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## Media Literacy of News Editors in the New Media Era (Postprint)

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### Abstract

The continuous escalation and enhancement of public discourse power has evidently become a primary manifestation of the new media era. The manner in which audiences receive information has transitioned from traditional print media, television media, and other forms to networks, mobile phones, and other terminal devices, thereby accessing a richer array of information resources. In light of this, the radio and television industry has imposed higher requirements on the professional literacy of its practitioners, so as to embrace the challenges and opportunities bestowed by the new media era. This article primarily uses news editing work as a case study, integrates the developmental demands of the new media era, and proposes pertinent methods for enhancing the media literacy of news editors in this era, for reference purposes.

### Full Text

#### Media Literacy of News Editors in the New Media Era

**Abstract:** The continuous upgrading of public discourse has become a defining characteristic of the new media era. As information consumption shifts from traditional newspapers and television to internet and mobile platforms, audiences now access vastly richer information resources. Consequently, the broadcasting and television industry faces heightened demands for professional competence among its practitioners to meet both the challenges and opportunities of this new landscape. This article examines news editing practices and proposes methods for strengthening news editors' media literacy in response to new media era requirements.

**Keywords:** New media era, news editor, media literacy, media communication

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## 1. Development Characteristics and Trends of the New Media Era

The most prominent feature of the new media era is the realization of media convergence, supported by digital and emerging media technologies that optimize both content and delivery methods. Broadcasting professionals can now leverage online platforms to overcome previous limitations in media resource distribution. Unlike traditional media services, new media prioritizes actual audience needs and social development trends, achieving significant breakthroughs in communication and interaction. Critically, new media communication encompasses unidirectional, bidirectional, and interactive composite modes, fully demonstrating its application advantages and characteristics [?].

## 2. Work Focus for News Editors in the New Media Era

### 2.1 Transforming Traditional Work Methods and Content to Strengthen Information Dissemination

The new media era has fundamentally altered both the working methods and content of news editing. To maintain a competitive edge in broadcasting and television, news editors must abandon outdated practices, address existing deficiencies, and maximize information dissemination effectiveness. In terms of audience engagement, editors can utilize platforms like Weibo and WeChat official accounts to interact with mainstream media, thereby improving upon historically weak communication channels [?].

### 2.2 Building Diversified News Media for Sustainable Industry Development

News editors in the new media era must keep pace with the times by constructing and developing diversified news media to achieve sustainable industry growth. When serving the public, editors must adhere to a “people-centered” philosophy to satisfy audience information demands. Importantly, they must remain true to their original mission, maintain orderly public opinion environments, and ensure news information remains authentic and accurate.

### 2.3 Transforming Editorial Values and Professional Training Approaches

The continuous development of new media has introduced numerous novel technologies, rendering many traditional editing methods obsolete. Diverse audiovisual and three-dimensional imaging technologies have replaced conventional text and image expressions. However, this evolution also exposes news editors to greater interference when judging their own value and news value. In some cases, editors exaggerate or distort news material to boost appeal and capture audience attention, severely damaging media credibility. Therefore, the new media era demands correction of news editors' value systems and the establishment

of comprehensive professional training systems, particularly strengthening professional competence cultivation to promote healthy, sustainable development of traditional journalism.

### **3. Methods for Improving News Editors' Media Literacy in the New Media Era**

#### **3.1 Exerting Guiding Influence to Ensure Accurate News Value Orientation**

As new media convergence accelerates, platforms like Weibo and WeChat have become primary sources for news consumption. These emerging media provide vast information resources, transitioning audiences from information scarcity to information surplus. Consequently, misinformation and harmful content flood these platforms, potentially misleading news editors. To address this, editors must develop keen insight to discern information authenticity and avoid being misled into creating misguided public opinion. Simultaneously, editors should enhance their ideological and political awareness, maintain their principles and positions, and stay true to their original mission amidst complex public discourse [?].

#### **3.2 Enhancing News Sensitivity and Valuing News Content and Worth**

The core essence of news events lies in transmitting their intrinsic spirit and value to the public, rather than generating biased public opinion or social instability. Effectively balancing news editing and event evaluation has become a true test of professional competence. To improve media literacy, news editors must heighten their news sensitivity, emphasizing actual value and essential meaning rather than sensationalizing for clicks and audience attention.

#### **3.3 Establishing Correct Era Positioning**

Compared to traditional media eras, new media environments require adjusted positioning for news editors. With audiences accessing information through increasingly diverse channels, editors no longer solely determine reporting content and scope, and their role as information disseminators has somewhat diminished. Editorial work has shifted from traditional information collection and editing to news information retrieval and application, requiring editors to fully exert their role in guiding public opinion and enhancing both communication efficiency and news value through information processing. Accordingly, editors must thoroughly understand user needs by introducing advanced information processing technologies while optimizing dissemination methods, yet avoid neglecting news value in attempts to cater to popular tastes.

### 3.4 Strengthening Professional Skills

The new media era has greatly expanded the professional skills required of news editors. To perform their duties effectively, editors must improve their skill levels through self-directed learning or organizational training. First, confronted with increasingly chaotic information, editors must enhance their ability to integrate news information and data, extracting key information from massive datasets. Second, editors require strong communication skills to build effective relationships with interviewees and news audiences, enabling deeper understanding of audience needs. Finally, editors should cultivate abilities to improve audience media literacy, thereby enhancing news value and quality. Specifically, editors must promote societal public competence levels through news value orientation and public opinion guidance.

### 3.5 Developing into Composite Talents

The new media era has profoundly transformed both the content and mode of news editing work, imposing higher requirements on practitioners. To adapt, news editors must strive to develop into composite talents. First, to better satisfy audience information needs, editors must elevate their knowledge levels through extensive reading and reflection, mastering diverse news information collection and integration methods. Second, editors should establish development concepts that advance with the times, integrating news information channels through professional approaches to enhance information acquisition and processing capabilities. Finally, they must continuously improve professional competence, uphold truth-seeking and pragmatic spirits in news editing, and ensure information accuracy and precision.

The arrival of the new media era presents both significant challenges and opportunities for the broadcasting and television industry, as well as for individual news editors. Comprehensively enhancing editors' media literacy has become a professional imperative. To solidify professional competence, broadcasting media organizations should base their efforts on current development realities, transform editorial concepts, comprehensively improve editors' thinking and insight capabilities, deeply explore news information and its value, and ensure audiences receive authentic, accurate news information that fully reflects new media era requirements.

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