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How to Improve News Interviewing and Writing Skills in the Converged Media Era: Postprint

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Abstract

Since its inception, news has consistently garnered widespread attention. It serves as a crucial channel for individuals to acquire information, possessing distinct advantages and irreplaceability. With the advent of the integrated media era, the journalism industry is confronted with profound transformations. The production of high-quality news reports necessitates the adoption of new technologies in interviewing and writing, as well as more rapid responsiveness, thereby requiring journalism practitioners to enhance their vocational competencies and professional expertise. This article, grounded in the concepts and features of news interviewing and writing, delineates the fundamental status quo of the journalism industry in the integrated media era and expounds effective strategies for capability enhancement.

Full Text

Preamble

Media Industry Practices · Media Operations

How to Improve News Interviewing and Writing Skills in the Converged Media Era

Abstract: Since its emergence, news has consistently attracted widespread public attention as a vital channel for information acquisition, possessing distinct advantages and irreplaceable value. The converged media era has brought tremendous transformation to the journalism industry. High-quality news reporting requires journalists to employ new technologies and respond more rapidly during the interviewing and writing processes, necessitating enhanced professional competencies and expertise. This article examines the fundamental concepts and characteristics of news interviewing and writing, outlines the current state of the journalism industry in the converged media era, and elaborates effective strategies for capability improvement.

Keywords: converged media era; journalism industry; interviewing and writing; news interviewing; news perspective

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News serves as a crucial pathway for people to understand current social and national affairs, making it imperative that reported content remains truthful and accurate. However, numerous constraints during news gathering, editing, and dissemination can compromise the accuracy of news events. The converged media era demands that journalists possess high-level professional capabilities and ethics, particularly in news interviewing and writing skills, as these directly impact the quality and excellence of news reporting.

1.1 The Meaning of Interviewing

News interviewing involves investigating and elaborating on events occurring in society. As a critical prerequisite for news writing and reporting, interviewing is the key pathway to obtaining accurate information, and thus journalists must attach great importance to it. For instance, when an incident occurs, journalists can acquire details about the location, individuals, and timing through interviews while tracking and recording the event's progression. All news reporting relies on interviewing; in the converged media era, journalists must carefully organize collected information and extract useful materials. During news interviews, journalists should immerse themselves at the scene and provide authentic descriptions of their observations and experiences.

1.2 The Meaning of Writing

News writing primarily refers to the process of organizing and summarizing gathered information, then truthfully recording it in written form as a key reference for news reporting. However, because the concept of news writing is relatively broad and varies across different industries, it should follow the principle of analyzing specific issues according to actual circumstances. Journalists must possess high professional competence to comprehensively control events and clearly understand entire news stories. The authenticity of news reporting is extremely critical, so journalists must ensure their written descriptions align with actual situations and must never distort facts to attract attention.

2.1 Characteristics of Interviewing

In essence, news interviewing constitutes a form of investigative activity. Since journalists cannot personally experience specific events, they must understand actual circumstances by interviewing participants. Interviewing represents the

concrete process through which journalists comprehend event truths, and conducting in-depth exploration of objective events can reflect the entire process. Journalists primarily employ methods such as interviews, surveys, observations, research, and comparisons to understand situations. Examining events from multiple perspectives yields more comprehensive answers. Extensive transmissibility stands as one of news's most obvious characteristics, as it is closely related to people's real lives. Therefore, the converged media era must prevent "false, grand, and empty" situations and ensure interviewing accuracy to establish a solid quality foundation for reporting.

2.2 Characteristics of Writing

In the converged media era, news writing is based on interviewing work and refers to the writing process of organizing information about newly emerged events. Authenticity remains the primary element, as audiences primarily obtain information from reported content, requiring journalists to be highly responsible. While different regions hold special perspectives on news writing, all must adhere to principles of objectivity, accuracy, and value to gain audience recognition. Moreover, journalists in the new media era must possess high professional qualities to accurately determine interview content and organize and summarize the most critical materials.

3.1 Inadequate Language Expression Skills Among Some Journalists

News interviewing directly affects news writing outcomes, as interviewing forms the core of writing. The quality of a journalist's interview of news hotspots influences news writing by over 70%, with high-quality interview content significantly improving manuscript quality. In practice, some journalists' expression skills are inadequate, substantially impacting the interviewing process. For example, they may employ rigid and outdated questioning methods, ask superficial questions lacking depth, or fail to grasp core issues during interviews. Additionally, some journalists overly rely on rigid data when writing manuscripts. Although data can enhance news precision, excessive use renders manuscripts dull, monotonous, and uninteresting. Presenting such manuscripts to audiences clearly diminishes news value and makes it difficult to arouse reading interest. In the converged media era, journalists must focus on obtaining first-hand on-site materials and describing events with rich language to create resonance with the public regarding their attitudes and perspectives on the event.

