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Career Development of All-Media Journalists in the All-Media Era: Post-print

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Abstract

The continuous development of social information technology has significantly enhanced the news dissemination process. Since the digital transformation of traditional media, journalists have undergone a professional transition to become multimedia journalists. Multimedia journalists face extremely high professional demands; influenced by social development, many journalists now possess diverse skills and demonstrate outstanding work capabilities, making significant contributions to the journalism industry while receiving widespread public acclaim. Therefore, in the all-media era, it is imperative to strengthen the ethical development of journalists and enhance their professional ethical qualities. This paper conducts an in-depth analysis of the impacts on the work methods and professional ethical literacy of journalists and anchors, identifies the root causes of existing issues, and aims to, through systematic research and analysis, summarize effective solutions and pave the way for cultivating journalists' professional ethical qualities.

Full Text

Media Industry · Media Practice: Career Development of All-Media Journalists in the All-Media Era

ChinaXiv Cooperative Journal

Abstract

As social information technology continues to develop, the news communication process has significantly improved. Since the digital transformation of traditional media, journalists have undergone a professional transition to become multimedia journalists. Multimedia journalists face extremely high professional demands, and influenced by social development, many journalists now possess diverse skills and outstanding work capabilities, making significant contributions

to the news industry while receiving public acclaim. Therefore, the all-media era must strengthen the moral construction of news journalists and enhance their professional ethical standards. This paper conducts an in-depth analysis of the impacts on the working methods and professional ethics of news journalists and hosts, identifies the root causes of existing problems, and aims to summarize solutions through systematic research and analysis, thereby paving the way for cultivating professional ethics among news journalists.

Keywords: All-media era; news journalists; professional ethics; optimized development

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1. Problem Statement and Research Significance

In the all-media era, news workers who rely on media for survival and development face significant challenges. Journalists' professional competencies must undergo new tests from the all-media environment, and the requirements and norms for ethical standards have also established new benchmarks. Many experts and scholars believe that the fundamental reason why journalists find it difficult to maintain professional ethics in practice is that journalists' ethical standards inherently contradict the substantive content of their news work. Social surveys reveal that public satisfaction with journalists' professional ethics is relatively low, with only about ten percent reaching ideal standards, while over thirty-five percent consider modern journalists' ethical standards to be inadequate or even poor. Public expectations become more demanding when exemplary models exist. For instance, during the 2016 Rio Olympics, Xinhua News Agency's client launched "Live News," a format that maximized mobile internet technology. By reshaping traditional news gathering, editing, and publishing processes with new media thinking, it created an innovative news reporting model that was subsequently emulated by media organizations of all sizes, leading to diverse and colorful new media columns and reporting methods.

As science and technology continuously develop and communication channels constantly update, media convergence has become a new trend, with traditional media facing enormous challenges from the rapidly rising new media. The all-media concept aligns with this trend of media convergence and traditional media transformation, offering new philosophies and strategies. However, all-media reporting practices still contain problems and deficiencies that require gradual summarization of solutions through practice. In China's all-media environment, journalists have gradually adapted to new media, improving their comprehensive qualities through various forms of training. Yet new social problems

continue to emerge for testing. Phenomena of moral deficiency and corruption persist in the news industry; some journalists, eager for quick success, exaggerate or distort facts, or even fabricate fake news. The convenience of the internet has also led some to become overly dependent on online sources for material collection and editing, limiting their horizons and even neglecting grassroots interviews. Focusing research on journalists' professional ethics, news workers and scholars have launched numerous studies. Reviewing relevant literature reveals multi-perspective presentations of ethical issues among journalists and various approaches to solving these problems.

