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Postprint: Reflections on Media Convergence and the Reform and Innovation of Radio and Television News Gathering and Editing Systems

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Abstract

With the advent of the media convergence era, the transformation of journalists and editors has become imperative. To this end, this article explores the concept, developmental trends, and characteristics of media convergence, and proposes strategies for leveraging media convergence to reform and innovate radio and television editing and gathering systems. These encompass: actively embracing new media to promote integration; transitioning toward an all-media news perspective; independently producing content; enhancing the user-centric awareness of editors and journalists; innovating talent cultivation paradigms for editorial professionals; comprehending user needs to deliver diversified information; improving capabilities in integration and topic selection/planning; and strengthening convergence among all parties.

Full Text

Preamble

Thoughts on Reform and Innovation of Radio and Television News Gathering and Editing Systems Through Media Convergence

Abstract: With the arrival of the media convergence era, the transformation of journalists and editors has become imperative. This article explores the concept, development trends, and characteristics of media convergence, and proposes strategies for leveraging convergence to reform and innovate radio and television news gathering and editing systems. These strategies include actively utilizing new media to promote integration; shifting toward an all-media news perspective; producing original content; strengthening user awareness among editors and reporters; innovating talent cultivation models; understanding audience needs to provide diversified information; enhancing integration and topic selection capabilities; and strengthening multi-party integration.

Keywords: media convergence; radio and television; news gathering and editing system

1. The Concept and Development Trends of Media Convergence

Media convergence encompasses multiple dimensions, including conceptual integration, content integration, technological integration, process integration, management integration, and channel integration. Contemporary media convergence particularly emphasizes the fusion of media forms. In the current information landscape, communication methods have become increasingly diverse, and news dissemination is characterized by real-time broadcasting. Large audiences can now comment on and express opinions about news content, creating a multi-directional communication environment.

The widespread development of media convergence has driven the rapid growth of the radio and television industry, presenting unprecedented opportunities while also introducing significant challenges. The sheer volume of available information has increased dramatically, making information screening and selection more critical than ever. The value of news is elevated when journalists and editors can effectively identify, filter, and verify information while selecting content of genuine news value.

3. Strategies for Reforming and Innovating Radio and Television News Systems Through Media Convergence

(1) Actively Utilize New Media to Promote Integration

During the convergence process, traditional media is undergoing qualitative transformation. Radio and television journalists should actively promote the integration of new media and traditional media to broaden their horizons and expand sources of news information and reporting channels. As the saying goes, “To do a good job, one must first sharpen one’s tools.” The transformation of media professionals cannot be separated from technological development. Broadcasting organizations must actively embrace new technologies to transform traditional news gathering, editing, and distribution processes through internet technology. This includes establishing all-media studio systems, high-definition broadcasting channels, high-definition non-linear editing media asset systems, high-definition news gathering equipment, integrated media command platforms, and broadcasting frequency new media infrastructure. These technological innovations enhance broadcast capabilities and promote the professional development of radio and television journalists.

(2) Shift to an All-Media News Perspective

The emergence of integrated media has created tremendous impact on traditional media. For traditional media to maintain development momentum, they must actively pursue transformation and form an integrated media mindset. This involves using interactive platforms and client applications to achieve integrated development. News professionals must transform their thinking patterns and cultivate an environment conducive to their own transformation and development. In the new era, as living standards improve, audiences demand higher quality news content, which raises the bar for news gathering and editing professionals and increases overall work difficulty. They must enhance their capabilities, apply appropriate techniques, and improve overall work efficiency. In the convergence era, the requirements for media professionals are particularly high, manifested in professional quality and the formation of internet thinking. They must master cross-media operation capabilities, truly integrating theory with practice and applying what they learn. The work of editors and reporters should evolve from the traditional “how much is collected, how much is reported” model to learning new media methods such as graphic design, video production, layout, and editing, creating integrated all-media content.