3.2 Overly Formal Interview Questions That Alienate the Masses

When interviewing news events, journalists generally employ relatively official and formal questioning that contains substantial formulaic language. For instance, during personality interviews, formal questioning can make interviewees

feel nervous and dissatisfied, causing discomfort that proves highly disadvantageous for obtaining news event content and may even affect news effectiveness. This unreasonable questioning approach represents a common problem in current journalism, severely impacting harmony between interviewers and interviewees. Additionally, constrained by regional conditions, some journalists encounter language communication barriers during interviews, causing comprehension difficulties for interviewees. Alternatively, some journalists awkwardly employ dialects to narrow the distance with interviewees, inevitably encountering numerous inappropriate communication techniques.

3.3 Some Journalists Require Strengthened Professional Ethics

In the converged media era, some journalists violate news authenticity to increase event popularity and enhance the journalism industry's visibility and economic value. For journalists, adhering to news authenticity principles during reporting enables audiences to understand actual social conditions and select accurate information for daily life—this represents the most fundamental purpose of news reporting. Furthermore, some journalists, aiming to conserve energy and reduce interviewing and writing time, rely solely on subjective judgments and others' statements when covering events, lacking an objective foundation and making it difficult to restore actual circumstances. Such news reporting not only violates authenticity requirements but may even distort facts, causing news to diverge from reality. Research indicates that audience trust in news reporting has begun to decline, significantly impacting the news industry's development. Fundamentally, this stems from journalists' inadequate professional ethics and lack of responsibility in practical work.

3.4 Lack of Refined News Themes

During news event interviewing and writing, theme determination is extremely critical. Distinctive news themes are formed through multiple refinements of numerous materials; news reports with vague themes cannot truly present thematic connotations. As Lu Xun stated: "Material selection must be strict, excavation must be deep." This means skillfully presenting meaningful subjects from real life rather than filling articles with trivial, meaningless incidents. This illustrates that news interviewing and writing themes must be refined, accurate, and profound enough to provoke deep thought.

3.5 Lack of Novelty in Interviewing and Writing

To attract mass readership, news event interviewing and writing must adopt novel perspectives and require journalists to expand their thinking. However, in reality, most current news lacks variation, as journalists' writing is constrained by numerous frameworks and conventional thinking, resulting in similar content

that makes readers feel they are consuming identical content across different media outlets, thereby failing to effectively mobilize public reading enthusiasm.

4.1 Innovative Theoretical Foundation

In the new media era, news possesses strong social value and public opinion guidance functions. While accurately reporting news events, journalists also incorporate personal viewpoints during the reporting process. Consequently, journalists' personal perspectives substantially influence news reporting quality. Major and minor issues in news reporting are more or less interconnected or similar, requiring journalists to demonstrate substantial originality in their interviewing and writing perspectives while employing new technologies to provide refreshing experiences that make news reporting increasingly compelling.

Therefore, journalists must actively pursue novelty and difference, enabling them to develop unique perspectives on news events and make reporting more focused. In the converged media era, numerous new media models have emerged, potentially generating hundreds of reports on the same news event. Identifying unique perspectives to make news reporting distinctive represents the core of enhancing news social competitiveness and influence. Thus, journalists must learn to employ difference-seeking thinking to gradually develop distinctive personal writing styles and improve news interviewing and writing capabilities. However, they must guard against exaggeration or sensationalism, as these produce counterproductive effects that degrade news quality. Therefore, when employing difference-seeking thinking, journalists must master all details of news events and report based on actual circumstances. In terms of expression methods, they should select modes such as commentary and lyricism and employ diverse writing techniques to enhance interviewing and writing effectiveness.

4.2 Skillful Application of Reverse Thinking

In the new media era, while masses actively participate in news gathering and editing tasks, journalists still maintain irreplaceable roles and status. Journalists' strong professional constraints require them to produce authentic and effective reporting, which constitutes the prerequisite for ensuring traditional news maintains strong credibility and represents a key advantage distinguishing traditional news from online news. Integrating reverse thinking into news interviewing and writing can make news more persuasive and continuously improve reporting accuracy and reliability.

Incorporating reverse thinking into news interviewing and writing requires mastering appropriate measure, as excessive application can easily cause adverse effects that compromise news reporting value. Therefore, when employing reverse thinking, journalists must grasp its application 分寸 (measure) and rationally utilize it to make news reporting more accurate. Typically, journalists can hardly fabricate writing bases, so objective reporting alone can resolve many issues. Employing reverse thinking can also build a bridge between journalists

and audiences, enabling resonance during news reporting and thereby enhancing news social influence and practical value. In the converged media era, applying reverse thinking should manifest in news reporting details by shifting reporting perspectives, allowing audiences to understand news event processes more authentically and clearly.

