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Exploring the Transformation of the Editor's Role in the New Media Era: Postprint

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Abstract

Examining the actual implementation of current editorial work from the perspective of new media and confronting the numerous problems exposed therein constitute one of the reasons why the traditional media industry struggles to withstand the impact of era development and is constrained in its further healthy development. Based on this, this paper will focus on analyzing and exploring how to achieve editorial role transformation in the context of the new media era, and on this basis, summarize feasible suggestions for adapting to new media operations.

Full Text

Exploring Editorial Role Transformation in the New Media Era

Abstract: Examining the actual implementation of current editorial work from the perspective of new media and confronting the numerous problems exposed in editorial work reveals one reason why traditional media industries struggle to withstand the impact of contemporary development and are constrained in their further healthy growth. Based on this analysis, this paper focuses on analyzing and exploring how to transform the editorial role within the context of the new media era, and subsequently summarizes feasible recommendations for adapting to new media operations.

Keywords: new media era; editorial role; transformation

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In the context of the new media era, the poor execution of editorial work within traditional media industries is directly related to the perpetuation of rigid work patterns, mindsets, and habits in editorial practice. To change this situation, heightened attention should be paid to actively promoting editorial role transformation, enabling editorial work to align with the characteristics of the new media era and effectively utilize new media to ultimately present news content that meets contemporary standards.

1. Basic Requirements for Editorial Work in the New Media Era

The advent of the new media era has brought earth-shaking changes to media publishing and related industries. For instance, the application of advanced technologies such as digital publishing is gradually replacing traditional technologies, transforming and innovating all aspects of the industry. Coupled with the rapid development and widespread application of information technology, the public's reading concepts, methods, and habits are changing, posing new challenges to traditional media. To adapt to this new situation and meet the demands that the new media era places on editorial work, the following key points should be achieved:

1.1 Possess Strong Comprehensive Information Processing Capabilities

New media communication offers numerous advantages, including rapid information dissemination, easy information access, and the provision of massive amounts of information. This means that the general public can obtain or disseminate social information through internet portals, mobile phones, and other mobile devices. For editorial workers, this results in an abundance of easily accessible news material. However, the ability to sift through this vast sea of information to identify valuable content and edit and process it effectively requires editorial workers to possess strong comprehensive information processing capabilities. In the actual execution of editorial work, they must be able to systematically organize, filter, and categorize information at multiple levels to obtain valuable content, which can then be disseminated through legitimate new media platforms.

1.2 Possess Innovation Capability in News Information Expression Forms

In the new media era, news information dissemination and expression forms have become diversified, incorporating text, images, short messages, videos, and other formats. This greatly satisfies readers' diverse reading needs but also challenges the relatively singular dissemination forms of traditional media. In this context, traditional media should require editorial workers to possess innovation capabilities in news information expression forms, enabling them to innovate dis-

semination formats during news editing processes. This ensures that different types of news information can be presented to the public in appropriate forms, thereby meeting their reading demands.

1.3 Possess Decisive Judgment and Decision-Making Abilities

In the new media era, newly generated social information can be disseminated immediately, forming extensive influence and coverage in a short period. This means editorial workers must handle massive amounts of information material and unexpected events. To obtain information with high news value while ensuring its authenticity, timeliness, and effectiveness, it is particularly important for editorial workers to possess decisive judgment and decision-making abilities.

2. The Necessity of Editorial Role Transformation

In the new era, the emergence of new media has objectively accelerated the speed of network communication and enriched information resources across various fields. Under current conditions, new media has given rise to various new information interaction methods such as portals, blogs, mobile internet, and microblogs, significantly increasing the speed of traditional information dissemination. From this, we can see that new media methods have permeated all production fields and residents' daily lives. Faced with the background of media convergence and integration, the media industry urgently needs to transform its current operational methods and explore industry transformation strategies based on the actual conditions of the media sector.

As editorial staff, media editors in the new era should also recognize the valuable transformation opportunities that new media brings to themselves, and on this premise, attempt to effectively integrate daily editorial work with new media methods. Specifically, in current practice, editorial staff should transform their existing daily work methods and mindsets according to the basic ideas of role transformation, ensuring that new media can become a driving force for transforming the editorial role. Since most readers in the new era have already adopted networked reading methods, this will impact traditional paper-based reading media. Furthermore, editors in the new era must also reposition themselves to maintain a clear and objective role awareness. Only in this way can editorial staff possess stronger professional editorial capabilities and broader perspectives and thinking, thereby achieving the goal of successful transformation.

Faced with the basic transformation trend of networking and informatization, new media has already permeated numerous fields and industries. As professional editors in the new era, they should recognize the basic responsibilities of editorial work and apply new media methods to improve the efficiency of editorial work. Editors need to replan their career paths, ensuring they can correctly respond to various daily tasks while reconstructing their own positioning. From this, it is evident that editorial role transformation possesses undeniable necessity in the current new media era.

