content, communication methods, and communication channels. With the continuous and rapid development of new media technology, the volume of data resources is becoming increasingly massive, requiring not only a complete storage system for storage and conversion

but also the construction of an efficient and stable data resource sharing platform for sharing and exchange, making data resources more timely and avoiding the loss of value due to time delays. We must change the operational models of traditional media to enable media convergence to fully meet the public's new demands for radio and television programs. Simultaneously, on this basis, we should grasp audience psychology tightly to carry out precise push of relevant content, leveraging the strong authority of traditional media while highlighting the distinctive features of emerging media.

3. Characteristics of New Media Editing in the Context of Media Convergence

3.1 Massive and Personalized News Information

The rapid development of Internet technology and the widespread popularization of mobile smart terminals have greatly stimulated the convergence process of the media industry. Against this backdrop, the channels through which audiences obtain news information have been effectively broadened, with news information overwhelming in volume and presenting a massive development trend. Under the traditional media development model, news information needed to go through many stages, including information acquisition, processing, and editing for broadcast. However, in the current context, news hotspots can be directly edited and processed through multiple media, breaking through the temporal and spatial constraints of traditional media while promoting the innovative development of news information [1].

3.2 Enhanced Interactivity in News Editing

In the context of media convergence, a significant characteristic of new media editing is efficient interaction with the audience. Therefore, to improve new media editing effectiveness, this must be given high priority. Under the traditional media model, editors focused more on their own central position, maintaining an active-passive relationship with the audience without obvious interactive communication. However, as the trend of media convergence becomes prominent, the interactive effect between new media and the audience often reflects the media's social influence and social value. This imposes specific requirements on new media editors: to fully respect the position of the audience and profoundly grasp their evaluations and feelings toward new media.

3.3 Diversified News Communication Media

Under Internet conditions, various new media communication pathways and channels have achieved innovation, gradually forming diversified news communication media that provide broader audiences with more channels and platforms for obtaining information. For a long time, Weibo and WeChat have developed rapidly, and with the swift rise of mobile terminal apps such as Douyin,

Toutiao, and Kuaishou, the speed of news information dissemination has accelerated, achieving the expected goals of dynamism and real-time communication to a certain extent. Therefore, new media editors must fully consider the objective characteristics of the audience, enhance the relevance of news editing, and more precisely meet the actual needs of the audience [2].

3.4 Diversified Content and Varied Formats of News

In the context of media convergence, news information is no longer limited to current political affairs, economic trends, and cultural entertainment but is increasingly developing toward diversified content and varied formats. Anyone located anywhere in the world can participate in the editing, publishing, and commenting of news information, with the content covered becoming more attractive and appealing, constantly capturing people's attention. Therefore, accurately grasping the positioning of new media editing has profound practical significance.

4. Transformation of New Media Editors' Roles

4.1 From Editing News to Deeply Investigating Facts

In the context of media convergence, new media editors need to strengthen their ability to utilize different types of new media on the one hand, and enhance their professional competencies and ethical standards on the other. Through continuous learning, they should establish systematic professional knowledge reserves to handle editing practices with ease. They must firmly establish correct values, promote the transformation of traditional news editing toward deep fact investigation, improve the depth of mastery over news event facts, and always maintain correct positions, especially regarding major issues involving politics and economics, where accurate judgment and selection capabilities are essential [3].

4.2 From Text Editing to Multi-format Editing

Traditional media editors primarily dealt with large amounts of text, whereas in the context of media convergence, text, images, video, audio, and others all become important editing objects. It is necessary to fully integrate these multi-format information carriers, judge the timing and adapt to trends, so that the resulting editing effects can effectively meet the personalized needs of different audience groups and improve the effectiveness of new media information dissemination. Simultaneously, this requires new media editors to have sufficient psychological preparedness when facing multi-format news information.

4.3 From Traditional News Production to Specialized Content Editing

The strong momentum of media convergence development has led new media editors to devote more time and energy to specific fields, serving particular audi-

ence groups, thereby achieving news information editing content with prominent characteristics. To enhance the effectiveness of new media editing, news information must possess specialized and tagged features. Therefore, in the positioning of new media editing, it is essential to focus comprehensively on personalized and differentiated news editing, enabling new media to achieve good popularity and occupy a more proactive position in competitive environments.

4.4 From One-way News Editing to Two-way Interactive Editing

As mentioned earlier, new media features two-way interactivity, making communication and interaction between editors and the audience a reality. Therefore, in the new media editing process, it is necessary to implement corresponding operations such as commenting, messaging, and voting based on the specific characteristics of the audience. Consequently, new media editors must transform from one-way news editing to two-way interactive editing, effectively improving editing work efficiency and effectiveness.

5. Current Status of News Editing

First, editors in the era of integrated media have significantly diminished control compared to traditional media editors. Previously, news editors only needed to manage information resources reasonably—simply put, they acted as gatekeepers during information transmission, shielding harmful information. However, media convergence has greatly changed this phenomenon, substantially weakening the control power of news editors. Facing this reality, news editors must actively transform their work philosophies and continuously enhance their capabilities; otherwise, they may be eliminated for failing to keep pace with media development.

