

Post-print: Opportunities and Challenges for Editors and Journalists in the Converged Media Era

Authors: Duan Xiaoyu

Date: 2023-10-08T00:00:00+00:00

Abstract

As China's economic system continues to be perfected, with continuous advancements in science and technology and a rising Gross National Product, information technology is also undergoing constant updates and development against this backdrop. Driven by the continuous development of various electronic devices and scientific information technology, China has officially entered the era of media convergence. The era of media convergence integrates various information dissemination media on the internet to form a completely new online media communication system. The emergence of media convergence has brought challenges to editors, journalists, and the media industry, while also presenting a new round of development opportunities. How to better promote the development of China's media industry has become a key issue that current media workers need to focus on. This paper focuses on discussing the challenges and opportunities that the current era of media convergence brings to editors and journalists, and analyzes and explores some shortcomings in future media work, with a view to better promoting the rapid development of China's media industry.

Full Text

Opportunities and Challenges for Editors and Journalists in the Converged Media Era

Abstract: As China's economic system continues to improve and both science and technology and GDP continue to rise, information technology is constantly being updated and developed against this backdrop. Driven by the continuous development of various electronic devices and scientific information technologies, China has officially entered the era of media convergence. This era integrates various online information dissemination media to form a completely new online media communication system. The emergence of converged media has brought challenges to editors, journalists, and the media industry while simultaneously

creating a new round of development opportunities. How to better promote the development of China's media industry has become a key issue that media professionals need to focus on. This paper focuses on the challenges and opportunities that the current converged media era brings to editors and journalists, and analyzes and discusses some shortcomings in future media work, with the aim of better promoting the rapid development of China's media industry.

Keywords: Converged media; Editors and journalists; Opportunities and challenges

Classification Code: G214

Document Code: A

Article ID: 1671-0134(2019)09-093-03

DOI: 10.19483/j.cnki.11-4653/n.2019.09.026

1.1 Impact of Mobile Terminal Devices on the Media Industry

In the past, traditional media—including newspapers, magazines, radio, and television—were among the few entities that could rely on their economic strength to adopt new technologies for mass information presentation and dissemination. During that period, traditional media utilized new technologies to disseminate collected information to the public as widely as possible. If people wanted to know about major events in their local environment or follow up on the progress of an incident, relying on traditional media was their only means of obtaining such information. However, the current rapid development of information technology has gradually overturned these industry characteristics. The high-speed development of the internet and various mobile terminal devices is significantly weakening the communication advantages of traditional media such as newspapers, radio, and television. Today, when a news event has just occurred or is still unfolding, even a child at the scene can share it instantly through a mobile device. With the help of mobile networks and through various interactive channels such as Weibo and WeChat, they can make it public immediately. As long as the content is attractive enough, it can be rapidly disseminated through vast social networks and media audiences, generating considerable views and clicks. In this process, traditional media's cycle of collection, filtering, and optimization may cause it to be ignored or even drowned in the sea of information, failing to capture public attention.

Nevertheless, the fundamental characteristics of traditional news have not changed much—content remains the core competitiveness of news. Only articles that are thoughtful, substantive, and in-depth, while incorporating contemporary features and utilizing new technologies for dissemination and presentation, can truly resonate with readers. In summary, the transformation and development of the era have brought enormous challenges to numerous editors and journalists while simultaneously creating a new wave of media development. Only by better responding to these challenges can they seize

development opportunities and achieve successful transformation of traditional media.

1.2 Impact of Data Volume Surge on the Public

With the arrival of the converged media era and the continuous development of the internet, people's channels for receiving information have become increasingly diverse. Individuals are surrounded by massive amounts of data, and while this information includes high-quality content that is factual and in-depth, it also contains false news that not only severely affects the audience's reading experience but also causes significant interference in public moral education. This information pollution, formed during the dissemination process, has strong allure and deceptive power over the public, potentially leading some weak-willed individuals from mere appreciation to identification, thereby causing the general public to develop erroneous understandings and biases toward the media industry and reducing overall favorability toward the field.