2. Research Status

Foreign media requirements for journalists differ significantly from China's, with relatively higher freedom and a more relaxed news environment compared to domestic contexts. However, domestic and international standards for journalists' professional ethics have found more common ground, with increasingly similar practices in talent cultivation. All-media journalists' news communication is more liberalized and network-wide compared to traditional media. The "two micros and one end" (Weibo, WeChat, and news clients) are widely used among all-media journalists, combining text and images, with short video news appearing frequently. For more complex news distribution requirements, journalists use wireless network technology for dissemination—skills that will inevitably become fundamental for all-media journalists. Finally, photography and videography skills are particularly crucial in training all-media journalists. Many professional schools of journalism and communication focus research on new media technologies such as big data and VR, regularly holding VR and AR competitions and continuously publishing big data analysis think tanks. Thus, new media research has become a distinctive feature of these institutions, enabling journalism students to integrate more quickly into professional work and fully apply their specialized knowledge. A typical example: during the 2008 Wenchuan earthquake, the suddenness and complex terrain made immediate on-site reporting impractical. All-media journalists with multiple skills became essential, collecting substantial video and audio materials on-site and transmitting them via wireless network technology. Photography and videography require not only mastering DSLRs and video cameras but also increasingly popular drones and VR equipment as technology advances.

3. Research Methods

This paper proposes the following research approaches for the optimized development of all-media journalists in the all-media era: First, conduct precise analysis through extensive literature review, including research on all-media era characteristics, journalists' professional ethics, and transformation methods for journalists in the all-media era. Download various materials and relevant papers online for theoretical analysis, collect valuable viewpoints from data results, and construct a theoretical framework for the research topic. Second, combine

theory with practice for research analysis. Starting from fundamental problems, connect history and logic through generalization and induction, identify key issues, conduct focused analysis according to certain characteristic patterns, and make the paper more concrete and comprehensive. Finally, treat ethics construction as a systematic component of journalist development in the all-media era, conduct comprehensive analysis of various factors, identify emerging problems, combine theory with practice, and understand the current development status of professional ethics issues among multimedia journalists in China and corresponding solutions. This can be accomplished through powerful internet resources or field visits to obtain public evaluations, conducting research and analysis on events with negative impacts, summarizing findings, and identifying underlying problems.

4. Optimization and Development Strategies for All-Media Journalists in the All-Media Era

4.1 Characteristics of All-Media Journalists

In traditional media, journalists possessed relatively single skills, with lower requirements focusing primarily on writing abilities. All-media journalists in contemporary society must acquire more diversified and specialized skills. All-media journalists exhibit the following characteristics:

First, news gathering and writing skills. The most fundamental professional competency for journalists is conducting interviews and writing news stories. High-level interviewing and writing abilities demonstrate whether a journalist can perform their duties competently. As George Ogilvy said, “Good prose is like a windowpane” —excellent writing opens windows to readers’ souls, illuminating their hearts and opening their minds to accept the writer’ s approach.

Second, news editing technical capabilities. For all-media journalists, news editing involves not just processing and compiling text but also encompasses editing abilities for images, video, audio, and visual communication. News editors face manuscripts from all corners of life, covering sports, arts, science and technology, economics, law, military affairs, politics, and other fields with complex and variable content. News editors must be well-read, and on the basis of profound knowledge, they must also expand their thinking deeply for social practice, continuously update their knowledge reserves, and accumulate more effective news materials to produce better content. Additionally, news editors must possess proficient professional technical skills, repeatedly checking and verifying the factual accuracy and sections of news manuscripts for any ambiguous implications, exaggerations, unscientific claims, inconsistencies, or overall rationality. They must also master certain techniques such as content summarization, layout composition, and headline creation to constantly ensure the quality and efficiency of news compilation and broadcasting.

Third, news dissemination skills. With the arrival of the integrated media era,

journalism and communication studies have...

4.2 Development of All-Media Journalists in Adversity

The all-media era has arrived, and news journalists should remain steadfast and avoid drifting with the tide. However, an individual's energy is limited. All-media journalists must possess both professional skills and competencies while enduring social 舆论 and workplace pressure—precisely the difficulties faced when seeking development in adversity.

First, regarding professional ethics, which originate from “social responsibility theory.” As times develop, morality has gained more interpretations and evolution. British scholars believe that “professional ethics” are possessed only by people of noble character, bringing happiness and joy to people, and starting from the perspective of social ethics. Subsequently, “professional ethics” gradually found application across various social fields. Initially understood narrowly as ethics for a specific profession, it later became used to establish rules in all professional disciplines. Professional ethics specifically includes two aspects: broadly, it refers to practitioners' mandatory compliance with ethical standards and established industry norms; narrowly, it refers to practitioners' adherence to specified professional activity behaviors or particular professional qualities. In summary, social practitioners must undertake certain social responsibilities to meet professional ethics requirements.

