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Research on Enhancing the Convergence Capabilities of News Editors in the Converged Media Era: Postprint

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Abstract

The news ideology of the new era has charted the developmental path for integrated media, constructed a communication landscape for integrated media, and guided China's media convergence onto the fast track. Grounded in the guiding ideology for journalism in the new era, this article first elaborates on the advent of integrated media; then explicates the concept of integrated media and the characteristics of the integrated media era; the current state of news in this era; and the important role and significance of developing integrated media in the new era. The discussion focuses on the enhancement of convergence competencies and professional literacy for news editors in the integrated media era; and the pathways for realizing integrated media development under the new era's news ideology.

Full Text

Research on the Enhancement of News Editors' Convergence Competence in the Converged Media Era

Abstract

In the new era, journalistic thought has shaped the development path of converged media, constructing a converged media communication pattern and guiding China's media convergence onto the fast track. Based on the new era's guiding principles for journalism, this paper first elaborates on the emergence of converged media; then expounds on the concept of converged media and the characteristics of the converged media era; the current state of news in the

converged media era; and the important role and significance of developing converged media in the new era. The focus is on discussing the enhancement of news editors' convergence competence in the converged media era, and the channels for achieving converged media development under the new era's journalistic thought.

Keywords: converged media era; journalistic thought; transformation

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Introduction

Within the framework of socialism with Chinese characteristics for a new era, new-era journalistic thought constitutes a crucial component. Media convergence was elevated to a national-level strategy beginning in 2014. The Party Central Committee attaches great importance to the development of China's journalism industry, and new-era journalistic thought can guide China's journalism toward the correct direction. Based on the transformation of China's media field, it provides insight into the developmental direction of public opinion channels in this era, making the development and integration of emerging and traditional media a strategic guideline for news editing work in the new era.

1. The Birth of Converged Media

The concept of media convergence was first proposed by an expert from the United States. With the continuous development of science and technology, information dissemination will inevitably move toward a more concentrated direction, demonstrating a trend of media integration. Subsequently, numerous Chinese scholars began to pay attention to and emphasize "media convergence," conducting more in-depth analysis and research alongside evolving audience demands and technological advancements. In today's developed network era, the relationship between new media and traditional media has undergone significant changes, presenting not only tremendous development opportunities but also severe challenges that must be confronted.

2.1 The Relationship Between Converged Media and Traditional Media

Converged media refers to a new form of media that has emerged in contemporary society. From the current perspective, it differs from traditional media to some extent, yet it also combines and interconnects with it, thereby forming this new media format.

2.2 Inherent Characteristics of the Converged Media Era

Compared with other media in contemporary society, the converged media era exhibits greater consciousness introduction. Characteristics such as broadness and openness are inherent to converged media communication, enabling better presentation of diverse social situations. Consequently, media with broadcast characteristics like television must enhance broad social awareness. Compared with previous media, information transmission in the converged media era has significantly improved in speed.

In today's era, continuous scientific and technological progress has directly driven the rapid increase in media information dissemination speed. Particularly with the rapid development of news dissemination on the internet, where transmission costs are relatively low and almost everyone can edit news in daily life, internet news can spread arbitrarily. Therefore, media work must achieve substantive progress, and information disseminated in the converged media era must maintain high quality.

Nowadays, with the continuous extension and development of television media, the converged media era enables more concrete and comprehensive understanding and mastery of disseminated information, deepening people's comprehension of media. As various media continue to develop, the general public has placed higher demands on these different media. Therefore, converged media must enhance both the quantity and quality of disseminated information to gain broader recognition.

3.1 More Frequent Interaction with Audiences

Numerous entertainment programs and articles are well-received by many people, and different individuals have different hobbies, leading to varied interests and opinions about these programs. Under current circumstances, this can effectively enhance public attention to media.

3.2 Broader Scope of Media Information

With the continuous development of networks, information dissemination speed has achieved a rapid increase compared to the past, and the coverage of information has become extremely broad. People can learn about anything happening anywhere in the world through the internet. This new media format has completely replaced the previous method of understanding and recognizing the world through newspapers and books, greatly promoting our lives and significantly improving our life efficiency.

3.3 Complexity of Information

In today's era of rapid internet development, online media has attracted considerable attention from the media industry because of the complexity of information. Among the vast amount of information on numerous network platforms,

valuable information exists alongside harmful information, which can negatively impact society. To reduce the occurrence of such incidents, staff must possess high-level knowledge dissemination capabilities for new media and comprehensive qualities.

4.1 Media Convergence as a National Strategic Objective

This represents an important manifestation of the advantages of the socialist system, providing China's journalism industry development with significant initiative and playing a crucial role. The year 2014 marked the "first year of China's media convergence" and also the year when traditional media development began to face increasing difficulties. For instance, traditional media experienced its first negative advertising growth in 2014, indicating diminishing influence on the public and declining viewership ratings. Therefore, developing converged media is imperative, fully consistent with Marxist dialectical perspectives, providing correct strategic thinking for new media development and enabling new media to construct a favorable cooperative competition and win-win situation where each can draw on strengths and compensate for weaknesses.

Traditional media's advantage over new media lies in its ability to conduct deeper exploration when reporting or editing certain real events. This is precisely where its strength resides.

4.2 Media Convergence as an Inevitable Development Trend

Nowadays, the number and types of media are increasing, acquiring massive user bases in a short period. Therefore, traditional media must undergo integration and transformation, facing not only significant development opportunities but also enormous challenges. To achieve better development, upgrading and transformation are essential. Furthermore, President Xi Jinping has explicitly pointed out the phenomenon of traditional media becoming increasingly marginalized. This phenomenon arises precisely from the impact of the internet, where emerging media is gradually replacing the influence of mainstream media, and public opinion in turn influences traditional media, thereby creating the phenomenon of traditional media's increasing marginalization and causing substantial changes in the pattern of public opinion guidance. Consequently, traditional media must integrate with new media and continuously explore suitable development paths, which holds vital importance and significance.

