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## Postprint: Reflections on Enhancing Online News Editing Competence in the Internet Plus Era

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### Abstract

The advent of the “Internet+” era has propelled the development of the online news industry, bringing about significant changes in news dissemination methods, program production, and other aspects, enhancing the timeliness of online news information dissemination, and expanding the channels for online news information dissemination. This paper explores how to effectively conduct online news editing work and improve online news editing capabilities in the “Internet+” era.

### Full Text

#### Abstract

The advent of the ‘Internet Plus’ era has propelled the development of the online news industry, fundamentally transforming news dissemination methods and program production. These changes have enhanced the timeliness of information transmission and expanded the modes of online news communication. This paper explores strategies for effectively conducting online news editing work and improving editorial capabilities in this new era.

**Keywords:** ‘Internet Plus’ ; online news; news editing; media literacy

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The ‘Internet Plus’ environment has broadened audience access to online news, enabling people to obtain information from various platforms based on their interests. This presents both opportunities and challenges for internet-based news dissemination. Driven by ‘Internet Plus’, the volume of information available to online news media has increased dramatically, enriching content but also leading to homogenization. This homogenization prevents media outlets from distinguishing themselves, reducing audience loyalty and click-through rates. Therefore, to highlight distinctive features and improve quality, online news organizations should focus on enhancing editorial capabilities, processing information effectively, and 挖掘新闻事件的亮点, 形成深度报道, 从而摆脱网络新闻同质化的现象, 凸显网络新闻的特色.

## **Professional Competencies Required of Online News Editors in the ‘Internet Plus’ Era**

### **Rich Professional Knowledge**

In the ‘Internet Plus’ era, barriers between disciplines and industries have been broken down, resulting in massive information exchange. On one hand, this provides abundant materials for online news editing, enabling editors to quickly gather various editorial resources, accelerate editing efficiency, and improve news timeliness. On the other hand, not all exchanged information is valid, placing higher demands on editors’ ability to effectively filter out harmful and invalid information. Therefore, to adapt to online news editing in this era, editors must possess interdisciplinary professional knowledge and comprehensive expertise. Beyond theoretical knowledge of online journalism, they should also command knowledge from other disciplines such as history, geography, physics, biology, and chemistry. Additionally, they must be proficient in using software like Word, Dreamweaver, Flash, and Photoshop to conduct in-depth editing of online news manuscripts.

### **Dedicated Professional Ethics**

Online media shoulders the mission of promoting global cultural integration in an open environment while bearing the responsibility of advancing national culture within the international communication system. Consequently, ‘Internet Plus’ online news editing places higher demands on editors, requiring enhanced professional ethics to fulfill their responsibilities in this new era. To this end, editors must possess a dedication to their profession. Only by loving their work can they integrate personal development with editorial responsibilities and realize their professional values. Faced with pressures and challenges, this dedication enables them to maintain proper attitudes and approach their work with truth-seeking and pragmatic mindsets. Secondly, editors must demonstrate conscientiousness and responsibility. This ensures the authenticity of news events, preventing the creation of fake news for clickbait or the abandonment of ethical principles for profit.

### **Correct Political Literacy**

The complex online environment of the ‘Internet Plus’ era demands that editors possess high political literacy to resist negative influences. First, editors must strengthen their political cultivation by studying the Party’s policies and guidelines, particularly the series of speeches by General Secretary Xi Jinping since the 19th Party Congress, to deeply comprehend their essence and enhance political consciousness and awareness, firmly uniting around the Party Central Committee with Comrade Xi Jinping at its core. Second, when reviewing online news manuscripts, they must closely align with the Party and state’s major policies, ensuring approved manuscripts conform to these guidelines and reflect the interests of the people.

### **Good Media Literacy**

Editors must possess media literacy, an essential competency for adapting to the converged media era. The integration of traditional and new media requires enhanced media literacy, enabling editors to use new media technologies to process text, images, and video obtained from the internet. Based on various news types and from an audience-acceptable perspective, they must edit these into readable texts for publication on online platforms. Furthermore, editors need effective information filtering capabilities, leveraging big data and cloud computing technologies to screen information, identify authenticity, and improve content quality.

## **Challenges Faced by Online News Editing in the ‘Internet Plus’ Era**

### **Weakening of Editorial Voice**

In the ‘Internet Plus’ era, audiences can selectively read based on personal interests. When learning about news events, they can use internet tools to conduct multi-dimensional investigations, reducing their dependence on editors and weakening editorial voice, which impacts online news editing work. Correspondingly, audience voice has strengthened, and their influence on editors continues to grow, leading to blurred identity boundaries for online news editors.

### **Enhanced Role of Headline Orientation**

The ‘Internet Plus’ era has dramatically accelerated information dissemination, causing audiences to focus on headlines rather than content. This leads editors to devote excessive energy to crafting titles while neglecting content quality, disrupting editorial balance.

### **Diversification of News Distribution Channels**

Online news distribution channels are undergoing profound changes in the ‘Internet Plus’ era. Beyond television, radio, and computers, an increasing number

of people use mobile devices as their primary means of receiving and reading online news. This channel diversification weakens the control and coverage of traditional online news channels.

