

Innovations in News Editing Consciousness within the Media Convergence Ecosystem: Post-print

Authors: Zhou Ruiyuan

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

Abstract

Today, we have entered the era of new media, where the pace of media convergence is accelerating. Under the overarching trend of media convergence development, news editors face considerable pressure, as the form, specific content, and selected topics of news urgently require innovation and reform; otherwise, they risk being eliminated by the progress of the times. News editors must continuously enrich their professional knowledge, strengthen their professional competencies, persist in learning, and innovate their conceptual awareness to better adapt to the evolving era. In this article, the author elaborates on the meaning and current development status of media convergence in the new era, explores how to innovate news editing consciousness within the converged media ecosystem, and hopes to provide assistance to news editors.

Full Text

Abstract

Today, we have entered the era of new media, where the pace of media convergence is accelerating. Under this overarching trend, news editors face tremendous pressure to innovate and reform the form, content, and subject matter of news; otherwise, they risk being eliminated by the times. News editors must continuously enrich their professional knowledge, strengthen their professional competence, and persistently learn and innovate their conceptual awareness to better adapt to the evolving era. This article elaborates on the meaning and current development of media convergence in the new era, and explores how to innovate news editing consciousness within the media convergence ecology, with the aim of providing valuable insights for news editors.

Keywords: media convergence ecology; news editing; consciousness; innovation

Author: Zhou Ruiyuan

1. The Meaning of Media Convergence in the New Era

Media convergence refers to the multi-functional integration of various media, manifested in the merging of television, newspapers, networks, and other platforms. In journalism, media convergence can be categorized into five types: (1) *Organizational convergence*, where the same group integrates television stations, radio stations, newspapers, and networks; (2) *Strategic convergence*, where different media groups share content and information resources; (3) *Information-gathering convergence*, where journalists must integrate multiple media skills to effectively collect news information; (4) *Structural convergence*, which relates to news information collection and distribution patterns; and (5) *News expression convergence*, where journalists and editors comprehensively use multimedia tools, interactive platforms, and related skills to present news facts—the focus of this discussion.

Currently, China's media convergence is still in its infancy, encompassing three main aspects: First, **content convergence**. In the new media era, traditional media must acquire massive amounts of information to enhance competitiveness, yet their limitations make large-scale dissemination difficult. The Internet, as the representative of new media, offers greater openness for broader information dissemination and has significantly promoted content convergence between new and traditional media. Second, **diversified media convergence**. As information technology continuously develops and relevant mechanisms deepen their reform, related industries are all undergoing media convergence. Third, **personalized services**. Media convergence enables one-stop information services, as audiences demand more diverse forms and channels for information access—this demand itself drives media convergence. In summary, contemporary media convergence refers to the integration of three networks: broadcast television networks, computer networks, and telecommunications networks, along with information and communication networks that incorporate video, audio, text, and images, all relying on emerging media such as computers and smartphones.

3. The Importance of Innovating and Strengthening News Editing Consciousness Under the Media Convergence Ecology

The widespread dissemination of information in the media convergence era presents a double-edged sword. First, traditional editing concepts can no longer meet the demands of the new era. With today's rapid information transmission, news editors must possess innovative consciousness, boldly break away from traditional media communication concepts, and leverage new media technologies and cutting-edge science in news editing. Second, in the current intensely competitive environment, news editors who fail to innovate their conceptual awareness will be eliminated by the times. Editors must continuously strengthen

their innovative consciousness to enhance the originality of news topics, thereby elevating news value and public attention. In their work, news editors must select appropriate news information and communication channels to achieve optimal results. The responsibilities of news editors extend beyond merely collecting information and publishing news in real time; more importantly, they must scientifically analyze the causes behind news events—all of which hinges on innovation in news editing consciousness.

4. Transformation and Upgrading of News Editors in the Media Convergence Ecology

4.1 Scientific Adjustment and Positioning of News Editor Roles

The connotation of news editing is constantly evolving, requiring timely role adjustments. As media convergence continues to develop and deepen, the functions of news editors have become increasingly diverse, extending far beyond traditional tasks like manuscript selection and layout. To better meet the demands of new media development, news editors must actively transform themselves in the following aspects:

First, **rigorously screen and filter news information**. As science and technology advance rapidly, the media ecological environment undergoes significant changes, and the role of news editors gradually shifts from simple information providers to coordinators and clarifiers of diverse audience perspectives. Editors must provide different interpretations for audiences at various levels and conduct strict information screening before publication to ensure quality.