In the 21st century, various new information processing technologies are emerging in an endless stream, and the working methods and content of editors and journalists have also been considerably affected, constantly changing and improving. In the past, traditional editors and journalists focused on constructing news subjects on media websites and editing news content. However, influenced by the converged media era, their work content is continuously evolving. Roles have expanded beyond text editors to include video editors, with various rich roles jointly constituting the work content of online editors. In the current converged media era, online editors face not only considerable professional challenges but also challenges related to the timeliness of information dissemination and technological demands. Therefore, editors and journalists must fully grasp the priorities of their work, recognize media development needs, continuously learn, and keep pace with the times to better respond to challenges.

1.3 Impact of New Technologies on Journalists' Work Methods

The discussion of practice has shifted to the analytical level. It can be said that the way editors and journalists process news has gradually transformed from previously focusing on interpreting the "past tense" of what has happened and the "present tense" of what is happening to now using data to predict the direction and situation of events in the "future tense." In the big data era, editors and journalists can treat this as an important exploratory pathway for their successful transformation. For example, they can use data collected from the internet to visually inform media audiences of different ages, educational backgrounds, and genders about the potential impacts of macro-social developments such as "unemployment rates," "employment rates," and "graduation rates."

Today, with the rapid development of electronic information technology, the internet is increasingly present in people's daily lives, and its influence is continuously deepening, gradually changing people's lifestyles. Due to personal

limitations, when faced with such vast amounts of data, people often struggle to know where to begin, and the cost of finding needed information is constantly increasing. The internet provides us with more channels and directions for searching for useful information, while data analysis offers an exploratory development direction for unique information classification, collection, and organization for the public in this “information explosion” era. Clearly, as information technology continues to develop and update, analyzing and predicting future news dissemination trends for a period of time and effectively integrating information data will receive increasing attention from the public.

Under such development trends, editors and journalists who have mastered data collection, analysis, and integration capabilities and can provide feasible reference news for relevant audiences through data analysis will become increasingly favored by the public. When conducting news editing and creation, editors and journalists will also become simpler and more efficient by utilizing the internet. They will not only assume the function of writing and editing news but also bear the responsibility of data analysis in various social fields. For example, editors and journalists’ mining of social public data has caused a disruptive shift in traditional work priorities: previously, the focus was on publishing social hot topics of the day in the shortest possible time, with the priority being maximizing news timeliness and novelty. In the current converged media era, however, timeliness is no longer an advantage of the media industry. The work priorities of editors and journalists are constantly changing under this background, and they no longer blindly pursue the timeliness, novelty, and exclusivity of news hotspots but rather use rational data analysis to reflect the changing patterns of a news event and the hidden political, economic, cultural, and moral implications from a broader perspective.

Moreover, in the current “information explosion” era, the sharing of social information is continuously deepening, and previously hidden public data that was difficult to obtain is gradually being opened to the public, reducing the difficulty for editors and journalists to access data. This has broadened the channels through which editors and journalists can use data to discuss certain social issues. When the internet more deeply affects people’ s lives, society will have more data to help editors and journalists in their creative work. Therefore, while the internet has brought enormous challenges to traditional media and editors and journalists, it has also provided tremendous development opportunities for those editors and journalists who can continuously keep pace with the times and actively improve themselves.

2. Requirements and Opportunities for Editors and Journalists in the Converged Media Era

Faced with the impact of the internet and various social software on traditional media, some developed countries in recent years have continuously attempted to use data to analyze current online news hotspots, their future development trends, and their deeper meanings. Faced with the interpretation of information

through rational numbers, traditional news can present its potential impact on the public in a completely new appearance. For the traditional media industry, this new news dissemination method is driving the transformation of media industry characteristics, and its influence is continuously deepening, even no less than the impact the internet has had on the traditional media industry. This is because its emergence has greatly extended the level of media existence.

