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Exploration of Traditional Media Editor Transformation in the All-Media Environment: Post-print

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Abstract

With the continuous development of information technology, the all-media era has finally arrived, exerting a tremendous impact on the media industry. The functional responsibilities of traditional media editors can no longer satisfy the demands of the all-media era. Consequently, media editors must keep pace with the evolving times, innovate their working methods, enhance their professional capabilities, and elevate the core competitiveness of media editing. Under the influence of the all-media era, traditional media editors should adopt appropriate measures to secure better development opportunities for themselves. This paper first outlines the developmental landscape of the all-media era, then enumerates the requirements for media editors within this environment, and finally proposes strategies for establishing a new order of media discourse in the all-media era, aiming to provide valuable insights for media editors.

Full Text

Exploring the Transformation of Traditional Media Editors in the All-Media Environment

Abstract: With the continuous development of information technology, the all-media era has finally arrived, exerting a tremendous impact on the media industry. The functional roles of traditional media editors can no longer meet the demands of this new era. Consequently, media editors must keep pace with the times, innovate their working methods, enhance their capabilities, and strengthen their core competitiveness. Under the influence of the all-media era, traditional media editors should adopt reasonable measures to seek better development opportunities for themselves. This paper first elaborates on the development overview of the all-media era, then enumerates the requirements for

media editors in this environment, and finally proposes strategies for establishing a new order of media discourse in the all-media age, hoping to provide some assistance to media editors.

Keywords: All-media environment; Traditional media; Editor transformation

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Introduction

As science and technology continue to advance, the media for information transmission have undergone tremendous changes. Online media has rapidly captured the media industry market by virtue of its convenience and speed, forcing traditional media to innovate in order to maintain its dominant position in information dissemination. Digital media under information technology has become the mainstream carrier of information transmission, which has greatly dispersed information rights. Moreover, the development of the self-media industry has accelerated the arrival of the all-media era. In this context, media editors must identify commonalities between traditional and new media, integrate the two, and diversify information transmission to achieve the goal of attracting traffic and bringing new life to traditional media.

2.1 Overview of the All-Media Era

All-media has evolved through multiple developmental stages, including multimedia, cross-media, and converged media. Throughout its evolution, it has exhibited characteristics such as information overload, broad domain coverage, multiple channels, and rapid update speeds. The development process of all-media itself mirrors the development of China's information digitization technology, which can integrate all information through binary code and subsequently represent it using the two characters 0 and 1. In all-media technology, all communication methods employ standardized algorithms and can process all known information into binary codes recognizable by computer systems. This model can further accelerate media transmission speed, reduce the costs consumed in the information dissemination process, achieve unified processing of multiple information types, and holds significant value in promoting the development of the media field.

1.1 Changes in Media News Editing Content

With the continuous development of China's information technology, both the methods and content of information dissemination have undergone significant transformation. News content is no longer limited to serious policy or livelihood issues but has become more diversified and vivid, with increasingly rich material.

As society continues to develop, people's pace of life has accelerated, leading to a growing preference for fragmented news information. For media editors, readers' demands for news information have also changed substantially, requiring news to become more concise and succinct. Therefore, in the new media era, news editors must analyze from the readers' perspective, perform effective selection and refinement of news information, and express the entire news story's ideas and reading value in a concise manner to satisfy readers' content needs. It can be said that the positioning of readers and news editors has shifted in the all-media context; media editors must follow readers' demands when editing news content, ensuring that the material attracts and serves readers, thereby guaranteeing the long-term development of journalism.

1.2 Transformation of News Media Communication Models

As China's science and technology continue to develop, people's lifestyles have undergone earth-shaking changes. The popularization of communication terminals such as computers and mobile phones has also brought wave after wave of transformation to the media industry. In recent years, with the proliferation of mobile terminals and the development of communication technology, people have begun to obtain news information through social media platforms such as WeChat and Weibo. This method of information acquisition is more convenient, offers more choices, and can satisfy the content needs of different user groups. It can be said that the development of the Internet has turned all news information in the world into online data, causing tremendous changes in how people receive news.

2.2 Development and Content of Media Convergence

All-media has evolved from multimedia under information technology, possessing a broader communication domain than multimedia, encompassing various media transmission platforms, and far exceeding multimedia in transmission speed. All-media is the product of continuous development in information digitization technology; the application of binary code has greatly enhanced computer processing and transmission rates, substantially reducing information dissemination costs and providing fundamental conditions for media convergence. With the development of computer software and mobile applications, people have access to more information channels, and acquisition methods have changed significantly. Only through media convergence can audiences be effectively attracted. Of course, all-media does not represent a simple single medium but rather a new information communication medium. All-media possesses the content of traditional media, whereas traditional media does not possess the content of all-media. Evidently, all-media represents the integration of traditional and new media, achieving complementary advantages among different media and enabling comprehensive information dissemination. Consequently, traditional media once faced the awkward situation of being replaced by all-media. To avoid elimination from the media industry, traditional media must

draw upon the operational models and development strategies of all-media, then innovate their application models and development strategies according to their own circumstances, maximize the role of media editors, become components of all-media, and thereby establish a firm foothold in the media industry.

