

Content and Technological Innovation in News Gathering and Editing on All-Media Platforms: Postprint

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Abstract

In the midst of rapid transformations in modern society, network informatization is progressively permeating people's daily lives and professional work. Simultaneously, for news gathering and editing operations, this has ushered in novel opportunities and challenges for conventional media news collection and compilation models. The era of global information integration furnishes media organizations with diverse news resources, facilitates the dissemination and promotion of all-media formats, and provides a focal point for the competitive objectives of major media outlets when conducting information screening during news gathering and editing. To distinguish themselves within the all-media landscape, media organizations must implement corresponding innovative applications in both the content and technology of news gathering and editing, continuously optimize and upgrade traditional news gathering and editing workflows, and evolve in alignment with societal demands. This paper provides a detailed exposition of the content and current state of news gathering and editing, while concurrently proposing targeted solution strategies for the problems manifest in present-day operations, thereby attaining the significance and objective of enhancing news gathering and editing efficiency.

Full Text

Abstract

In the context of rapid modern societal transformation, network informatization has gradually permeated daily life and work, presenting both new opportunities and challenges for traditional news gathering and editing models. The era of global information integration provides media organizations with diverse news resources, facilitating the dissemination and promotion of all-media formats and focusing competition among major media outlets on information selection. To

stand out in this all-media landscape, media organizations must innovate in both the content and technology of news gathering and editing, continuously optimizing and upgrading traditional practices to align with societal demands.

This paper elaborates on the content and current state of news gathering and editing, proposes targeted solutions to existing problems, and aims to enhance the efficiency and effectiveness of news gathering and editing work.

Keywords: All-media; News Gathering and Editing; Work Content; Technological Innovation

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With the rapid development of the internet industry, network applications have become widespread across the media sector, including major websites, internet television, WeChat and other communication platforms, and mobile clients. This expansion has broadened people's access to news information and better adapted to the fast-paced lifestyle of contemporary society. This trend will gradually replace traditional news media, weakening the influence of conventional news culture. The integration and development of old and new media has become an industry imperative, shifting from single-channel dissemination to multi-channel all-media formats. In response to this inevitable trend, the content and technology of news gathering and editing require timely innovation to enhance relevant production techniques and skills.

1. Main Work Content and Characteristics of News Gathering and Editing

The primary work of news gathering and editing encompasses two major aspects: interviewing and editing. Interviewing is a specialized form of social investigation that uncovers valuable, socially meaningful, and exemplary cases through multiple channels to objectively understand the truth of events for subsequent dissemination. Editing involves strictly verifying the authenticity and objectivity of interviewed events, integrating and processing truly valuable information, and presenting events more vividly to audiences through modern news production techniques.

The main characteristics of news gathering and editing are as follows: First, maintaining correct positioning by approaching interviewed events objectively and in line with contemporary social development needs. Second, conveying substantial information volume through small events to illustrate larger principles. Third, employing excellent technical processing through well-produced images and videos to deepen audience understanding and impression of news reports. Fourth, ensuring rapid dissemination, as every event has a limited win-

dow of public attention; promoting stories while interest remains high makes the communication more impactful.

2. Current Work Status of News Gathering and Editing

Under the rapid development of the internet, people's lives and work increasingly rely on network assistance, enabling them to promptly access various information online. Compared with traditional news gathering and editing, the primary disseminators are no longer limited to professional journalists but have expanded to include the general public. However, due to factors such as lack of professional training and differing cultural and moral values, this has led to diversity in news content and the potential for misinformation. Moreover, the main channels for news dissemination are no longer confined to traditional television, newspapers, and radio, but have extended to computers, mobile phones, and other new electronic devices. While this diversification liberates news consumption from temporal and spatial constraints and brings great convenience, it simultaneously increases the difficulty of news gathering and editing work.

