

An Analysis of Training Pathways for Skills and Qualities of Traditional Media Editors and Journalists in the Era of Media Convergence: Post-print

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Abstract

The era of media convergence is a period when traditional media faces challenges, representing a time of contestation between development patterns of old and new media. During this period, traditional media must integrate the advantages of new media technologies to further enhance the core competitiveness of media organizations, enabling them to better adapt to the developmental demands of the era and satisfy the needs of contemporary audiences. This article begins by examining the strengths and weaknesses of traditional media, analyzes the characteristics of news reporting in the converged media era and the skills and competencies required of editors and journalists, explores pathways for cultivating and enhancing the capabilities and professional qualities of traditional media editors and journalists, and aims to improve the core competitiveness of the media industry in the new era.

Full Text

Analysis of Skills and Quality Training Approaches for Traditional Media Editors and Reporters in the Era of Converged Media

Abstract: The era of converged media is one where traditional media faces unprecedented challenges and where old and new media compete for dominance. During this period, traditional media must integrate the advantages of new media technologies to further enhance their core competitiveness, enabling media enterprises to better adapt to the demands of the times and satisfy contemporary public needs. This paper begins by examining the strengths and weaknesses of traditional media, analyzes the characteristics of news reporting in the

converged media era and the skills and qualities editors and reporters must possess, and explores approaches to cultivating and improving these competencies, thereby enhancing the core competitiveness of the media industry in the new era.

Keywords: Converged media era; editors and reporters; skill development; quality cultivation

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Print media is constrained by page limitations, while television and radio media are restricted by broadcast schedules. Editors and reporters must repeatedly compare and verify content before dissemination, resulting in reporting frequencies that cannot keep pace with rapidly evolving events and creating a time lag that fails to meet audience needs. In traditional media, print and radio media have divided the domains of text and audio—text alone offers limited expressive power without the support of sound and visuals, making it relatively monotonous; radio media transmits only audio, also known as “sound broadcasting” or simply “broadcasting,” and is susceptible to weather and signal interference that affects transmission quality. Television media combines text, audio, and visuals, but its production cycles are longer than those of newspapers and radio, and program time slots are limited. Moreover, television sets fix the audience’s viewing location, and the experience of watching live programs on mobile devices is inferior to online streaming, increasingly failing to satisfy viewer demands.

1.1 Traditional Media Advantages

Traditional media refers to enterprises that have dominated markets for decades in television, newspaper, and radio sectors, such as national news broadcasts like *Xinwen Lianbo*, *People’s Daily*, local daily newspapers, evening papers, and local radio stations. These media typically adopt scheduled broadcasting patterns that have cultivated stable audience groups over decades, earning high levels of public trust. This audience demographic tends to be older and maintains strong trust in traditional media—a position that online media has yet to surpass. Through years of operation, traditional media possesses strong market appeal and can generate considerable economic and social benefits.

1.2 Traditional Media Disadvantages

The scheduled broadcasting model of traditional media, while building stable audiences, also prevents real-time news reporting, making it difficult to attract younger viewers and weakening competitiveness against online media. Due to limited capacity, traditional media cannot match the immediacy of online platforms. Print media faces page constraints, television and radio face time re-

restrictions, and the verification process creates delays that fail to meet audience expectations for timely information.

2. New Requirements for News Reporting in the Converged Media Era

In the converged media era, the media industry must break down the silos between text, audio, and visual reporting, integrating these elements to create news formats that better meet modern audience information needs. New requirements for news reporting in this era are primarily manifested in the following aspects:

2.1 Speed Faster

One of traditional media's disadvantages compared to online media is low reporting frequency and slow dissemination speed. The first requirement of the converged media era is greater speed. This demands that editors and reporters can more rapidly collect and process news information, transforming it into text and video for immediate dissemination to audiences. Traditional media's news reporting speed must approach that of online media to compete for younger demographics.

2.2 Credibility Higher

While online media excels in speed and comprehensiveness, it has gradually exposed weaknesses of information overload, difficulty distinguishing truth from falsehood, and mixed quality content, causing strong audience dissatisfaction. In the converged media era, traditional media must further enhance their credibility and establish authority among audiences. This requires steadfast commitment to editor and reporter cultivation, serving as a bridge between the Party and the people, maintaining objectivity in reporting, and elevating their status in the public mind. Improving credibility represents crucial work for traditional media in this era.

2.3 Better Editors and Reporters

The converged media era imposes greater demands on traditional media, with news manuscripts serving as the foundation for improving reporting quality and speed, helping traditional media capture greater market share and better meet audience information needs. The demand for excellent editors and reporters cannot be satisfied solely through professional school education or poaching from competitors. Traditional media enterprises must prioritize talent cultivation and utilization to enhance the quality of their editorial teams.

3. Skills and Qualities Required of Editors and Reporters in the Converged Media Era

In the traditional media era, editors and reporters merely collected news materials and wrote stories. In the converged media era, their authority has expanded and responsibilities increased, requiring mastery of various new skills. The role has shifted from a single-function talent to a composite talent. As the era continues to evolve, requirements for editors and reporters may continue to increase. Therefore, professionals in these positions must continuously monitor changes in job requirements, promptly deepen their knowledge and capabilities, and maintain good developmental momentum to avoid elimination by fierce market competition.