3. Problems in Editorial Work During the New Media Era

Based on a realistic perspective and analyzing the actual situation of editorial work in traditional media industries from the viewpoint of the new media era, it is not difficult to find that editorial work thinking, forms, and habits have become rigid. This causes editorial work to demonstrate various forms of mal-adaptation and expose numerous problems under the impact of the new media era. These problems can be summarized in the following aspects:

3.1 Inadequate Understanding of Industry Development Prospects

Analyzing the development of traditional media industries, although China's traditional media industry is large in scale, it still faces severe competitive situations with the arrival of the new media era, leading to unclear development prospects. Objectively speaking, we cannot completely deny the development prospects of traditional media, as it still holds great potential. Industry practitioners should correctly understand the development prospects of traditional media, maintain confidence in the entire industry, and work hard to create a better future together.

Through in-depth understanding of the actual situation of editorial work in traditional media industries, many editors generally believe that public attention to traditional media is decreasing, their understanding of traditional media industry development prospects is relatively vague, and they are deeply concerned about their own future career development. Consequently, they often display attitudes of confusion, perplexity, and hesitation in editorial work, failing to strengthen crisis awareness or treat editorial work seriously, thereby lacking confidence in their vision of creating a better tomorrow for themselves and the industry.

3.2 Lack of Sustained Enthusiasm in Editorial Work

In fact, editorial work is a highly creative endeavor that contains numerous sources of enjoyment, requiring editors to maintain sustained enthusiasm, deeply explore materials, obtain information with high news value, and simultaneously derive pleasure and a sense of achievement. However, through calm analysis of previous editorial work execution, it is evident that editorial work forms, habits, patterns, and thinking have become rigid, with many editors directly processing news information according to fixed patterns. Even in the new media era with massive amounts of information, this practice continues, resulting in a lack of innovation in editorial work and failing to fully realize the value of this work.

3.3 Need to Improve Overall Quality and Skills of Editors

In the new media era, many new technologies and methods have been introduced and widely applied across various fields, playing very important roles, including in the media industry. For the media industry, using new technologies and methods to replace traditional technologies will inevitably innovate

and optimize news media dissemination and expand the audience base. However, the prerequisite is that editors can solidly master these new technologies and methods to flexibly, effectively, and reasonably process news information materials. In reality, through understanding editors and their work situations, many editors exhibit problems such as incomplete knowledge structures, low professional quality, and weak professional skills, making it difficult for them to correctly understand industry development needs and the importance of editorial work updates. They cannot continuously learn new technologies and methods, demonstrating deficiencies in improving their overall level and meeting work requirements.

4. Analyzing the Root Causes of Problems

Currently, editorial staff must not only accurately grasp the valuable opportunities brought by new media but also respond comprehensively to current challenges. However, to date, many editorial staff still reject or even resist the integration and penetration of new media and cannot properly achieve the transformation of their own positioning. Exploring the root causes, the problem lies in editors' own lack of understanding regarding new media transformation, as they often focus solely on their own work income. In this situation, editors will find it difficult to create innovative works. Specifically, the main root causes hindering current editorial role transformation include the following aspects:

First, editorial staff cannot break through established work thinking in a short period. Most editorial workers have long been constrained by traditional editorial thinking, and achieving transformation in the short term presents considerable difficulty. Moreover, due to the lack of necessary transformation thinking in traditional media industries, it is difficult to achieve breakthrough accomplishments. In the view of most editorial workers, editors only need to be able to handle daily work. Precisely because of the influence of established thinking, current editorial staff are limited to existing fixed mindsets and also lack the introduction of comprehensive innovative thinking.

Second, editorial workers still urgently need to improve comprehensive work skills and literacy in the new media era. The new media environment has objectively created a completely new editorial work atmosphere. Faced with current changes, editorial staff must commit to continuous learning to ensure comprehensive mastery of new knowledge and new technologies in this field. However, from the current situation, most editorial staff have not achieved the necessary innovative thinking and understanding. Under this premise, editorial staff are likely to neglect the improvement of their own comprehensive literacy. If editorial workers cannot effectively respond to computer technologies and other technical editing methods, they will encounter numerous obstacles and difficulties.

Third, editorial staff lack necessary innovative passion and interest. Work passion and interest constitute the core prerequisites for editorial role transforma-

tion. However, in reality, most current editorial staff cannot stimulate their own innovative enthusiasm and maintain a neglectful attitude toward role transformation. Exploring the root causes, this stems from editors' lack of attention to comprehensive and scientific self-value recognition, leading them to neglect their own position value. For example, when responding to the new media environment, editorial staff may face multiple obstacles due to maintaining inherent work thinking patterns.

