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## Analysis of Technical Literacy of Editors and Journalists in the Digital Age: Postprint

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### Abstract

With the continuous advancement of social science and technology, China has currently entered the digital era. Simultaneously, in the realm of news media, the application of digital technology has, to a certain extent, transformed traditional media communication methods, thereby rendering the work of editors and reporters more challenging. Grounded in the development of the digital era, this paper explores several professional skills and personal qualities that editors and reporters should presently possess. Specifically, professional skills encompass photography, interviewing, planning, information mining, application of digital facilities, computer technology, multilingual communication, among others; while personal qualities primarily comprise comprehensive cultural competence, ideological and political cultivation, professional ethics, and mastery of theoretical knowledge. The paper also analyzes several currently manifested problems and proposes targeted, reasonable strategies, aiming to enable editors and reporters to present more compelling program content to the public and to facilitate better development for media outlets such as television stations and radio.

### Full Text

#### Digital Era Editorial Journalists' Technical Literacy: An Analysis

**Abstract:** With the continuous advancement of science and technology, China has entered the digital era. The application of digital technology in news media has, to a certain extent, transformed traditional media communication methods, making the work of editors and journalists more challenging. Based on the development of the digital era, this paper explores the professional technical skills and personal qualities that editors and journalists should currently possess. Professional technical skills include photography, interviewing, planning, information mining, application of digital facilities, computer proficiency, and multilingual

communication, among others. Personal qualities mainly encompass cultural comprehensive ability, ideological and political literacy, professional ethics, and mastery of theoretical knowledge. The paper analyzes several existing problems and proposes targeted, reasonable strategies aimed at enabling editors and journalists to present more compelling program content to the public and promoting better development of television, broadcasting, and other media outlets.

**Keywords:** digital era; editors and journalists; technology; literacy

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The primary responsibility of editors and journalists lies in comprehensively organizing media production content, systematically screening collected manuscripts, promptly correcting erroneous content for the public, and ultimately completing program compilation. In the current digital era, channels and methods for the public to receive media programs have become increasingly diverse, including online platforms, television programs, and print media. Simultaneously, to attract larger audiences, media companies face intensifying competition. Consequently, to enhance their core competitiveness, media organizations must improve across multiple dimensions, advance with the times, and fully leverage innovative spirit to adapt to digital era transformations. As the most critical link in media dissemination, editors and journalists must meet higher standards for their technical literacy, master efficient digital technology application skills, integrate professional knowledge, and become well-rounded interdisciplinary talents capable of providing quality services to the public. However, some editors and journalists still maintain traditional mindsets and lack proficiency in using advanced equipment, which increases difficulties in media dissemination. Therefore, reasonable measures must be adopted to enhance their technical literacy.

## 1. Professional Technical Skills

### 1.1 Photography

To fully master relevant materials, editors and journalists must possess advanced photography skills, presenting the causes, processes, and outcomes of news events through clear and authentic visual documentation. Through comprehensive organization, they should extract valuable and representative works from numerous photographic materials for later editing, thereby providing accessible information to the public while ensuring authoritative and authentic news content. During filming, editors and journalists should capture representative materials by comprehensively considering factors such as color, angle, and lighting to select more reasonable and scientific perspectives. Each set of filmed materials must maintain logical coherence to facilitate public comprehension, with necessary textual explanations added at appropriate positions. This enables the public to more clearly understand abstract materials during reading.

## 1.2 Interviewing

Interviewing is an essential skill for every editor and journalist. Only with strong interviewing techniques can they obtain first-hand news information promptly. Before interviews begin, editors and journalists must clarify their true intentions and formulate corresponding questions with logical and scientific structure. During the interview process, journalists should flexibly adjust question direction, employ divergent thinking, and guide interviewees toward providing truthful answers. Simultaneously, they must pay attention to depth, avoiding superficial coverage and instead excavating deeper meanings. When interviewees show resistance to certain questions, journalists need to employ reasonable and scientific interviewing methods, such as providing multiple-choice options or using progressive questioning, to encourage interviewees to open up and respond to each question responsibly, thereby improving interview quality.