3.1 Excellent Political Literacy

Traditional print, broadcast, and television media serve as bridges between the Party and the people, conveying public opinions and needs to Party organizations and local governments while communicating policies to the people. Therefore, editors and reporters responsible for writing must possess excellent political literacy, high ideological awareness, and strong language organization skills to correctly convey the ideas and suggestions of both sides. They must maintain Party interests while providing satisfactory services to the people. Editors and reporters must demonstrate sensitivity to social events, transmit positive energy and constructive ideas, and contribute to social and civic improvement.

3.2 Independent Planning and Conception Abilities

Editors and reporters must independently complete reporting planning and conception to ensure news reports can be published promptly. The ability to independently plan and conceive reports maximally prevents news from becoming outdated or losing value, protects traditional media's economic interests, and ensures audience access to information. Traditional media editors and reporters must possess stronger conceptual abilities, producing news manuscripts that are truthful, complete, unbiased, not excessively manipulative, and not blindly following trends, thereby fully leveraging traditional media's advantages and functions.

3.3 Multi-Angle News Presentation

Traditional media editors and reporters must present news from multiple angles—text, visuals, and audio—paying attention to expression methods beyond their inherent strengths. They should fully engage audience visual and auditory senses to maximally transmit the atmosphere and feelings experienced by reporters on the scene, stimulating audience curiosity and capturing media market share. In short news broadcasts, editors and reporters can use video to attract audience attention. In in-depth reporting, journalists must integrate

text, video, music, sound, and images to display content from multiple perspectives. In retrospective reports, they should use diverse formats to help audiences review entire news developments, satisfying multiple audience needs.

3.4 Correct Application of Multimedia Technology

As society gradually enters the information age with continuous scientific and technological development, multimedia technology is increasingly applied across all industries. Correct application of multimedia technology can help editors and reporters more effectively disseminate and display news content. As multimedia technology and equipment update rapidly, traditional media enterprises should regularly arrange training courses for editors, reporters, and related staff to prevent them from being eliminated in increasingly fierce market competition and enhance their market competitiveness.

4. Approaches to Cultivating and Improving Skills and Qualities of Traditional Media Editors and Reporters

In the converged media era, the advantages of traditional and online media must merge to form upgraded media that emphasize credibility, audience stability, and truthful reporting while maintaining online media's speed and information diversity advantages. Therefore, traditional media editors and reporters must prioritize cultivating their skills and qualities, improving political literacy and news planning abilities to ensure truthful and accurate reporting, better fulfilling job requirements and traditional media development needs. Approaches to cultivating these skills and qualities include the following:

4.1 Incorporating Political Study into Editor and Reporter Training

Media editors and reporters must continuously improve political literacy through political theory study to enhance political cultivation and sensitivity, building reserves of political knowledge and theories to keep pace with policy changes. Additionally, they must continuously elevate their ideological understanding, maintain political sensitivity, better adapt to new era development requirements, and produce higher-quality news content. They should establish lifelong learning awareness and habits, develop abilities to integrate and utilize information resources, accumulate experience in applying multimedia technology to news reporting, build more capital within the industry, support traditional media enterprise growth, and satisfy audience demands for news media.

4.2 Multi-Angle Training for Planning and Conception Abilities

Editors and reporters must proactively excavate news from daily life and the internet, using networks and computers to comprehensively search for information and publish it promptly to enhance the economic and social value of news

reporting. Daily training should consciously cultivate these abilities, initially using “homework assignments” for discipline, gradually relaxing constraints later to help reporters form habits. In their work, they should actively and independently conduct information mining and collection to broaden and deepen news content, improving quality and economic benefits.

4.3 Training Information Processing Capabilities

Editors and reporters need abilities to identify news angles, excavate hot topics, and plan news to maximize reporting effectiveness and economic value. However, these abilities are not innate and require long-term cultivation. During daily training, training teams should use project-based approaches to exercise information processing capabilities, improving abilities to excavate news angles and hot topics from vast information. They should help editors and reporters develop habits of using visual and auditory senses to capture hot topics and accumulate experience to improve news mining abilities in different environments. Beyond excavating news angles and hot topics, editors and reporters must master comprehensive abilities to integrate video, images, sound, and text in training and daily work, accumulating experience through daily learning to gradually improve news reporting quality and value. This helps traditional media enterprises capture market share and helps individuals acquire more resources in the industry.

4.4 Enhancing Innovation in Reporting

Traditional media innovation must start with editors and reporters, using innovation to capture greater market share and gain competitive advantage. Methods for cultivating and improving reporting innovation abilities include excavating new perspectives from old news or using current hot topics for time-limited innovation exercises, using tight deadlines to stimulate inspiration. Through continuous cultivation, news reporting can present novel and diverse characteristics, gaining recognition and support from audiences, especially younger viewers, and enhancing the economic and social value of news.

The converged media era imposes higher requirements on traditional media editors and reporters. To gain advantages and maintain initiative in this new era, editors and reporters need to continuously improve their skills and qualities.

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

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