2.3 Advantages of All-Media

All-media is the product of complementary advantages among other media forms and therefore possesses the strengths of all other media. All-media encompasses all the information dissemination methods of traditional media, enabling comprehensive presentation of information content to audiences and providing them with entirely new experiences of media functions. All-media can transmit information through various platforms, featuring broader communication scope, larger information volume, and richer news content than traditional media. All-media's greatest advantage lies in its effective integration of information transmission media such as television and the internet, achieving mutual exchange and communication that lays a solid foundation for cooperation. Although new media features digital information technology in its transmission forms, it notably lacks originality, which is not conducive to effective dissemination. Traditional media, by contrast, possesses strong originality but employs relatively outdated transmission methods that fail to attract audiences. Therefore, combining the two—leveraging the originality of traditional media and the advanced transmission technology of new media—can achieve resource integration. Ultimately, all-media's advantage is providing audiences with more ways to obtain information, allowing them to choose according to their preferences, which aligns with modern people's pursuit of personalization.

3.1 Transformation of Thinking Mode

In traditional news communication models, media transmission was primarily based on the will of media editors themselves, with news audiences passively receiving media information. However, with the arrival of the all-media era, information transmission speed and channels have further expanded, and people have begun to actively receive news information, becoming increasingly selective about content and quality. To satisfy people's specific demands for news content in the all-media environment, media editors must proactively transform their thinking, place themselves in the audience's position for perspective-taking, and conduct subsequent media editing work based on understanding and grasping readers' needs. Only by breaking traditional inertial thinking and transforming news editing models while ensuring that news characteristics remain unchanged can editors meet the specific demands of readers in the new era and enable traditional media editors to survive and thrive.

3.2 Transformation of Technical Means

In the all-media environment, an increasing number of media technical means have provided sufficient technical support for the development of China's me-

dia industry. However, at present, traditional media units such as television, internet, and newspaper organizations remain in separate states, lacking communication and cooperation among themselves, and different media platforms cannot fully leverage their respective advantages. For instance, China's current traditional media primarily focuses on content as the core but lacks support from information technology, whereas new media, although equipped with digital technology, still lags behind traditional media in terms of originality. In the media convergence environment, China's various media platforms are required to achieve effective integration and utilization of media resources to satisfy audience demands for both news content and quality. Faced with an increasing array of media technical means, media editing personnel must continuously enhance their professional capabilities and operational skills, learning to proficiently employ various technical methods for news editing and dissemination work, thereby meeting the specific requirements for media editors in the all-media era.

3.3 Changes in Media Tools

The arrival of the all-media era has further broadened the channels through which people receive news information. Traditional news media such as newspapers and journals, characterized by slow transmission speed and poor convenience, struggle to meet the needs of news audiences. Furthermore, the rapid development and popularization of internet technology and information technology have accelerated the decline of traditional media. Taking the newspaper industry as an example, the development of information technology has made people more willing to obtain news information through terminals such as mobile phones and computers, causing the newspaper industry to lose a large number of readers. This has subsequently led to reduced advertising volume in newspapers, resulting in a depressed newspaper market and significantly impacting the economic benefits of newspaper organizations.

4.1 Enhancing Personal Capabilities

In the all-media environment, information transmission has undergone earth-shaking changes; the era of using single media for information delivery has passed. Current information transmission involves the organic integration of various information materials to provide audiences with stronger sensory experiences. In the all-media environment, the channels for collecting information have become diverse, and media editors should master various methods of obtaining information from different channels, grasp more information processing techniques, and promptly conduct editing work and information processing. Therefore, media editors must seize the characteristics of all-media information transmission to enhance their capabilities and facilitate transformation. The popularization of computers and mobile phones has gradually weakened people's concept of traditional pen and paper; in daily work, people's use of input methods far exceeds writing with pen and paper. Consequently, media editors in the all-media era need to transform their writing methods, authentically presenting

various social phenomena and life fragments of contemporary society to readers through the internet. To satisfy readers' demands, media editing personnel are required to possess richer knowledge hierarchies and structures, as well as learn to select news information effectively.