## 1.3 Planning

The current era is a digitally advanced information age where information dissemination is no longer limited to previous singular methods. In the past, the public passively received news information, unlike today when they can autonomously select events they genuinely care about and prefer. This demonstrates that information planning in news media is crucial—ensuring news is high-quality and authentic while being sufficiently attractive to audiences. Therefore, editors and journalists must identify the public's genuine information needs, conduct comprehensive analysis, adhere to a people-centered work principle, and carefully perform daily news media planning to ensure the public receives high-quality information returns.

## 1.4 Information Mining

With continuous societal progress, people's cultural levels have significantly improved, leading to higher demands for media information quality. Vulgar news struggles to gain favor in the media market. Consequently, editors and journalists must comprehensively evaluate media information and clearly present the causes, consequences, and deeper significance of information events to the public. They must also ensure complete authenticity of reported information and must not arbitrarily alter news content to cater to audience preferences. Through preliminary data collection, editors and journalists accumulate substantial information content, from which they must carefully select and mine, removing the dross and keeping the essence while ensuring event authenticity. After information collection, professional computational models should be employed, with appropriate models reasonably selected for different news content themes to guarantee objectivity.

### **1.5 Digital Equipment Application**

Against the backdrop of increasingly developed digital technology, professional digital equipment has been widely applied in news media editing work. Therefore, editors and journalists must possess proficient technical skills in operating digital devices to scientifically and reasonably enhance their editing efficiency. Editors and journalists must complete multiple tasks including information collection, data sorting, content compilation, and news distribution. To ensure seamless and error-free connections between each task, editors and journalists may need to handle everything personally, requiring them to have technical operation capabilities for information storage devices, filming equipment, editing equipment, and transmission equipment.

### **1.6 Computer Applications**

In the digital era, computer technology and network information technology have developed rapidly, making computers essential in people's daily lives and work. All tasks of editors and journalists rely on computer assistance, necessitating certain computer application abilities to independently complete information editing work smoothly. To ensure successful task completion, journalists should also possess basic troubleshooting and maintenance skills. Since news information materials are confidential before publication, editors and journalists must install network firewalls on work computers to prevent viruses and Trojans from infiltrating the system and stealing important information materials, while performing regular antivirus scans and data encryption as part of daily maintenance.

### **1.7 Multilingual Communication**

In today's increasingly networked environment, information materials that editors and journalists need to collect may include foreign literature, and interviewees may occasionally be foreign nationals. This requires editors and journalists to have strong foreign language communication skills. Even if they cannot speak eloquently, they should at least be familiar with translation functions of relevant language software to ensure collected information is authentic and reliable. Additionally, when editors and journalists need to publish professional foreign language reports, they should master foreign language skills proficiently to ensure logical coherence in news content.

## **2. Personal Qualities and Literacy**

### **2.1 Cultural Comprehensive Ability**

The work content of editors and journalists is relatively complex, requiring comprehensive assistance from multiple technologies, thus demanding high technical proficiency. However, the cultural knowledge that editors and journalists need to master is no longer limited to a single aspect as in the past. They need to ex-

pand their horizons promptly and conduct cross-professional, cross-field, and cross-disciplinary cultural exchanges to cultivate and improve their cultural comprehensive ability. Cultural development drives social scientific progress. Therefore, while enhancing cultural literacy, editors and journalists also need to understand and master current advanced science and technology to enable timely optimization and improvement of editing methods, thereby enhancing news information quality.

## **2.2 Ideological and Political Literacy**

Ideological and political literacy is one of the important qualities that every editor and journalist must possess. Wrong thinking directly affects journalists' development and negatively impacts social stability. In the digital era context, editors and journalists should consistently adhere to Marxism-Leninism, firmly follow the Party' s policy guidelines, carefully examine the meaning of each news information item, and accurately distinguish its authenticity and expressed values. Editors and journalists should constantly improve their political literacy during work, firmly maintain the concept of social stability and serving the public, promote correct value-based culture, and establish a good spiritual civilization environment for society.

## **2.3 Professional Ethics**

Editors and journalists must emphasize their professional ethics in work, accumulating experience with correct moral values. They must not violate professional norms for temporary gain or affect public thinking through improper conduct. Editors and journalists who abide by professional ethics can establish a good trust foundation with other social aspects, making news information expression more representative and promoting the development of both themselves and their organizations. Editors and journalists need to work from a broad social perspective, improve their professional ethics, uphold a factual and realistic work attitude, and carefully carry out each task while paying special attention to interference from online information, preventing dross culture from eroding their thinking.

