

New Media Editors of Industry Journals Should Cultivate the “Craftsmanship Spirit” Post-Print

Authors: Wenzheng Pan

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

Abstract

As new media technologies continue to develop, the transformation from traditional media to new media has become an inevitable trend. In this context, how new media editors of industry journals can enhance their professional competence has become an important research topic. This paper analyzes the particularities of new media for industry journals, the challenges encountered by industry journal new media editors during the transformation, existing misconceptions, and other aspects, and explores how these editors should strengthen their professional cultivation to continuously meet the new challenges of the new media era through the “craftsmanship spirit” of striving for excellence.

Full Text

Industry Journal New Media Editors Should Cultivate a “Craftsmanship Spirit”

Abstract: As new media technologies continue to evolve, the transformation of traditional media toward new media has become an irreversible trend. In this context, how editors of industry journal new media can enhance their professional competence has emerged as a significant research topic. This paper analyzes the distinctive characteristics of industry journal new media, the challenges editors face during transformation, and existing misconceptions in their work, exploring how these editors should strengthen their self-cultivation to meet new challenges in the new media era with a 精益求精的 “craftsmanship spirit.”

Keywords: new media; industry journals; editors; competence; professional literacy; craftsmanship spirit

1. The Special Characteristics of Industry Journal New Media

China's industry journals encompass numerous sectors and categories. Due to their close and mutually reinforcing relationship with industry development, industry journal new media possess distinctive features in terms of information sources, audience, and content compared to other new media platforms.

First, their information sources carry authority. Industry journal new media are typically built upon established industry journals, inheriting their mature publishing models, rigorous editorial review processes, and stable styles. The authority and credibility accumulated by industry journals over the years naturally extend to their new media platforms, earning recognition and loyalty from their audiences.

Second, their content demonstrates greater professionalism. The “industry” attribute of industry journal new media determines that their published information must be industry-related, giving their content inherent professional characteristics. For example, all information published by the new media platform of *China Work Safety* magazine relates to the work safety industry and exhibits strong professionalism.

Third, their audience shows greater stability. Influenced by the professional nature of their content, the audience of industry journal new media typically consists of practitioners or observers in a particular industry. Through reading, these audiences obtain the latest industry information, ideas, knowledge, and technology that they need, from which they derive tangible benefits. Consequently, the audience of industry journal new media remains relatively stable within a defined scope.

2. Challenges Faced by Editors in the Transformation and Development of Industry Journal New Media

The continuous advancement of new media technologies has profoundly impacted the development of traditional industry journals. Building new media platforms for traditional journals and promoting media convergence has become the preferred direction for future development for numerous industry journals. Facing this new situation, traditional editorial mindsets and working methods can no longer meet future journal development requirements, and industry journal editors confront unprecedented challenges in the transformation process.

The first challenge lies in the diversification of media symbols and technical means. Before the new media era, traditional media development models utilized relatively single media forms for content production. In traditional industry journals, for instance, media symbols were primarily limited to images and text. The advent of the new media era has broken this singular, rigid pattern, requiring industry journal new media to integrate and utilize diverse media symbols—including text, images, audio, and video—for information dis-

semination. In an age of “information bombardment,” editors who possess only single-medium skills in text or image processing can hardly “capture” readers. To engage audiences, editors must be capable of using multiple media symbols, leveraging emerging digital information technologies to integrate text, images, audio, and video for transmission through various terminals or networks, and conducting content planning tailored to different media formats.

The second challenge involves the tension between communicator-centered and “user-centered” approaches. In the traditional media era, editors held absolute control over information, reflecting the agenda-setting function of mass communication. The new media era has significantly elevated audience participation and status. New media technologies have transformed increasing numbers of audiences into information producers, and the rise of we-media has enabled more audiences to express their views and theories through various new media platforms. Additionally, emerging technologies have changed audience reading habits, expanding their choices and granting them unprecedented autonomy and agency in information acquisition. Consequently, editors’ agenda-setting function in the communication process has continuously diminished, while “user-centered” and demand-oriented approaches have gradually become new editorial philosophies in content production. This presents new challenges for industry journal new media editors, who must now explore how to combine information push with user customization to deliver niche, specialized, and personalized information to targeted users.

The third challenge concerns the transformation of editorial workflows. In the traditional media era, industry journal publishing processes integrated editing, printing, and distribution through vertical integration. A defining characteristic of the new media era is “speed”—a requirement that the original publishing workflow can no longer satisfy. The editorial process for industry journal new media requires comprehensive integration, bringing changes to every aspect of editorial team organization, content planning, information selection and processing, production, and release. Moreover, the new media era has enhanced interactivity between editors and audiences. Beyond providing content, editors must now engage in communication and interaction with audiences. How to enhance audience participation in the editorial process, how to communicate effectively with audiences, and how to collect and analyze audience needs through interaction have become new criteria for evaluating editorial competence in industry journal new media transformation.

These new demands require editors to develop different capabilities for diverse audience segments. For audiences seeking in-depth reading, editors must be able to collect fragmented information within their industry field and synthesize, analyze, integrate, process, and review it. For audiences seeking popularized content, editors must possess the ability to popularize professional material—utilizing text, images, audio, video, and other expressive forms to present specialized content in accessible and understandable ways. Furthermore, editors must master various new media technologies proficiently. In the new media era,

where content presentation forms are increasingly rich, editors must develop greater “premium consciousness.” Industry journal new media editors must intensify their study of new media technologies, skillfully employing various new media tools and mastering editing and processing techniques for text, images, audio, and video information to achieve effective integration of multiple media materials during information release. Finally, editors must balance information “gatekeeping” with forum “moderation” capabilities. In the new media era, as audience participation continues to grow and the relationship between new media editors and audiences becomes increasingly close, the primary task of industry journal new media editors is to extract industry-related materials and information from vast new media databases according to audience needs. Through sorting, analysis, and deep processing, they must arrange and combine information for delivery to audiences via new media platforms, thereby enhancing the value of original information or creating new value. This requires industry journal new media editors to possess not only information “gatekeeping” abilities but also forum “moderation” skills—effectively organizing audience discussions, engaging in dialogue with audiences, capturing and organizing information from these interactions, demonstrating editorial “host” value, and optimizing published information.