Second, **excel in activity planning**. The fundamental task of news editors is to produce high-quality news, making planning essential. Traditional media can leverage media convergence to participate in activity planning, focusing not only on physical reporting but also on website planning to effectively enhance public interest.

Third, **master media operations**. Media operations permeate the entire process of all-media operations. When selecting topics, news editors must fully consider market factors and audience habits. The growing number of new media platforms has made audience attention increasingly scarce. For better development, media must align news content with audience interests, accurately grasp audience concerns, strengthen the appeal of news information, stimulate and satisfy audience curiosity, and better capture public attention.

4.2 Effectively Improving Professional Standards and Overall Quality

As creators of news content, news editors must always remember their mission, adhere to professional ethics, and continuously improve their professional competence. Editors must possess a strong sense of responsibility to maintain enthusiasm in their work while continuously elevating their professional standards and enriching their expertise. They must genuinely improve editing

quality and professional ethics, stand firm in their positions, and keep learning to enhance both quality and efficiency. Following the basic principles of truthfulness and objectivity, editors should provide high-quality news to the public. The new media era demands exceptional observational skills and full consideration of people's needs, requiring articles that are not only high-quality and visually appealing but also highly engaging. Editors with strong comprehensive abilities hold obvious advantages, so news editors must use their spare time to continuously learn and improve, approaching stories from unique perspectives to ensure reported information meets audience needs. They must consider both audience feelings and the specific characteristics of news events when selecting reporting methods and information resources, collecting information and gathering clues through multiple channels, examining issues from various angles, and persistently strengthening their innovative consciousness.

5. Cultivating Core Editing Consciousness in the Media Convergence Era

5.1 Strengthening Audience Consciousness and Innovative Consciousness

First, the audience represents the ultimate goal of editing—the driving force and foundation of editorial development, as well as the key measure of overall editorial standards. Editors serve as the connection, intermediary, and bridge between communicators and audiences, serving both parties while conducting business from the audience's perspective. Therefore, under the media convergence ecology, news editors must actively innovate their audience consciousness and concepts.

Audience consciousness emphasizes a reader-centered approach, aligning with the “uses and gratifications” theory in communication studies. Communication scholar Wilbur Schramm metaphorically compared audience participation in news communication to dining at a buffet: customers can select certain foods they prefer based on their tastes and mood, just as media provide abundant news information comparable to the vast variety of dishes at a buffet—this is the so-called “buffet theory.” Readers are no longer passive recipients of news information but have the right to choose. Particularly under market economy conditions, readers' attitudes toward news directly affect media's economic viability, and audiences increasingly exhibit market-oriented trends. Consequently, competing for the reader market has become essential for media's long-term survival. From this perspective, readers are the leaders and service objects of media. Audience consciousness also serves as an important criterion for evaluating media communication behavior. Therefore, editors should formulate scientific editorial development plans based on readers' actual conditions and specific characteristics, actively strengthening their service and audience consciousness. Especially after domestic media's audience segmentation phenomenon, repositioning readers and enhancing communication targeting have become inevitable

requirements of the new media era.

Second, **interactive consciousness** also manifests audience consciousness. In the past, editors and journalists often failed to gain audience recognition for their hard work among the chain of reporters, manuscripts, editors, and readers, preventing effective information communication. The primary reason was editors' weak audience consciousness, which hindered effective communication—reporters didn't understand readers' real needs, and readers couldn't access desired news. Therefore, news editors in the new media era must regard readers as the main subject and entry point throughout the editing process, striving to accurately understand their needs and innovate editorial approaches while maintaining strict editorial standards. Additionally, information feedback is not only a way for readers to participate in information dissemination but also a basis for media to continuously improve themselves. Media in the new media era should regularly conduct reader surveys and treat these activities as primary methods for enhancing service levels, gradually institutionalizing reader research.

Third, the current media ecological environment has undergone tremendous changes, transforming people from mere information recipients into information producers. Many individuals express their ideas through Weibo, WeChat, and other platforms. Today's news reporting has shifted toward multi-directional communication, requiring editors to possess strong audience consciousness. They should approach news topic selection and finalization from the perspective of people's interests and needs, ideally encouraging active audience participation in news editing work.

5.2 Cultivating and Strengthening Modern Consciousness

News editing is highly creative work. Editors must continuously abandon old ideas, innovate their thinking patterns, and cultivate and strengthen modern consciousness to become “modernized” editors. News editors in the new media era must actively cultivate and strengthen their modern consciousness and enhance their modern capabilities to effectively improve news quality and maintain a foothold in the fiercely competitive market.