4.2 Transforming Self-Positioning

The most significant characteristic of the all-media era is the dramatic reversal of positions between audiences and media editors. In the traditional media era, editors selected information and disseminated it to the public, occupying the dominant position in information transmission. In the all-media era, however, the public's interests determine what information media editors should disseminate, with the public beginning to occupy the dominant position in information transmission. Therefore, under these new circumstances, media editors must also transform their self-positioning, pay attention to public interests, and then process and disseminate information according to audience characteristics. Of course, media editing personnel must also shoulder their responsibilities, effectively controlling the information to be disseminated to ensure that information transmission does not affect the harmonious development of society.

The arrival of the all-media era is manifested not only in news transmission methods but also in all forms of information dissemination. Media editing personnel must actively integrate themselves into this transformation to avoid being eliminated by society. In traditional media, audiences only passively received news information, with limited access to information and no voice of their own. The all-media era has provided news audiences with certain freedoms, enabling them to express their views on matters and news content through all-media platforms. This has further enhanced audience participation and transformed their positioning in news information dissemination.

The arrival of the all-media era has brought new work positioning for editors. Faced with numerous information resources of varying quality, media editors are required to fulfill their gatekeeping role while also integrating various types of information effectively. By enhancing their editing capabilities, they can improve the quality of news information and present higher-quality news content to users.

4.3 Innovation in Work Methods

In the all-media environment, the work methods of media editors should also change with the times. Particularly, as video has become a popular information transmission method, editors should shift from their previous text-integration work methods to current video-integration approaches. Of course, in the all-media environment, single-form work methods can no longer meet market demands and should be promptly abandoned. In addition to processing various texts and images, editors must also transform such information resources into audio and video formats to make them more accessible to the public. With the

continuous development of mobile phone functions, these devices have become mainstream information transmission equipment. Therefore, editors must also grasp this trend, focusing their work on the publication and collection of mobile information content. With the development and popularization of mobile terminals, people are more willing to obtain information on mobile platforms. It can be said that mobile reading and data transmission have become the primary forms of information exchange in the all-media era. Through various mobile applications, both media editors and readers can effectively collect and publish information. This requires media editing personnel to innovate and optimize their work models, improving the quality and efficiency of information acquisition and organization, thereby meeting the specific demands for news editors in the all-media era.

5.1 Establishing All-Media Platform Regulatory System

With the development of the all-media era, the masses, as the main body of information transmission, not only possess greater social discourse power but can also easily influence others. Therefore, media organizations should effectively monitor information transmission platforms and establish regulatory systems to supervise harmful information, handling it according to the severity of the circumstances. This enables the masses to express themselves freely while maintaining proper boundaries, view certain social hot issues rationally, and avoid causing inconvenience to themselves and others through extreme remarks. Media editors must also grasp the orientation of information transmission, increase the dissemination of positive energy information, reduce the frequency of negative news, and guide the public toward making positive and healthy information comments.

5.2 Enhancing the Influence of Online Discourse Power

In the all-media environment, the media industry has completely broken free from geographical spatial limitations. High-speed information transmission technology enables information to reach the public rapidly. Consequently, enhancing the influence of online discourse power in the new media era plays a crucial role in establishing a new order of discourse power. Media editing workers should employ various means to obtain external information and then effectively process such material to meet public requirements. Of course, when facing social hot issues, media editing workers should promptly investigate them, seize online discourse power, and adopt strategies that guide developments according to circumstances to control the direction of topic dissemination.

5.3 Establishing Central Discourse in All-Media Public Opinion

In the all-media environment, the increasing number of platforms for the masses to express opinions and suggestions has brought about various problems. For instance, common online violence often results from improper topic guidance. Although online information transmission is fast, it contains considerable amounts

of fake news that can easily mislead the public. Coupled with the development of self-media, everyone wants to profit from information dissemination, and few pay attention to the truth of events or their impact on those involved. In severe cases, this can even lead to online violence, affecting the harmonious development of society. Therefore, media workers must shoulder the mission entrusted by the times, establish central discourse power in all-media public opinion, correctly guide the masses, and avoid the occurrence of online violence. As the main front for public opinion guidance, news media can only control the direction of social 舆论 toward healthy development and contribute positively to building a harmonious society by fully exercising their public opinion guidance function and disseminating positive energy.

Conclusion

In summary, although the development of all-media has significantly impacted traditional media editing work, it also presents opportunities for media editors. Traditional media workers must grasp the characteristics of all-media, continuously enhance their capabilities, maintain clear and comprehensive self-awareness in the torrent of the times, identify their positioning accurately, transform their thinking, and innovate their work methods to become part of the all-media system. By establishing all-media platform regulatory systems, enhancing the influence of online discourse power in the new media era, establishing all-media public opinion centers, and other measures, they can build a new order of media discourse in the all-media age, correctly guide the masses, and thereby contribute to the construction of a harmonious society.

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