3.1 Converged Media “Central Kitchen” Big Data Cloud Platform Technology

The converged media “Central Kitchen” big data cloud platform is a system for unified collection, classification, and processing of data. By promptly gathering various news and data, it provides resources for editors and reporters to select and broadcast. Against the backdrop of increasingly developed networks, media dissemination has acquired new characteristics such as diversity and rapid transmission, while traditional media maintains reliable authenticity and greater authority compared to new media. Each has its own advantages and disadvantages, requiring organic integration to accelerate the development of news gathering and editing.

In conducting modern news gathering and editing work, consideration should be given to integrating the authenticity and authority of traditional media with new media, effectively utilizing the advantages of modern media to disseminate reliable and objective news events, and providing audiences with novel visual experiences. By drawing from major websites authentic information that expresses socially valuable content, interview materials can be enriched. Simultaneously, it is essential to attract young demographics and leverage the interactive features of new media to capture the latest social developments.

3.2 Converged Media Production Dispatch Command Center Technology

In the production of converged media news, multiple departments may need to collaborate. The traditional model involved communication among a few individuals to produce news stories. Additionally, before publication, relevant

leaders had to conduct reviews. If modifications were needed, personnel from different departments had to make revisions, sometimes requiring multiple rounds of changes before approval, thereby reducing publication efficiency.

The converged media production dispatch command center enables real-time collaborative editing across different departments on a single news story. This not only reduces the time spent on inter-departmental coordination and proof-reading but also prevents inconsistencies in perspective across different sections of a news piece. Reviewers can also provide comprehensive guidance during the editing process, facilitating rapid and qualified news processing and improving the efficiency of news collection, processing, and publication.

3.3 Public Opinion Monitoring System

The fundamental principle of journalism is objectivity and fairness, free from interference by external negative factors, enabling people from all social strata to understand the true conditions of society through news media. However, in the current development of new media, some news outlets deliberately exaggerate or distort facts to attract audience attention, seriously affecting the credibility of contemporary news.

The public opinion monitoring system can quickly grasp the current direction of public discourse regarding a hot news topic online. Some of these opinions carry strong emotional overtones. Particularly given the increasingly severe problem of online violence in China, it is crucial to clearly understand the direction of public opinion. Converged media news centers should publish targeted news to correct misguided public opinion, providing positive energy and fact-based journalism. Only in this way can the public's ability to distinguish between rumors and facts be enhanced, promoting healthy social development.

3.4 Refining and Enriching Forms of News Gathering and Editing

The forms of news gathering and editing are diverse, yet traditional forms can no longer meet the actual needs of the general public. This requires us to refine and enrich these forms. By changing the original work patterns and adopting fresh reporting angles, audience understanding of events can become more comprehensive and profound.

News materials originate from life but transcend it. News gathering and editing work should pay more attention to small events in people's lives, extracting information with deep social value based on the principles of objectivity and truth-seeking. Through engaging and complete narratives, facts should be disseminated in their original form to make them more accessible to audiences. In covering major social events, staff should maintain an objective perspective and provide multi-dimensional reporting to enable more comprehensive public understanding of event circumstances.

3.5 Enhancing Corresponding Techniques and Skills of News Production

The appeal of media dissemination primarily depends on its form of presentation. When 传播 is conducted through vivid text, compelling images, and powerful video materials, it can instantly capture audience attention and deepen impressions of news information. Therefore, during gathering and editing work, efforts should be made to extract photos or videos that are both illustrative of event essence and captivating.

When news reports rely solely on text narratives, they often create reading fatigue, particularly among modern youth who struggle to extract valuable information. However, utilizing images and videos for dissemination, supplemented by concise text, enables people to understand information intuitively. During interviews, staff should possess skilled snapshot techniques and employ internet language appropriately to attract audiences, avoiding empty rhetoric that may cause 反感. In post-production editing, staff should have advanced video and image editing skills to organically integrate multiple photos and videos with textual descriptions, presenting lengthy interview records within a few minutes while ensuring factual authenticity and integrity.

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

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