(3) Produce Original Content

In the media convergence era, many traditional media outlets are pursuing transformation and development by taking the path of new media, transferring the substantive portions of traditional news to new media platforms. However, some face low readership due to content issues, which reflects problems in their operational approach. The fundamental issue lies in the lack of product awareness among editors and reporters, who have not formed their own creative works or brands. In the rapidly developing internet era, editors and reporters must collect and screen information, ensuring content and ideology align with social development trends. They need to develop product awareness and create original branded content—this is the development path for all-media journalists in the convergence era. For example, the *New York Times* feature “Snow Fall” exemplifies innovative reporting that creates a unique brand and receives widespread acclaim.

(4) Strengthen User Awareness Among Editors and Reporters

The proliferation of communication channels has increased the difficulty of effective broadcasting. This requires editors and reporters to establish strong user awareness, considering audience needs throughout the process. Whether in the initial topic planning, information gathering, or the editing and transmission stages, they must ensure timeliness, accuracy, and authenticity while attracting more users. Broadcasting and television organizations should build big data systems based on user behavior to accelerate workflows and resource integration, thereby better serving their audiences.

(5) Innovate Talent Cultivation Models for Editors and Reporters

First, for students majoring in editing and reporting, educational institutions must be equipped with excellent teaching resources and faculty. Under quality instruction, students can more quickly and effectively master professional knowledge. Building on this foundation, schools should integrate information technology into journalism education, helping students understand and develop convergence thinking. For instance, teachers can arrange for students to gain hands-on experience in media organizations such as campus radio stations or news centers, or collaborate on micro-film production and various editing tasks. Curriculum design and teaching models should align closely with the needs of all-media professionals, emphasizing both traditional journalistic knowledge and new media competencies. For example, currently popular short-video platforms like Kuaishou and Douyin should be incorporated into the curriculum to cultivate editors' and reporters' media literacy and convergence awareness.

(6) Understand Audience Needs and Provide Diversified Information

The internet era has provided audiences with numerous channels for expressing personal opinions, such as Weibo, blogs, WeChat, and QQ. While this multi-channel environment facilitates information dissemination, it also increases broadcasting challenges. Editors and reporters must accurately identify breakthrough points and develop distinctive features to provide diversified information that meets varied user needs.

(7) Enhance Integration and Topic Selection Planning Capabilities

In the media convergence era, the planning of topics requires editors to conduct comprehensive consideration and reflection from the initial stages. Particularly in the age of universal internet access, plain text information often appears dull and uninteresting, unable to capture audience attention. Integrating audio, video, and other multimedia elements represents the major trend. Against this backdrop, editors must be able to identify information value, screen relevant content, and apply professional techniques to process related materials. They need to break traditional work patterns, learn new media methods, and create integrated all-media content.

(8) Pursue Comprehensive Development and Self-Improvement

Continuous social development requires media professionals to constantly improve themselves, explore contemporary development paths, and stand at the forefront of progress. This demands that editors and reporters enhance their professional quality, continuously learn, and enrich their knowledge structures. Only through such comprehensive development can they form all-media awareness and adopt professional attitudes and developmental thinking to analyze media information, thereby deeply understanding news content and its significant impact on social development and clearly demonstrating the functions and

values of journalism.

2. Characteristics of Radio and Television News Work in the New Era

Against the backdrop of the new era, rising living standards have led to higher quality demands for news content, which in turn requires greater capability from news gathering and editing professionals and increases overall work difficulty. Currently, news information sources are more numerous and diverse, placing higher demands on the professional quality of editors and reporters. They must form internet-based thinking, master cross-media operation capabilities, and genuinely integrate theory with practice. Each editor and reporter is both an expert in news communication and a specialist in their reporting domain. They must leverage their professional communication skills to collaborate with domain experts in producing high-quality content. In the convergence era, the transformation of editors and reporters is crucial for promoting the development of media professionals.

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

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