3. Current Misconceptions in the Work of Industry Journal New Media Editors

As new media technologies continue to develop and the transformation of industry journal new media deepens, the functions and roles of industry journals are undergoing profound changes. Simultaneously, influenced by institutional mechanisms and policies, certain misconceptions persist in the work of industry journal new media editors.

The first misconception involves blindly catering to audiences. As new media development encourages universal participation, user status has continuously elevated. Many industry journal new media editors have transitioned from traditional journal editing backgrounds and lack comprehensive understanding of new media. Driven by economic interests, they believe that new media simply means adding audio and video content to information releases, or even resorting to entertainment of serious content and sensationalist “clickbait” headlines to attract readers.

The second misconception concerns the gradual weakening of the “gatekeeper” role. In traditional media production, editors held absolute central positions and played the “gatekeeper” role. In the new media era, as users’ positions in the social communication chain have risen, editors have gradually transformed into “intermediaries” providing information services to users. The gatekeeper role of industry journal new media editors has continuously weakened, while their role as information service providers has strengthened. This manifests primarily as editorial absence in information filtering and processing, creating opportunities for false and inaccurate information to emerge. Some editors, pursuing speed,

adopt overly “extensive” information release practices without integration or proofreading, abandoning content quality.

4. How Industry Journal New Media Editors Can Strengthen Their Professional Competence

The new era demands that industry journal new media editors possess not only the professional competencies required of traditional editors but also continuously strengthen their cultivation in interdisciplinary knowledge, cross-media skills, and cross-cultural thinking to meet new media era challenges with a 精益求精的 “craftsmanship spirit.”

First, editors must develop discerning judgment. In the new media era, information sources are more abundant and dissemination speeds continue to accelerate, leaving most audiences with little time to verify information authenticity. Influenced by the traditional media era’s inertia of industry journal “professionalism” and “authority,” audiences place greater trust in information released by industry journal new media. Consequently, industry journal new media editors must cultivate sharp discernment, strictly controlling political, factual, textual, and technical aspects, upholding professionalism and authority, and consciously resisting vulgar, lowbrow, and fabricated information.

Second, editors must maintain rich knowledge reserves. As the saying goes, “every profession has its specialization.” Compared with social new media, industry journal new media are more specialized, attracting users concentrated in relevant industry fields. Audience needs are precise and professional, including numerous industry elites. This requires industry journal new media editors to possess in-depth understanding of knowledge within their professional fields, continuously strengthening their learning and updating their specialized knowledge to enrich their knowledge reserves.

Third, editors must possess strong processing capabilities. In the new media era, industry journal new media editors face broader audience ranges with different levels of needs. For audiences requiring in-depth reading, editors must be able to collect fragmented information within their industry domain and synthesize, analyze, integrate, process, and review it. For audiences seeking popularized reading, editors must have the ability to popularize professional content—fully utilizing text, images, audio, video, and other expressive forms to present specialized content in accessible and understandable formats.

Fourth, editors must master various new media technologies proficiently. In the new media era, content presentation forms are increasingly rich, requiring editors to develop greater “premium consciousness.” Industry journal new media editors must intensify their study of new media technologies, skillfully employing various new media tools and mastering editing and processing techniques for text, images, audio, and video information. During information release, this enables the organic integration of multiple media materials for effective presentation.

Fifth, editors must balance information “gatekeeping” and forum “moderation” capabilities. In the new media era, as audience participation continues to grow and the relationship between new media editors and audiences becomes increasingly close, the primary task of industry journal new media editors is to extract industry-related materials and information from vast new media databases according to audience needs. Through sorting, analysis, and deep processing, they arrange and combine information for delivery to audiences via new media platforms, thereby enhancing the value of original information or creating new value. This requires industry journal new media editors to possess not only information “gatekeeping” abilities but also forum “moderation” skills—effectively organizing audience discussions, engaging in dialogue with audiences, capturing and organizing information from these interactions, demonstrating editorial “host” value, and optimizing published information.

The new era has put forward new requirements. The professional competence of new media editors profoundly influences the quality of industry journal new media content and the development of industry journal new media. To enhance their new media competitiveness, industry journals must cultivate a new media editorial team with high professional competence, “premium consciousness,” and a “craftsmanship spirit.” Only in this way can industry journals achieve sustainable, stable, and healthy development on the path of new media transformation.

References: [1] Yang Man. *New Media Content Production and Editing* [M]. Chongqing: Southwest China Normal University Press, 2016. [2] Chen Xiaotang. Science and Technology Journal New Media Editors Should Strengthen Self-Cultivation [J]. *Acta Editologica*, 2017(06). [3] Zhan Xinhui. *New Media Editing* [M]. Beijing: China Renmin University Press, 2013. [4] Ding Tingting. Exploring the Professional Competence of Editors Mastering New Media [J]. *Reporter's Cradle*, 2016(03). [5] Liu Ping. Development Paths for Industry Media Under Converged Backgrounds [J]. *News Research Guide*, 2016(09).

Author Affiliation: *China Work Safety Magazine*, Information Research Institute, State Administration of Work Safety.

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

Source: ChinaXiv — Machine translation. Verify with original.