4.3 Strengthening Case Study Research

In the new media era, news propaganda must serve overall situations, improve news work concepts, grasp main threads, manage public opinion information, and start from reality to disseminate messages through multiple channels. Journalists should study exemplary cases to enhance their ability to identify hotspots and core issues, making reporting more forward-looking and appropriate while meeting organizational requirements and helping more people understand the enterprise. By analyzing such cases, audiences can make further associations and explore deeper implications. During organizational reporting, journalists must establish proper frameworks and write based on collected information to enhance manuscript vividness. Dull and dry news manuscripts cannot arouse audience reading interest. Therefore, journalists must not blindly present simple descriptions of actual situations but should imbue news manuscripts with literary quality. By employing vivid language to polish manuscripts, they become more accessible, allowing viewpoints and values to be presented to audiences so they can fully comprehend the content. Moreover, discourse should be concise to make manuscripts appear more orderly overall.

4.4 Integrating Genuine Emotions

Excellent journalists can scientifically and effectively incorporate their emotions into news reporting during the interviewing and writing process. When journalists discover reporting hotspots, they integrate their immediate inner emotions and feelings about the scene into their reporting, which can effectively enhance emotional resonance with audiences after the interview report is completed.

In the converged media era, integrating emotions into news interviewing and reporting can also improve journalists' news sensitivity. As they become more familiar with news hotspots and current affairs, they can unconsciously enhance their sensitivity to hotspot events during contact. Furthermore, this integration can improve writing skills by enabling natural expression of personal emotions.

For journalists, developing strong observational and insight capabilities is extremely important. Currently, many journalists struggle to excavate the true underlying conditions of news events during reporting. Some journalists often leave stories half-reported when covering specific events. However, journalists with sensitive insight can understand the real situations hidden behind events, developing implicit messages after reporting seemingly simple incidents to make news interviewing and reporting more comprehensive. Therefore, in the new media era, improving journalists' insight and observational capabilities also helps

them more accurately express events during reporting, discover valuable stories, and expand the depth and breadth of news interviewing and reporting.

During the news interviewing and writing phase, journalists should also fully utilize interview information to effectively combine interviewing and reporting, elaborating and reflecting valuable information obtained during interviews to substantially improve news interviewing and writing effectiveness.

4.5 Improving Professional Quality and Perfecting Professional Ethics

In the new media era, journalists' professional quality significantly influences news manuscript quality. To produce high-quality news manuscripts, journalists need high professional competence and must thoroughly prepare before interviewing news events. During news interviews, they should avoid rigid and outdated questioning, minimize empty talk and formulaic language, and emphasize interviewing techniques. In the interviewing process, journalists should maintain good communication with interviewees to prevent dull interviews, focus on interview themes, and reflect core issues. They should guide interviewees back to main topics and prevent excessive dwelling on secondary issues. Additionally, journalists with high ethical standards must ignore personal interests, undertake journalistic responsibilities, perfect their conduct, and uphold news principles of distinctiveness, authenticity, and timeliness, strictly prohibiting distortion of facts and truth and avoiding excessive exaggeration for profit.

4.6 Flexible Application of Writing Language to Enhance Manuscript Vividness

On the premise of enriching language style, journalists must learn to flexibly apply their linguistic knowledge. By employing vivid language to polish manuscripts, they become more accessible, allowing viewpoints and values to be presented to audiences so they can fully comprehend the content. Moreover, discourse should be concise to make manuscripts appear more orderly overall.

4.7 Seeking New News Perspectives and Enhancing Acuity

In the converged media era, journalists must enhance their sensitivity to news information. The ability to quickly excavate news value from sudden situations represents an essential skill for news workers. Regarding this news sensitivity, news organizations should provide subsequent training to help journalists enhance their acuity from multiple news perspectives. Since news sensitivity is not innate but requires extensive subsequent practice and summarization, journalists must accumulate experience during learning stages to cultivate news acuity. This enables them to quickly identify event value and reporting points when facing sudden situations, making news both distinctive and profound. In

daily life, news staff must also learn to explore from various life perspectives, integrating news awareness into their thinking to cultivate news sensitivity.

Journalists' news interviewing and writing capabilities directly affect interview information quality. Therefore, journalists must continuously improve their news interviewing and writing skills by actively utilizing various new technologies and methods—such as employing innovative theoretical foundations, discovering news perspectives through reverse thinking, and enhancing sensitivity to news events—to effectively improve their capabilities and ensure news interviewing and writing quality.

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

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