First, the key method for cultivating modern consciousness and improving editorial capabilities is mastering sufficient theoretical knowledge and continuously learning modern business practices. Rich professional knowledge, proficient business skills, and strong work capabilities directly reflect a news editor's professional competence. Second, high professional quality is essential for news editors, primarily manifested in scientifically recognizing media's positive functions and objectively distinguishing between new and old media. In terms of business operations, editors must have clear positions on information selection, news value judgment, and communication intention expression. Additionally, high media literacy is demonstrated through strong information management and processing abilities. Therefore, enhancing the ability to extract useful information and correctly grasp socialist core values is crucial for any news editor.

5.3 Cultivating and Strengthening Three-Dimensional Consciousness

In today's era, editors' primary responsibility is to guide readers in accurately obtaining and understanding news content. To better fulfill this duty, news editors must first cultivate and strengthen their three-dimensional consciousness. This means avoiding single-perspective approaches in daily editorial practice and instead placing news within broader social contexts to achieve multi-angle, multi-level news reporting. The main purpose is to help readers precisely locate specific points within complex social environments, thereby enhancing news value. This requires editors to possess three-dimensional consciousness, excavating higher-value information beyond surface-level news, expanding perspectives from specific points, increasing news value, and better satisfying reader demands.

In the media convergence era, new media exhibit strong integration capabilities, with significantly different functions and characteristics compared to traditional media. Therefore, information integration involves not only expanding and gatekeeping primary news content but also optimizing news layout formats. Additionally, traditional media editorial departments suffer from high operational costs and low efficiency. Establishing multimedia information platforms can enhance editorial efficiency while achieving information sharing, organically integrating editorial departments across newspapers, networks, and other media, and minimizing human resource consumption. Western media (such as the BBC) are also deepening innovations in this area, aiming to transform media editorial departments into cutting-edge information dissemination platforms. The primary "responsibility" of establishing a "multimedia editorial department" is to optimize and integrate abundant information resources to achieve coordinated value-added effects. In summary, three-dimensional editorial consciousness emphasizes presenting news information from multiple angles and levels, thereby realizing information value-added and making news content more valuable for readers.

5.4 Cultivating and Strengthening Multimedia Consciousness

In today's society, network technology, communication technology, and information technology are developing rapidly, requiring news editors to actively cultivate and strengthen their multimedia consciousness. Only by actively integrating different media and achieving organic convergence can they leverage each medium's advantages and accelerate news value growth. Furthermore, information feedback serves as both a primary method for audience participation in news dissemination and a means for editors to improve themselves—demonstrating multimedia's positive role. Therefore, in the media convergence era, news editors must attach great importance to information feedback.

To meet contemporary demands, news editors must deeply comprehend multimedia concepts and apply this understanding to their practical work. By leveraging new media to enhance the breadth and speed of news dissemination, they

can better align news information with mainstream social values. Combining these approaches enables rapid acquisition of news information resources, enriching content and better satisfying readers' differentiated needs. Consequently, news editors in the new media era must actively cultivate and strengthen their multimedia consciousness to promote industry transformation and upgrading.

Under the media convergence ecology, news editors must actively innovate their editorial consciousness to better meet era demands. In today's environment, networks, television, radio, newspapers, and other media can form multi-media systems, with inter-media convergence representing the new paradigm of information dissemination. News editors in this ecology must actively embrace new media era challenges, adapt to new media convergence trends, deeply understand the importance of editorial innovation, and cultivate their three-dimensional, modern, and multimedia consciousness. Moreover, media convergence represents the major development direction of the new media era. If news editors cannot actively change the single-media communication status quo, the entire news editing industry will struggle to move forward. Therefore, news editors must continuously innovate their editorial consciousness to better satisfy the developmental demands of the media convergence ecology in the new media era.

References

- [1] Zhu Shuchao. The Renewal of Editing Consciousness in the Context of Media Convergence [J]. Youth Journalist, 2017 (20).
- [2] Yu Yuanning. On Editing Consciousness in the New Media and Media Convergence Era [J]. Western Radio and Television, 2014 (6).
- [3] Wang Hongliang. The Origin and Definition of Cloud Computing [J]. Technology Wave, 2016 (79).
- [4] Fan Yijin, Chang Xianhe. Newspapers Going Online: Must "Wear New Shoes and Walk a New Path" [J]. News and Writing, 2017 (5).

(Author's affiliation: Shandong Province Linyi City Tancheng County Internet Information Security Service Center)

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

Source: ChinaXiv – Machine translation. Verify with original.