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Post-print Edition: How to Excel in Newspaper Editing in the New Media Era Abstract: With the rapid development of information technology, the new media era has fully arrived. As an important component of traditional media, newspapers are facing unprecedented challenges and opportunities. This pa...

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Abstract

With the rapid development of the Internet era and new media technologies, online media has gradually risen, posing enormous challenges to the traditional information dissemination model of newspapers. In the contemporary era, newspapers and radio serve as information channels for the elderly, whereas most young people are active on online media platforms that offer convenience and efficiency, enabling them to access information anytime and anywhere. To expand the influence of newspaper media, systematic training should be provided to newspaper editors to transform their conventional editing styles, pursue reform and innovation, and attract a broader readership. Compared with other media forms, the shortcomings of newspaper media lie in its relatively monolithic dissemination mode, which relies solely on images and text, rendering the reading experience rather dull and tedious for readers. Furthermore, the content lacks comprehensiveness, fails to effectively reflect the authentic scenes of events as they occurred, and may be intermingled with the editor's personal emotions. Therefore, this paper conducts an analysis and exploration of the existing problems in newspaper media and approaches to its reform and innovation.

Full Text

Preamble

Title: How to Do Newspaper Editing Well in the New Media Era

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In the era of information technology development, the sources and channels through which audiences obtain information have undergone tremendous changes. Traditional newspaper media suffers from low timeliness in information dissemination—major events that occur today are only reported the next day. Information published the following day may be mixed with the editor' s emotions and feelings, lacking in authenticity and uniqueness. In today' s online media era, however, major events can be reported live with high content authenticity. Audiences can access news information through mobile phones, computers, or televisions without the hassle of purchasing newspapers from vendors. Under this wave of change, newspaper media must innovate and transform its traditional methods, making certain changes in both editing content and methodology. In a highly developed information age, new media forms have emerged endlessly under the background of the new media era, such as online media. However, competition between new media and traditional media has become increasingly fierce. The diversification and convenience of news information collection, as well as the diversification of information dissemination channels, have caused newspaper media to face enormous challenges and pressures. Therefore, newspaper media must not only face the fierce competitive situation between new media and traditional media, but also cope with the huge challenges from online media in new media. More importantly, it must meet the needs of readers, especially under the impact and baptism of audience development in the new media background. People' s choices have increased, and readers have shifted from traditional newspaper media formats to online media that is rich in information, authentic, and convenient. Consequently, newspaper media must innovate, change its original model, and attract more audiences.

Compared with new media, most people will choose the latter. Online media is multifaceted, and its various interpretations of the same event also differ, allowing readers to obtain and understand information from various angles. China has a relatively large population base, and the amount of daily information is also substantial, while the information capacity carried by newspaper media is limited and cannot meet the information acquisition needs of various regions. Online media, on the other hand, is comprehensive, providing systematic analysis of all kinds of information—whether military, administrative, entertainment, current affairs, sports, or various other types of information. People can access information anytime and anywhere through mobile phones or computers. However, newspaper media disseminates information slowly, and sometimes requires

going to designated places to purchase, which is cumbersome.

1.2 The Gradual Dilution of Newspaper Media and the Loss of Editorial Talent

In the context of the new media era, online media has become a platform for the broad young generation, who are gradually forgetting about newspaper media, which cannot attract more people to choose reading. Since mobile phones have currently become electronic devices that young and middle-aged people cannot do without, and as China's technological level improves, the functions of mobile phones have become increasingly comprehensive, covering almost everything. Online media is multifaceted, and people can use mobile phones or computers to obtain information anytime and anywhere. Some younger generation children have basically never even touched newspapers, causing the impression of newspaper media to fade in people's minds. Currently, only the older generation knows about newspapers, making it much more difficult for newspaper media to rise again. The problem currently facing newspapers is that older readers are gradually being lost, and under the impact of online media, they cannot attract more new readers. Perhaps after some time, newspaper media will eventually be replaced by online media. If newspaper media wants to gain a foothold in the new media era, it must make changes and consider everything before online media does to understand and attract more readers.

As newspaper influence declines, newspaper editors feel they cannot see the direction of the future and that newspaper media will be eliminated by online media in the near future. Most people choose to find another path, causing newspaper editorial talent to gradually drain away. The role of newspaper editors is to layout newspapers and set relatively novel titles to attract readers. In the traditional media era, newspaper editing was a hot profession and the foundation for newspaper media development, with very strong competitiveness at the time. However, with the rapid development of new media, it has brought enormous pressure to newspaper media, resulting in higher requirements for the quality of newspaper editorial talent to gradually adapt to the development of the new media era. However, many newspaper editors are limited to traditional layout modes, leading to monotonous newspaper content and plain, unremarkable layout. In the long run, without changing the original model, they cannot attract readers' attention, eventually leading to a decline in readership and editors jumping ship, creating a vicious cycle and ultimately being replaced by online media.

2.1 Changing from Passive to Active

Due to the influence of new media, newspaper media's influence in the market appears weak. Traditional newspaper editing involves screening, layout, and processing of newspaper content. However, in the context of the new media era, newspaper editors should reform and innovate, not limited to screening

and processing within newspaper content. They should change from passive to active, understand readers' inner activities and needs, select and filter content that readers care about from the readers' perspective, and process according to readers' interest directions to maximize satisfaction of readers' needs. Second, they should change the newspaper media environment, conduct in-depth analysis of newspaper content, extract direct core content suitable for readers, and prevent readers from losing interest when facing lengthy discussions. It must be acknowledged that online media information dissemination methods are multifaceted, and it is relatively difficult for readers to systematically screen their content. At this point, editors can consider this aspect, establish rational innovation consciousness, deeply analyze the current difficulties faced by newspaper editing, and then learn from the successful development experience of newspapers in some developed countries to find factors that promote development and editing thinking, innovating in content, theme, positioning, and direction. Conduct in-depth analysis of newspaper content, extract its essence, enable readers to intuitively understand the core content conveyed by newspapers, and improve reader satisfaction.

2.2 Innovating Editing Methods

In the new media era background, traditional newspaper media dissemination methods can no longer meet readers' needs, much less attract new readers. Therefore, newspaper editors should innovate reporting angles, deeply excavate news information, and pay special attention to the social impact caused by the sides of news events. Compared with newspaper media, video and sound are major features of online media, so newspaper editors should start from newspaper layout, design content themes in the most novel ways, bring visual impact to readers, and stimulate readers' desire to read. For content they want to express, they can adopt pictures or even comics to attract readers' attention, enabling readers to more intuitively understand the purpose expressed by newspaper content. They can also use recently popular internet terms to get closer to readers' lives and inner thoughts, and innovate boldly in newspapers. Edited content should not be deliberately textualized but should be easy to understand, suitable for public needs, and achieve the goal of meeting readers' demands. Only in this way can more readers be attracted to choose newspaper media.

In the new media background, compared with online media, newspaper media faces enormous pressure and challenges, with many problems, but also has its advantages. Online media is mixed with good and bad, with some information processing being very irresponsible and lacking supervision. Newspaper media's published content goes through layers of review, is positive, and rarely brings negative energy. Therefore, under this background, newspaper media development is still promising. Increase innovation in newspaper editing, change its original traditional model, pursue quality, start from the readers' perspective, meet readers' inner needs, and ultimately achieve the goal of attracting more readers.

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

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