## **2.4 Theoretical Knowledge Mastery**

Although editors and journalists occasionally need external assistance to complete work, external conditions can only play a supporting role. For individuals, they should constantly improve their professional literacy and theoretical knowledge mastery. Only in this way can news information achieve high quality and work be completed smoothly.

### **3. Current Problems**

#### **3.1 Conceptual Issues**

Some editors and journalists, due to their extensive work experience and established expertise, do not prioritize new era work requirements. Their constrained concepts affect the healthy development of the media industry. Era development is irreversible, and public lifestyles and thinking concepts are continuously changing during this process. If editors and journalists' concepts remain stagnant, the quality of information received by the public will decline, which will also negatively impact their own development in the long run.

#### **3.2 Low Technical Proficiency**

In recent years, China's social economy has undergone tremendous changes, and the arrival of the digital era has driven internet development. Information data is complex and multifaceted. However, some journalists currently have low professional technical proficiency, preventing some news information from being transmitted effectively in a timely manner, causing resource waste and diminishing public interest in news consumption. Technical proficiency directly determines editors and journalists' work performance and directly affects their future career development, making it imperative to improve technical skills promptly.

#### **3.3 Inadequate Grasp of Political Ideology**

Political ideology concerns editors and journalists' career prospects and social development. Editors and journalists should be grounded in China's social values and guide public opinion with correct political ideology, enabling the public to clearly recognize their own life values. The current social development pace is rapid, with news material emerging daily. Editors and journalists should use mobile phones or professional camera equipment to record effective materials promptly when breaking events occur and report them immediately to enhance social awareness and enable the healthy development of their own work.

#### **3.4 Monotonous Presentation Forms**

After collecting and organizing information data and compiling complete news materials, editors and journalists must disseminate them through specific communication channels. With the development of the digital era, communication methods have significantly increased, including mobile client apps, computer networks, television programs, newspapers and magazines, and media advertising. However, some editors and journalists still rely on monotonous traditional expression methods for dissemination, facing serious limitations that prevent their carefully collected and edited news from receiving effective publicity, indirectly affecting social development and progress.

## 4. Improvement Strategies

### 4.1 Aligning with Public Values

Public values directly affect their demand for news media information. Therefore, editors and journalists' technical literacy should align with the correct values of the public, enabling them to cultivate spiritual culture while their material needs are satisfied. In their work, editors and journalists must 立足 digital era development, constantly improve their professional literacy, stand at the forefront of the era, provide in-depth interpretation of news information, enhance era appeal, and lead the public to establish correct life values.

### 4.2 Enhancing Political Literacy

News media serves as an important vehicle for disseminating social culture and policy guidelines. As key personnel in the media industry, editors and journalists must ensure their reported content is authentic, reliable, and beneficial for social development. This requires improving their political literacy, establishing life values aligned with social development, and guiding public opinion with factual and realistic work principles. Therefore, editors and journalists should truly integrate into grassroots social life to experience current public needs first-hand while timely understanding changes in policies and guidelines to perform information sorting and editing work effectively.

### 4.3 Innovating Presentation Forms

All industries require innovative consciousness, and the work of editors and journalists is no exception. In the digital era context, every high-quality news item requires editors and journalists to carefully select materials, meticulously process and summarize them, compile them scientifically, and finally disseminate them through multiple channels. Therefore, editors and journalists need to approach their work with innovative and divergent thinking. Since regional audiences have different news preferences, dissemination should vary accordingly. Some regions prefer light and pleasant news, allowing for appropriate addition of interesting content, while others prefer straightforward news, enabling deep-level news to be expressed directly through text or images. Regardless of the dissemination method, the objective truth of news information must be guaranteed.

### 4.4 Strengthening Technical Training

Technical proficiency directly reflects editors and journalists' work efficiency. Particularly during interviews, editors and journalists must fully demonstrate a sense of timeliness, striving to grasp authentic event information in the first moment to facilitate subsequent work. With the current rapid pace of social development, news material emerges daily. Editors and journalists should use mobile phones or professional camera equipment to promptly record effective materials when breaking events occur and report them immediately to enhance social awareness while enabling the healthy development of their own work.

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

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