3. Response Measures for Editors and Journalists in the Converged Media Era

3.1 Ensuring News Authenticity

The arrival of the converged media era has integrated various news and information to varying degrees. When conducting daily work, editors and journalists must organize and classify the collected data. In addition, they should ensure the authenticity of news information to avoid unnecessary impact on the public due to erroneous information dissemination, which would reduce public favorability toward the media industry. When using big data to predict news hotspots, editors and journalists must correctly understand their intrinsic meanings and use real and effective data to reflect and embody the intrinsic meanings of events. Furthermore, editors and journalists need to maintain the correct ideological direction. Due to media's unique dissemination characteristics, once editors develop ideological errors and disseminate incorrect information, it will cause enormous harm to society, and social harmony and stability will be undermined to varying degrees. Therefore, when processing data, editors and journalists must always maintain the correct ideological direction, use their own strength to find and transmit positive energy for society, and use media to guide the public to view issues from a more positive perspective. Only in this way can the edited works be more convincing to the public, provide more help to them, and enable the vast media audience to more easily accept and understand the intrinsic meanings contained in the news.

3.2 Emphasizing Media Audience Experience

In the current converged media era, media audiences are no longer merely traditional information recipients and users; they can also be information disseminators. Audiences can directly participate in the process of news event dissemination, and through multi-channel creation and integration, they can make news composition more complete and rich. In addition, media content customization is also a development direction for enhancing media audience experience. In the current converged media era, the people's demands for media are becoming increasingly higher. Only by providing higher user experience can the media industry create more development opportunities. Integrating personalized customized services into daily news editing work and emphasizing the public's choice of news information are also important future development directions for editors and journalists, and this is also something the media industry must

experience to meet future development challenges.

3.3 Emphasizing Content Innovation

Innovation and creation are needed as driving forces for the development of any industry, and this is no exception for the highly time-sensitive media industry. In the current fiercely competitive market environment, the importance of editors and journalists is self-evident. They need to strengthen their own innovative and creative abilities, fully utilize innovative thinking, and actively create effective original news to form a positive and healthy competitive situation within the industry. When conducting editing work, they must always focus on the market and audience, emphasize the connection between news and life, present news in a completely new appearance through data, truly realize and exert the positive impact of news on society, and achieve high-quality topic selection for news reporting on issues of public and social concern while clarifying their own and media enterprises' development directions. They should fully utilize the internet to strengthen interaction with media audiences, actively listen to online audience opinions, make news more relevant to people' s lives, and thus create in-depth and high-level news reports that promote the efficient development of the media industry.

In summary, today, as new technologies continue to develop and impact the traditional media industry, the arrival of the converged media era has become an inevitable phenomenon of the times. Traditional media and editors and journalists are facing unprecedented challenges. During this important period of transformation and development for traditional media, editors and journalists, as important practitioners in the media industry, must constantly maintain the correct ideological direction, continuously develop and improve their professional skills and ideological awareness, fully utilize big data and the highly developed internet, emphasize media audience experience, enhance their own innovation capabilities, and create more authentic, high-quality news that is closer to people' s lives and wins their hearts. Only in this way can the media industry and editors and journalists better respond to the challenges of the times and achieve better development in this highly developed information society.

References

- [1] Liang Bo. A Brief Discussion on the Media Literacy of Converged Media News Editors in the New Era [N]. Yunnan Economic Daily, 2019-06-28 (C03).
- [2] Li Tiansheng. How to Maximize the Value of Human Resources in the Converged Media Era—On the Model Innovation of “Big Editor + Small Reporter” [J]. Audio-Visual, 2019 (4): 119-120.
- [3] Zhu Guoliang. Opportunities and Challenges for Editors and Journalists in the Converged Media Era [J]. Chinese Editors, 2019 (4): 43-47.
- [4] Li Ruixia. Opportunities and Challenges for Editors and Journalists in the

Converged Media Era [J]. Satellite TV and Broadband Multimedia, 2019 (5): 108, 112.

[5] Nijiati • Niyazi. Analysis of Opportunities and Challenges for Online Editors in the Converged Media Era [J]. Research on Communication Power, 2018, 2 (20): 231.

[6] Zhou Lai, Xu Tinghai. How News Editors and Journalists Can Do a Good Job in Interview Reporting in the New Media Era [J]. West China Broadcasting & TV, 2019 (4): 186-187.

(Author' s Affiliation: Chuxiong Prefecture Radio and Television, Yunnan Province)

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

Source: ChinaXiv –Machine translation. Verify with original.