

How County-Level Television Station Journalists Can Improve Their News Gathering and Editing Capabilities: Postprint

Authors: Liu Yanjun

Date: 2023-10-08T00:00:00+00:00

Abstract

Under the development of mass media such as multimedia and self-media, the authenticity of news interview work can generate multifaceted impacts on society throughout the actual interview process. In fulfilling their professional responsibilities, journalists must report the latest information to society concurrently with the occurrence of news events, thereby facilitating societal understanding and sustaining attention and participation in its living environment. This requires that news gathering and editing personnel not only enhance their comprehensive qualities and skills in news gathering and editing, but also actively explore methods for improving their own gathering and editing capabilities during the news gathering and editing process, thereby fully exerting their creative and constructive value in news gathering and editing work.

Full Text

How County-Level TV Station Journalists Can Improve News Gathering and Editing Capabilities

Abstract: The proliferation of multimedia and citizen journalism platforms has profoundly impacted the authenticity and societal influence of news reporting. Journalists bear the critical responsibility of delivering timely information as events unfold, enabling public awareness and engagement with their communities. This demands that news professionals continuously enhance both their comprehensive qualities and technical skills while actively exploring methods to improve their news gathering and editing capabilities, thereby maximizing their creative and constructive value in journalistic practice.

Keywords: county-level television station; news journalist; gathering and editing capability

1. Basic Capabilities Required of County-Level TV Journalists

County-level television stations operate within relatively limited geographical scopes, typically covering only their administrative jurisdictions. Consequently, journalists must possess exceptional ability to filter information for news value, discerning which stories resonate with audiences, which attract minimal attention, and which address pressing public needs. This information screening capability constitutes a fundamental professional attribute. Effective news gathering requires journalists to leverage their professional expertise while drawing upon practical investigation experience. Conducting field research not only enhances the accuracy of news information but also strengthens journalists' practical skills, ultimately improving the quality and creativity of news production at county-level stations.

Manuscript editing represents another core competency for county-level TV journalists. Strong editing skills enable effective extraction and optimization of collected news content, forming the central pillar of their professional capabilities. To enhance editing proficiency, journalists must grasp the depth, core elements, and key points of news information—only through such mastery can they produce high-quality news designs. The ability to extract core information from news materials demonstrates essential professional literacy, which requires understanding the primary needs of the people and scientifically planning news content accordingly.

2. Common Challenges Facing County-Level TV Journalists

2.1 Audience Demand Issues Effective news editing serves as the primary mode of information exchange between journalists and audiences, functioning only through mutual engagement. This exchange requires shared consciousness between both parties to accomplish quality interviews within limited timeframes. However, many journalists—and even station managers—demonstrate insufficient understanding of their audiences' genuine information needs. This deficiency stems largely from misguided station positioning and a tendency toward political, formulaic reporting that lacks professional conviction and values. Such approaches directly contribute to poor ratings that reflect mere numerical data rather than meaningful audience engagement.

2.2 Methodological Issues in Journalistic Practice The distinctive characteristics of information at county-level stations necessitate varied gathering and editing approaches. Scientific methodologies enable efficient completion of news collection and editing tasks. However, current practices often suffer from journalists' inadequate comprehensive qualities, resulting in traditional, outdated information gathering and editing habits that compromise news quality. Unreasonable editing approaches can create emotional resistance among

audiences, constraining the editing process and negatively impacting viewer experience. This misalignment primarily occurs because journalists' core competencies and professional literacy fail to synchronize with the station's ratings objectives.

3. Strategies for Enhancing News Gathering and Editing Capabilities

3.1 Emphasizing Authenticity and Public Appeal Professional skills and comprehensive qualities constitute the prerequisite for improving news gathering and editing capabilities. High-caliber journalists can rapidly assess information authenticity and reliability, making self-improvement the first step toward enhancing news value. Deep excavation of news clues proves crucial, particularly for uncovering hidden social issues in rural areas that lack channels for genuine public expression. As the primary medium for reporting rural events, county-level stations directly determine whether community voices receive effective transmission. Amidst competition from omnimedia, citizen media, and converged media, county-level stations must move beyond simply following mainstream information flows. Journalists should actively identify focal news within their jurisdictions, stories that resonate with ordinary citizens, and topics that generate social consensus—only then can they fulfill their institutional functions, add compelling value to authentic reporting, and expand their audience base.

3.2 Strengthening Comprehension of News Value Concepts Given their limited audience reach, many journalists view county-level station work as merely task-oriented, fundamentally lacking appreciation for news value concepts. This mindset severely restricts their initiative and effectiveness. Enhancing journalists' understanding of news value concepts directly addresses the core problems manifested in current practice. Against the backdrop of internet-driven transformations in broadcasting and media, where traditional news media face shifting market shares, the essence of county-level stations' ratings and coverage depends on innovative news gathering and editing that maintains authenticity and accuracy. Information collection plays a vital role in this process, making conceptual understanding essential for professional competence.

References

- [?] Xu Xingxue. Exploring how county-level TV station journalists can improve news gathering and editing capabilities[J]. *TV Guide*, 2018(04).
- [?] Zuo Juan, Hu Long. Analyzing how county-level TV station journalists can improve news gathering and editing capabilities[J]. *Communication Power Research*, 2017(10).
- [?] Pu Li. A brief analysis of how county-level TV station journalists can enhance news gathering and editing capabilities[J]. *Western Radio and Television*, 2017(09):145.

[?] Zheng Yaming. How county-level TV station journalists can strengthen news gathering and editing capabilities[J]. *Speed Reading Decadal Journal*, 2016(10).

(Author affiliation: *Tonghua County Radio and Television Station, Tonghua City, Jilin Province*)

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

Source: ChinaXiv – Machine translation. Verify with original.