### **Declining News Authenticity**

The accelerated update speed of online news, combined with numerous platforms enabling audience participation, has transformed traditional editing and distribution methods. This makes online news complex and difficult to authenticate, challenging traditional journalism and undermining information authenticity.

### **Increased Pressure to Guide Public Opinion**

Declining authenticity impacts online news public opinion. Different news stories generate diverse opinions that coalesce into powerful forces on platforms, influencing event trajectories. Therefore, how to correctly guide online public opinion to align with mainstream discourse is a critical issue for editors.

## **Problems in Online News Editing in the ‘Internet Plus’ Era**

### **Subpar Content Quality**

‘Internet Plus’ has changed how people access information, making timeliness a key metric for online news. To improve timeliness, some outlets neglect quality control, irresponsibly grabbing so-called hot topics from the internet without understanding underlying truths, resulting in fake news flooding platforms. When processing information, editors overemphasize headlines and highlights while lacking overall control over event narratives and failing to structure stories properly. Although attractive titles draw clicks, the 粗糙 content contains grammatical and lexical errors. Poor quality content reduces audience dwell time and generates negative comments, damaging media 形象 and hindering the cultivation of a favorable reputation.

### **Insufficient Depth in Reporting**

Intensified competition among online news media and diverse audience reading preferences have led some outlets to focus primarily on acquiring various types of information to improve timeliness and capture new market positions. After obtaining information, they release it after simple processing to deliver more timely news. While this enhances timeliness, it results in insufficient reporting depth, providing only novelty without satisfying curiosity or revealing truths, creating a lack of hierarchical structure in news coverage.

### **Inadequate Information Filtering Capacity**

With massive amounts of online information updated daily in the ‘Internet Plus’ era, selecting appropriate information has become a key measure of editorial competence. Facing this vast sea of information, editors must be able

to deeply gather relevant information according to news needs, organize and classify it before editing. Therefore, editors' information filtering capabilities need improvement.

## **Strategies for Enhancing Online News Editing Capabilities Upholding Correct Guidance of Public Opinion**

Public opinion guidance in the 'Internet Plus' era requires editors to maintain correct ideological, political, and moral qualities to properly direct online discourse. Only by upholding correct guidance can we eliminate disharmonious voices online, align audience 思想观念 with mainstream values, and foster healthy, positive, and correct psychological concepts. This enables audiences to develop 辨识能力 when facing false information and consciously resist it.

### **Enhancing Editor Competencies**

In the 'Internet Plus' era, the primary path to improving online news editing quality is enhancing editor competencies, focusing on three key areas: First, improving discernment capabilities. The editor's role has shifted from information processor to gatekeeper. When selecting information, editors must adopt an audience perspective, choosing content that meets their needs and interests. From the vast sea of internet information, they must carefully 甄别, authenticate information, filter out harmful content, and select truly valid and authentic news. Second, developing public opinion guidance abilities. The complex online news environment, especially the rapid spread of fake news amplified by audience sharing and comments, can create immense social pressure and potentially trigger mass incidents. With strong 舆论导向作用, editors must guide public opinion correctly rather than exacerbating situations, consciously steering discourse toward healthy, positive directions and preventing online violence. Third, enhancing innovation capabilities. 'Internet Plus' editing requires full utilization of its technologies for innovation. Editors can use big data to analyze events, comprehensively gather relevant information, and produce in-depth reports. They can also use video editing software to create short videos or animations that protect privacy while enriching reporting formats and achieving better effects.

### **Improving Editorial Depth**

When editing online news, editors should improve depth to enhance quality. In-depth reporting helps online news escape content homogenization and stand out. Editors must tailor their approach to different news types, recognizing that depth does not mean simply adding more information. Rather, it involves grasping each type's characteristics, selecting appropriate content and expression methods, and building on audience emotional experiences. For example, when editing human interest news, editors should protect the privacy of those involved, especially vulnerable groups, demonstrating emotional care. Language should be accessible and acceptable to broad audiences. Editors must maintain

holistic control over news narratives, optimizing all sections to improve overall effect. During interviews, they should deepen the temporal, spatial, and content dimensions to create synergy with editorial work and collectively enhance quality.

### Applying Advanced Information Technologies

'Internet Plus' has advanced big data, cloud computing, and artificial intelligence technologies, which have entered practical application stages with good results. Editors should skillfully apply these technologies to maximize efficiency. Big data can be leveraged for collecting, organizing, and classifying news information based on media positioning, while gradually building resource libraries rich with images and video materials to accelerate editing efficiency and highlight timeliness. Cloud computing technologies such as Baidu Cloud and Alibaba Cloud offer powerful computing capabilities to authenticate information gathered through big data, effectively filtering out harmful, vulgar, and fake news. This improves information acquisition capabilities, ensures authenticity, and enhances informatization levels. Comprehensive application of digital and information technologies enables editors to work with modern equipment, breaking traditional spatiotemporal constraints for efficient operations. By leveraging 'Internet Plus' technologies, online news editing can integrate with traditional media, improve quality, highlight timeliness and effectiveness, meet diverse audience needs, and drive new platform development. Therefore, editors must continuously learn to adapt to actual work requirements.

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

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