Against the backdrop of the all-media era, we should improve news workers' professional ethics. First, raise the entry threshold for news workers, considering the importance of professional ethics as an assessment criterion for applicants. These professionals need correct attitudes and values and must consistently adhere to professional ethics in their subsequent work, taking responsibility for news reporting outcomes. Improve professional journalists' skill levels and establish a comprehensive training system for media professionals. “Post-truth,” named the word of the year in 2016 by Oxford Dictionary, criticizes those who, blinded by greed, ignore objective facts to attract attention and cater to audience psychology, extremifying certain viewpoints. Beyond basic onboarding training, we must help newcomers promptly understand new concepts in the media field, comprehend the “post-truth” phenomenon, and prevent their participation. Provide more on-the-job training to improve discernment abilities and regulate work behaviors. On the other hand, journalists should leverage their professional advantages to master mainstream 舆论 directions, adhere to professional principles, maintain professional standards, and resolutely avoid exploitation by ill-intentioned individuals.

Although all-media journalists integrate multiple capabilities—including interviewing, recording, writing, commenting, and participating in production and broadcasting—the most important aspect of news reporting is confirming the scene and quickly recording entire events for “short, flat, fast” reporting. These factors cause all-media journalists' reports to become overly superficial, lacking

potential for in-depth reporting and investigation, emphasizing quantity over quality and creating a “broad but not refined” lack of depth. Good professional ethics and political insight are essential for news editing. News editors’ talent, knowledge, and moral qualities are well demonstrated through their work—the more complex and trivial the work, the more it reflects staff members’ comprehensive abilities. News editors need extensive experience and broad knowledge to correctly and positively disseminate news to audiences, requiring high political sensitivity and discernment during news communication to distinguish right from wrong and see significant implications in minor details. Meanwhile, most media organizations pursue timeliness in news reporting with insufficient content gatekeeping, leading to elementary mistakes that become laughingstocks.

Regarding education, China vigorously promotes the cultivation of all-media journalists, with major universities establishing jointly-built journalism schools to train all-media journalists with strong professional skills and high ethical standards. In terms of expanding professional skills, individual physical strength is ultimately limited. During interviews, the volume of news information is large, and interview processes constantly change according to actual conditions, requiring multimedia journalists to have strong stress resistance to complete interview tasks successfully. During this process, interview journalists easily become physically and mentally exhausted, leading to burnout where physical stamina cannot keep up with mental capacity—an extremely important practical problem facing all-media journalists. All-media journalists can adopt collaborative strategies for news interviews requiring physical stamina and extended time. Although unique professional skills enable journalists to work independently, greatly improving efficiency, no work can do without collaboration at any time or place. Journalism also requires journalists to have good collaborative abilities: on one hand, a planning core leads interns; on the other hand, it divides difficulties encountered in solo operations.

The all-media journalist era is also a transitional development period for traditional journalists. Although traditional journalists have rich theoretical experience, they are generally older and find it difficult to fully meet the skill requirements of the all-media era. Meanwhile, new-generation journalists generally have high professional skills but lack experience, with weak theoretical foundations and insufficient precision and meticulousness in news production. In this alternating development between old and new, mutual collaboration, guidance, and experience sharing are entirely feasible.

Modern technology is developing rapidly, and media forms are becoming increasingly rich. The emergence of mobile internet and 4G networks has pushed the entire population into the new media era, characterized by immediacy, interactivity, and diversified communication methods. News production, processing, and supply by news agencies have been impacted and challenged by the all-media era, gradually becoming diversified and varied. All-media reporting will lead to the future under the guidance of artificial intelligence. In today’ s society, traditional media should transform their concepts, with all staff learning

digital technology while proficiently applying AI reporting. As journalists in the all-media era, we must correctly recognize the development direction of the news media industry. Due to rapid 更新换代, we must engage in more hands-on practice, understand specific multimedia equipment, increase personal cultivation, expand knowledge scope, and pay attention to knowledge in various fields. Whether on or off duty, we must maintain a learning mindset, continuously enrich our knowledge base, and strengthen professional learning. Only in this way can we grow from practice into qualified and excellent all-media journalists in the all-media era.

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

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