Second, changes in work patterns. In traditional media, news editors primarily processed and polished information collected by reporters, performing these tasks behind the scenes without receiving much audience feedback and largely ignoring audience opinions. In the era of integrated traditional and new media, however, people are accustomed to receiving information on mobile phones and media platforms, and the public can comment on information. This exposes news editors to the masses, requiring them to consider information from the public's perspective when disseminating it.

Third, in the past, due to limitations in communication methods, news editors not only needed to inform audiences but also had to review whether the information's function aligned with social development needs. With the arrival of information globalization and the emergence of new media, information surges forth through various channels. As news editors' control over information declines, they also find it difficult to manage the impact of published information, leading to a significant devaluation of the news editor's role.

6. Strategies for Improving New Media Editing Effectiveness

6.1 Transforming Mindsets

In the traditional media industry, media editors have relatively conservative work mindsets, viewing news editing work as a means of one-way information dissemination and failing to accurately position the relationship between news disseminators and the audience. In particular, they have not given sufficient attention to the audience, resulting in the audience remaining in a passive position during information reception. Consequently, during the news editing process, they cannot comprehensively consider the audience's viewpoints and suggestions and are accustomed to working with outdated and backward mindsets. In the context of media convergence, editors must break through rigid mindsets, fully recognize the role and status of the audience in information dissemination, and understand that audiences can selectively receive information. Therefore, in the context of media convergence, editors must attach importance to audience feelings, actively communicate with the audience, and optimize editing effects based on audience suggestions.

6.2 Enhancing Professional Competencies of New Media Editors

To effectively adapt to new media editing work in the context of media convergence, it is essential to consistently focus on enhancing editors' professional competencies. We must comprehensively establish and firmly maintain modern media editing mindsets and work philosophies, consciously applying new ideas, methods, and strategies for new media editing under new circumstances to solve novel problems encountered in editing practice, and promptly update the structure of professional knowledge systems. It is necessary to regularly organize new media editors to participate in various professional training and learning programs, hire industry professionals to focus on explaining the new environments faced by new media editors, promptly solve practical problems encountered in new media editing, and build a team of editing talents with firm positions, rich experience, and strong professional capabilities, laying a talent foundation for new media development [5].

6.3 Improving New Media Editing Models

Improving new media editing models constitutes an important pathway for promoting high-quality development of new media editing. We must base ourselves on the fundamental conditions of news content, fully focus on the interest points of the audience, thoroughly excavate news depth, gradually achieve innovation in news editing, and improve editing work efficiency. It is essential to give full play to the flexible and variable advantages of new media, innovate the external manifestation forms of edited content, and make edited content better align with the actual needs of the audience. Simultaneously, we should emphasize strengthening communication and exchange with the audience, understanding

their preferences and interests, and enabling edited content to possess sufficient contemporary flavor while incorporating more elements of the times.

6.4 Integrating with Life Practice

Regardless of how deep media convergence goes or how rich new media types become, they cannot be separated from actual social life—all new media detached from life reality cannot draw sufficient vitality and energy. Therefore, we must consistently emphasize the integration of new media editing with social life, enabling edited content to be based on life, derived from life, and transcend life, integrating into all aspects of social life. New media editors should emphasize life accumulation, blend edited content with specific life practices, continuously delve deep into the lives of the masses, and deepen their understanding of the authenticity of people’s daily lives. It is necessary to thoroughly excavate the key value of historical materials, deepen the connotation of edited content through historical materials, enhance one’s ability to analyze and understand current news, and optimize the effectiveness of new media editing work.

6.5 Perfecting New Media Distribution Methods

With the deepening of media convergence and the surge in the quantity and types of new media information, the broad audience increasingly tends to express their own viewpoints and opinions, imposing more stringent requirements on the innovation of new media distribution methods. We must give full play to the significant advantage of large information volume in new media, emphasize efficient integration of key information, ensure the accuracy of news data information, and align the future development of new media with the future trends of social development. It is essential to fully recognize the importance of new media distribution methods, keep pace with current social hotspot events, innovate distribution thinking, efficiently manage the operational status of new media communication platforms, and realize the social value of new media editing.

6.6 Making Full Use of Mature Software and Tools in Emerging Media

In the context of media convergence, it is necessary to expand new businesses such as news mobile clients and online audio-visual services, accelerating the digital, networked, and information-based transformation of traditional media. We should provide new packaging for traditional media, comprehensively utilize new media communication media, extensively carry out interactive communication, and maximize news social benefits. Drawing on the advanced “Internet Plus” model, we should expand new ideas, introduce new models, and conduct deep cooperation with mature brands to provide broader space for the integration of traditional and new media. It is essential to explore and reconstruct the operational model of the all-media collection and editing process, strengthen the sharing and integration of information content, technological applications, and platform terminals, and ultimately achieve effective integration of all media

resources and production factors. We should conduct centralized interviews to produce image, audio, and video products usable across all media, providing different forms of products needed by different platforms and carriers.

Conclusion

In summary, in the context of media convergence, new media editors face both unprecedented major development opportunities and extremely severe challenges and tests. Therefore, new media editors must fully base themselves on the actual conditions of media convergence development, follow the basic objective laws of new media, correctly position themselves, and take comprehensive measures from multiple aspects, including deep integration with modern media, improving professional competencies and comprehensive qualities, and focusing on audience awareness, to effectively achieve their own transformation and upgrading, providing reliable guarantees for the new media development cause to reach higher levels.

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

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