5. Correct Approaches to Editorial Role Transformation in the New Media Era

Faced with the numerous problems in editorial work during the new media era, we should actively promote editorial role transformation to enable editors to adapt to the new media era as soon as possible and work hard to create a better future together. How can this be achieved? The author references relevant materials and summarizes personal work experience to offer the following recommendations:

5.1 Enrich New Media Editorial Capabilities

Through comprehensive analysis of public news information consumption in the new media era, it is evident that the public places greater emphasis on substantive news information. Therefore, editors should adhere to the principle of "content is king," fully integrating and mobilizing various resources for content editing. To achieve this, editors need to possess rich new media editorial capabilities. In other words, editors in the new media era should retain their professional expertise while enhancing other skills and abilities through learning or other means. This enables them to fully leverage their professional strengths during editorial work, effectively utilize new media, create specialized or original news content, and enhance news readability. Editors should also focus on cultivating and strengthening their technical capabilities in the new media publishing environment, actively learning new technologies and methods to digitally process news content during editorial work. This allows them to obtain news content in various formats such as text, audio, Flash, and video, presenting it to the public through different channels to meet their reading needs.

Currently, the basic responsibility of editors in the new era lies in discovering new public demands and actively exploring media such as new social websites and forums. Editorial professionals need to fundamentally transform their own role understanding, enhancing the appeal of editorial content to audiences by exploring novel and profound topics. Therefore, the focus should be on integrating and controlling new digital work content. At the same time, editors in the new era should also boldly attempt to transform their thinking, thereby comprehensively cultivating new ways of thinking that are reverse, divergent, and dialectical. Specifically, when creating novel editorial works, the key lies in embodying diversified editorial creation forms. On this basis, editorial person-

nel must also quickly accept the current new reading methods to ensure they can rapidly adapt to the present new media environment.

5.2 Strengthen Data Content Product Management Capabilities

Changing fixed editorial work patterns, thinking, and habits, and editing news content from a market demand perspective can ensure that news content wins public favor and enables traditional media to occupy a larger market share. To truly achieve this, editorial roles must be transformed to possess strong data content product management capabilities. This means editors should conduct in-depth research and implementation of new media marketing models. As people's reading methods and habits have changed, editors must correctly recognize that merely presenting news content that satisfies traditional reading habits can no longer gain public recognition. Therefore, they should understand the characteristics of new media, deeply study the factors influencing changes in public reading methods, and use this as a basis for reasonably planning news content and promotional schemes. Editors should also focus on improving their marketing capabilities. Due to the diversification of publishing marketing in the new media era, editors should center on diversified publishing marketing in the new media era to reasonably edit news content, enabling dissemination through microblog marketing, website marketing, WeChat marketing, and other methods.

Currently, some editorial staff believe that as long as editors can flexibly use new media methods, basic editorial skills need not receive excessive attention. However, this thinking demonstrates obvious deviations in practice. This is because editorial staff must not only integrate new media methods into their daily editorial work but also need to strengthen their comprehensive professional literacy and comprehensively enhance and improve their professional editing skills. In the specific practice of daily work, editors in the new era should commit to innovating various editorial works and attempt to incorporate novel editorial work ideas into their works. Only in this way can editorial works possess stronger audience appeal.

5.3 Enhance Innovation in Using New Media

In the new media era, editorial role transformation should also focus on enhancing innovation in using new media. This means that during editorial work, topics should be reasonably selected based on the click-through rates of different information, launching novel, unique, and attractive themes. On this basis, news content should be planned to enhance the competitiveness of news content. Additionally, editors should continuously improve their innovation capabilities, constantly generating creative sparks in editorial work, proposing good ideas and creative concepts, and creating novel, high-quality products that meet audience demands. Only by doing so can they gain widespread public recognition.

When facing massive amounts of digital products and digital information con-

tent, editors in the new era should comprehensively integrate them. Faced with the current media transformation trend, as editorial professionals, the goal is to effectively integrate and comprehensively control digital products, thereby gradually transforming the inertial thinking patterns of paper-based reading. This is because the public has already accepted new media as a new daily reading method in the current stage, and compared with new media methods, paper-based reading methods are gradually being marginalized. If editorial staff want to ensure that novel works in new media formats can be loved by audiences, they must commit to transforming editorial thinking. Therefore, to calmly respond to transformation challenges in the editorial field, the focus should be on integrating and controlling new digital work content.

Through the series of analyses in this paper, the arrival of the new media era has brought tremendous impact to traditional media industries, presenting new challenges and opportunities. Under these circumstances, to promote the healthy development of traditional media industries, we should correctly understand the basic requirements that the new media era places on editorial work: possessing good comprehensive information processing capabilities, innovation capabilities in news information expression forms, and decisive judgment and decision-making abilities. Unfortunately, editorial work struggles to meet these requirements and exposes numerous problems, such as inadequate understanding of industry development prospects, lack of sustained work enthusiasm, and the need to improve editors' overall quality and skills. In response, we should actively promote editorial role transformation by enriching editors' new media editorial capabilities, strengthening their data content product management capabilities, and enhancing their innovation in using new media. This will undoubtedly enable editorial work to adapt to the new media era, present news content with high reading value to the public, and thereby promote the healthy development of traditional media industries.

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