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Research on the Transformation of Party Newspaper Journalists to All-Media Journalists in the All-Media Era: Postprint

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Abstract

In the new era, the rapid development of information technology has presented Party newspaper journalists with unprecedented opportunities and challenges. Party newspaper journalists must, while steadfastly upholding professional ethics, continuously enhance their professional competencies, harness the advantages of new media to broaden the influence of Party newspapers, and improve their propaganda effectiveness. This paper examines the transformation of Party newspaper journalists into all-media journalists in the new era, proposes corresponding transformation strategies for the all-media epoch, and seeks to offer valuable guidance to assist Party newspaper journalists in better fulfilling their duties.

Full Text

Preamble

Title: Research on the Transformation of Party Newspaper Journalists to All-Media Journalists in the All-Media Era

Abstract: In the new era, the rapid development of information technology has brought new opportunities and challenges to the work of Party newspaper journalists. As Party newspaper journalists, they must uphold professional ethics while continuously improving their work capabilities, leveraging the advantages of new media to expand the influence of Party newspapers and enhance their propaganda effectiveness. This article discusses how Party newspaper journalists can transform into all-media journalists in the new era, proposes transformation strategies for Party newspaper journalists in the all-media era, and aims to help Party newspaper journalists better carry out their work.

Keywords: all-media era; Party newspaper journalist; all-media journalist; transformation

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Introduction

At the present stage, the advent of the information age has brought fundamental changes to information dissemination methods, and the role undertaken by Party newspaper journalists has also changed accordingly. Currently, various new media technologies are pouring into the field of media communication, and the role played by journalists in information transmission has undergone corresponding transformations. Therefore, as Party newspaper journalists, they must clearly understand the current era's situation, bravely face their own shortcomings, promote their own comprehensive development, and go all out to transform towards the all-media era, facilitating the integration of Party newspaper journalism with all-media.

1.1 Characteristics of Party Newspaper Journalists

Party newspaper journalists are journalists of the people and the mouthpiece of the Party and the state. They must always center on the Party's cause and take the people's interests as the highest principle. As Party newspaper journalists, they should truly understand and identify with socialism with Chinese characteristics, achieve the "Four Confidences," and enhance political consciousness and political sensitivity. These are also the most fundamental qualities of Party newspaper journalists and the core driving force of their journalistic work.

1.2 Characteristics of All-Media

All-media refers to the dissemination of news and information through newspapers, mobile phones, computers, and other network platforms, employing forms such as text, video, audio, and animation. In the all-media era, people can access desired information anytime and anywhere, content can be categorized according to different groups' needs, and it represents a fast transmission channel with comprehensive coverage. With continuous scientific and technological advancement, the diversification of news transmission channels, and the arrival of the digital age, the development of Party newspapers has been significantly affected. All-media has resolved various problems of information transmission blockages. The rapid development of computer network technology has led to increasingly diversified and accelerated news media transmission methods, and

the emergence of digital media has brought tremendous impact to traditional media. Therefore, Party newspaper journalists must promptly clarify their own positioning, consider whether they can adapt to the all-media era's development, how to transform within this era, what kind of transformation to undertake, and how to maintain the original aspiration of Party newspaper journalists during the transformation process. These are essential questions that all Party newspaper journalists must contemplate.

2.1 Ideological Concepts Need to be Transformed

The rapid development of information technology has led to the proliferation of self-media, enabling people to receive information from an increasing number of channels while interacting with information publishers through comment feedback. However, due to the special nature of publishing institutions and the political characteristics of their content, Party newspapers present a rigorous and rigid overall form, which subconsciously creates a sense of distance from Party newspaper content for many readers. This phenomenon is one of the issues that Party newspaper journalists need to consider and improve.

2.2 Relatively Single Reporting Methods

At the present stage, new media technology has become mature and perfected, with more and more participants joining the new media tide. When conducting news reporting, Party newspapers should also innovate beyond traditional text and image forms, change people's previous impressions of Party newspaper news reporting as overly one-sided and rigid, improve single reporting methods, and remove stumbling blocks on the path of Party newspaper development.

2.3 Communication Channels Should be Appropriately Expanded

In the past, when media content and forms were relatively scarce, newspapers became the main channel for people to understand news. Party newspapers disseminated news information through vertical transmission from governments at all levels to various departments. However, many self-media methods now rely on their simple and convenient advantages to make people's news and information reception channels more diversified, which to a certain extent increases the pressure on Party newspapers' industry development. Only through breakthrough innovation and expanding the publicity and communication channels of Party newspapers can they secure a position in fierce competition.