5.1 First, Enhance Convergence Capability

In the process of integration, we must adhere to the correct guidance of Marxism-Leninism and Mao Zedong Thought, and establish correct values. Only on this foundation can we enhance our convergence capability. Additionally, we must continuously develop ourselves in subsequent work, using values as the basis for

improving convergence capability, constantly perfecting ourselves, increasing convergence capability, and finding socially beneficial information and news in daily life.

5.3 Characteristics of Converged Media

Real-time Nature of New Media Convergence: Due to the constraints of numerous objective conditions on traditional media, it fundamentally cannot compare with new media in terms of timeliness. However, traditional media can conduct deeper exploration in such circumstances, which is precisely where its advantage lies. The strength of traditional media over new media is its ability to report or edit certain real events from deeper perspectives.

Personalization of New Media Convergence: This can effectively leverage its inherent value. Each piece of news yields different conclusions when analyzed from different directions. The ever-changing perspectives of emerging media professionals create inherent characteristics of new media. Therefore, the focus of news editing should be placed on the authority of news. The rigor of traditional media has become deeply ingrained in the public consciousness, becoming an important characteristic that is difficult to forget. Consequently, we should seize this characteristic, attempt to learn from new media's feature of analyzing problems from different directions to enrich the content of traditional news, and bring different visual enjoyment to the public. News editors should achieve "leveraging strengths while avoiding weaknesses," "diversified consideration," and "targeted strikes."

In the developmental tide of news, substantial experience has been accumulated. The founder of a certain television media once stated that the relationship between new media and traditional media involves different characteristics for each, but combining the two will demonstrate greater effect, with both complementing each other and ultimately achieving mutual benefit. Additionally, traditional news editing should be fully operationalized in the development of television news. Finally, after possessing innovative consciousness, the above theories must be applied in practice through continuous experimentation to find truly suitable development directions and paths.

6.1 Optimize and Perfect Management Systems for Rational and Effective Management

Management is a key channel for converged media development. Against the backdrop of cooperative development between traditional and new media, media management must also be targeted and effective. Through sound media management systems, new media and traditional media can disseminate valuable information to the public. Regarding disseminated content, standardization is essential, making it possible to construct a unified, sound management mechanism. In accordance with the Party's new thinking in the new era, government

departments have formulated new rules and regulations for new media, and supervision of network platforms has become increasingly strict, improved, and reasonable. This provides traditional and new media with a broader development platform for better mutual cooperation, along with theoretical support, without being constrained by regulatory departments. Moreover, media management systems serve as the norms and guidance for their development and must not be deviated from.

6.2 Change Business Models and Accelerate System Reform

Transforming business models holds vital importance and significance. For traditional media, converged media must transform its business models and intensify system reform efforts to achieve better development, changing the current difficult business situation and gradually improving capital operation levels to better adapt to the market, coordinate and allocate resources more effectively, and align with new-era market economic development.

From the perspective of new media, the market is indeed in constant flux. In a rapidly changing market environment, business operations must closely follow market developments, continuously analyze, research, and explore new business models, optimize and improve institutions and media organizations, optimize institutional structures and internal resource management systems, improve services to better adapt to the broad masses of people, simultaneously change the serious homogenization disadvantage in disseminated content, develop toward a more professional, scientific, and correct path, fully leverage technological advantages, and optimize and improve the industrial chain.

6.3 Technology-Based Content Strengthening

Regarding news information dissemination, regardless of how dissemination channels change, content remains paramount. We must consistently emphasize content, leveraging content advantages to gain developmental initiative. Nowadays, the increasing number and types of media have caused serious information homogenization in disseminated content, necessitating innovative news content and emphasizing content output. A strength of traditional media lies in content construction. Meanwhile, utilize developed networks to make disseminated information more influential.

6.4 Complementary Advantages, Integrated as One

Under the influence of converged media development concepts, the complementary advantages of emerging and traditional media hold vital importance and significance, as only through this can better integration be achieved. Traditional media possesses obvious advantages in professional talent team building, audience influence, and authority—precisely the accumulation of long-term indus-

try development. Additionally, it has strong authority and credibility, gaining recognition from more of the people. For emerging media, it possesses obvious advantages in user base and technology, capable of using artificial intelligence, cloud computing, and big data technologies to disseminate massive amounts of information while also building more influential information dissemination worldwide.

Therefore, traditional media must continuously conduct resource integration, making necessary improvements when appropriate, to fully leverage its advantages in in-depth reporting and high-quality content, optimize and improve dissemination models and internal structures, and apply cutting-edge technologies to expand its development channels. For new media, it can integrate with traditional media advantages—for example, inviting traditional media to establish a presence on its platform—thereby strengthening its own authority and credibility and achieving integrated development and complementary advantages.

With continuous economic progress, social development, and increasingly powerful network technology, the traditional media industry faces strong impact, significantly affecting the direction of public opinion. If traditional media fails to transform in a timely manner, it faces marginalization. New media utilizes the most advanced technologies to achieve rapid and massive information dissemination. Even though it still has certain disadvantages compared to traditional media in terms of content, converged media represents the inevitable future development trend. From the historical development of news dissemination, media forms have continuously been impacted and changing; however, traditional media cannot be completely replaced at present. New media and traditional media each have their own advantages that can meet people's diverse needs. Taking the path of media convergence is the inevitable future development trend, and converged media development must be guided by new-era journalistic thought to lay a solid foundation for future development.

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