3.1 Upholding Professional Ethics of Party Newspaper Journalists

As Party newspaper journalists, they must uphold professional ethics in any period, adhere to the authenticity of reporting, and resolutely eliminate false news information. They should refuse to become "clickbait" that affects the direction and development of public opinion. Additionally, Party newspaper journalists must emphasize learning new media business and skills, effectively

combine the advantages of new and traditional media, learn from each other's strengths, and in the news editing process, achieve top-down communication, implement the Party's principles and policies, and achieve propaganda effects. At the same time, they should achieve bottom-up communication, fully reflect the people's will, be close to people's lives, and speak for the common people. They should innovate the thinking patterns of Party newspapers to adapt to the development of the all-media era.

3.2 Maintaining Principles of Fairness and Transparency

Party newspapers are the medium for publicizing and promoting the policy systems of the Party Central Committee and governments at all levels. As such, we must adhere to correct, rigorous, and fair reporting principles, not be guided by other public opinions in society, and always maintain innovative thinking. Facing the impact of the all-media era on the media industry, we must adopt correct solutions, consider problems from multiple angles, and not directly give our own views based only on what we see. Once the perspective is not comprehensive, it will cover up the truth of matters and lead the public in the wrong direction. Therefore, Party newspaper journalists must maintain principles of fairness and transparency to ensure the accuracy and authenticity of news reporting.

4.1 Keeping Pace with the Times and Innovating Thinking

During the transformation process, Party newspaper journalists must not only possess strong writing skills and good communication abilities but also flexibly use new media platforms (such as Weibo, WeChat, etc.), innovate their own news gathering and editing capabilities, effectively integrate single and fragmented news information, promote efficiency in Party newspaper journalists' gathering and editing, and achieve effective communication effects. Simultaneously, they should be able to flexibly use cloud computing technology and big data, innovate in work processes such as data integration, news production, and web design based on high-tech platforms. Additionally, they must deeply explore the political implications in hot news, timely report major current political news information, use diverse forms to elaborate on news, and possess the ability to process news content at multiple levels.

4.2 Improving Interview Skills of Party Newspaper Journalists

In the all-media era, interviewing remains an important component of journalists' daily work, which requires Party newspaper journalists to flexibly use interview skills and improve interview efficiency. Before interviews, they should fully understand the interviewee, learn about their work schedule, choose the most appropriate time for the interview, and master the basic materials of the topic to avoid unnecessary embarrassment. Additionally, it is recommended to use pen and paper for interviews, which makes it easier for the other party to relax and eases the interviewee's nervousness. At the same time, they should

design several backup plans in advance to prevent sudden changes and ensure the smooth progress of actual interview work.

4.3 Comprehensively Enhancing the Quality and Capability of Party Newspaper Journalists

With the arrival of the all-media era, if Party newspapers want to maintain vitality in such an intense situation, they must transform in the direction of all-media journalists and guide public thinking through various network platforms. During the transformation process of Party newspaper journalists, they should maintain professional ethics, clarify the responsibilities of Party newspaper journalists, and even when transforming into all-media journalists, they must always maintain a journalist's original aspiration, embark on a new era journey, and shoulder the era responsibility of Party newspaper journalists.

4.4 Enriching Content Sources for Party Newspapers

Party newspaper journalists must break through traditional thinking patterns, not only understanding various domestic news and information but also real-time grasping some foreign economic and political information, understanding the latest changes in the world pattern, and keeping pace with current media development. At the same time, in terms of communication methods, they should change the previous single paper newspaper form. Without abandoning the characteristics of paper media, they should add new media communication channels, such as designing their own news and information websites, updating content to platforms in a timely manner, expanding market visibility in the media industry, and increasing the radiation range of Party newspapers. With the continuous progress of society, the traditional single newspaper media model can no longer meet the public's reading needs, especially under such fierce competition among major media industries. Newspaper news content can no longer occupy an advantage as a hard condition, nor can it be promoted as a platform model. In the all-media era, Party newspaper journalists can transform the media form focusing on news content into a comprehensive information system or appear in the form of an information platform. This can not only satisfy the people's need to grasp political information and increase audience freshness but also help Party newspapers maintain a stable position in the media industry.

4.5 Strengthening the Targeting of Party Newspaper Content and Methods

During the all-media period, Party newspaper journalists need to strengthen the targeting of content and methods toward audiences. Typically, after some important events occur, the reporting sequence of Party newspapers is: mobile media SMS reports, online media rolling reports, photo reports, and newspaper in-depth reports. This model lacks strong targeting, making the information received by audiences relatively homogeneous. Party newspaper journalists in

the new era should break this pattern, use interactive means of new media in reporting, strengthen communication with audiences, study the psychological tendencies of audience information, and make different reports according to the ideological characteristics of the masses. Simultaneously, through extensive research and information collection, they can establish databases based on obtained data and provide targeted push information services based on databases to meet the individual needs of audience groups. Party newspaper journalists must break through the original traditional media thinking and inherent media boundary consciousness, transform news audiences into news consumption users, change propaganda to service, and form an audience-centered thinking mode.

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