

A Brief Analysis of Training Methods for News Gathering and Editing Competencies in the New Media Era (Postprint)

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

Abstract

The rapid development and widespread application of Internet technology represent the most distinctive features of the new media era. Under these circumstances, news dissemination has become not only faster but also more extensive in reach. At present, competition within the journalism industry is growing increasingly fierce, with higher-level demands being placed on news dissemination quality. Concurrently, it is essential to focus on developing the capabilities of news gathering and editing professionals while continuously enhancing the professionalism of news editors and improving editorial quality. This article first analyzes the characteristics of information dissemination in the new media era, summarizes the shortcomings present in current news editing and publishing practices, and proposes specific strategies for cultivating news editing competencies.

Full Text

Abstract

The rapid development and widespread application of Internet technology represent the defining features of the new media era. In this context, news dissemination has become not only faster but also more extensive. As competition in journalism intensifies, demands for news quality have grown increasingly stringent. Consequently, it is essential to cultivate the capabilities of news collection and editing personnel while continuously enhancing their professionalism and improving editorial quality. This paper first examines the characteristics of information dissemination in the new media era, summarizes existing deficiencies in news editing and publishing, and proposes specific strategies for developing news editing competencies.

Keywords: New Media Era; News; Collection and Editing; Cultivation Strategies

CLC Number: G232

Document Code: A

Article ID: 1671-0134(2018)07-084-02

DOI: 10.19483/j.cnki.11-4653/n.2018.07.026

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In the new media era, news communication has undergone transformative changes, characterized by diversity, timeliness, and personalization. Supported by powerful information technology, both the methods and habits of acquiring news information have shifted dramatically. To facilitate more effective news dissemination, news organizations must continuously seek new breakthroughs and innovations, consistently enhancing the collection and editing capabilities of their personnel to better serve the public and meet diverse information needs.

1. Analysis of Communication Characteristics in the New Media Environment

The emergence of new media has fundamentally overturned traditional news dissemination methods, profoundly impacting news quality. Whereas people previously engaged in passive, single-mode reading, they now serve as both news recipients and producers in the new media era. The Internet congregates users and generates vast amounts of information. Consequently, journalists must possess high professional qualifications as a foundation for exceeding traditional dissemination efficiency and elevating quality. Presently, information spreads with such velocity that a message from any location can rapidly reach global audiences. New media propagation has exerted tremendous influence on people's lives.

2. Current Shortcomings in News Collection and Editing

2.1 Monolithic News Collection and Editing Forms

The singular form of news collection and editing represents a primary challenge facing Chinese journalism today. The traditional workflow—where journalists obtain news, gather media materials, and finally disseminate through conventional channels—fails to ensure content richness and appeal, hindering further development of news collection and editing practices. This excessive uniformity severely impedes the collection and editing of diverse news types and inadequately documents China's developmental trajectory and progress in recent years.

2.2 Lack of Journalistic Responsibility

The most significant issue in China's news editing training processes is the lack of responsibility and sense of mission among journalists. Enhancing editorial responsibility is imperative for improving the authenticity and effectiveness of news reporting. During the news gathering phase, journalists often fail to carefully verify information sources, relying instead on subjective judgment for preliminary reporting decisions. This results in broadcast content that lacks credibility, thereby undermining the authority and standing of news media in the public eye. Evidently, the absence of responsibility among media practitioners not only jeopardizes social harmony but also constrains China's modernization development.

2.3 Insufficient Depth and Breadth in News Content

News reporting in China currently suffers from insufficient content depth, a problem that severely impacts the cultivation of news collection and editing capabilities. Therefore, news selection must be strictly controlled—not all gathered information warrants reporting. It is essential to insist that reported news possesses substantive depth and guaranteed value. At present, the screening process in news editing and cataloging work fails to rigorously filter content based on its significance and impact, resulting in shallow news content. This deficiency prevents news editing work from demonstrating its true importance and prevents news media from fulfilling their proper role.

3. Strategies for Cultivating News Collection and Editing Capabilities

3.1 Improving Talent Training Mechanisms

News organizations must carefully analyze problems inherent in traditional talent cultivation mechanisms. Based on the characteristics of news dissemination in the new media era and evolving public demands for news information, they should improve their talent training systems, particularly in the following aspects:

First, they should thoroughly examine existing talent training mechanisms. News organizations must adopt a developmental perspective to reassess the content of current training systems, adapt to new media era requirements, and organize experts and managers to conduct analytical evaluation work.

Second, they should deeply analyze the requirements for news collection and editing in the new media era. News organizations should consider deficiencies in news editing and cataloging work from the audience's perspective and research content that satisfies readers' needs and habits.

Third, they should refine talent training mechanisms. In accordance with new media era demands and existing mechanism deficiencies, news organizations

must actively improve training systems, optimize training models and content, continuously enhance their talent pool, and elevate product quality. Elevating news editing standards enables editors to better meet contemporary requirements.

3.2 Innovating Collection and Editing Forms

In the new media era, news media and formats have undergone tremendous changes, with digital technology becoming a primary dissemination channel. Currently, many news collection and editing practices still follow traditional models where interviews constitute the main form of news gathering and editing. While news interviews remain foundational to editing, journalists in the new media era can maximize interview time by leveraging advanced information technology and terminals to innovate news editing, thereby improving both the quality and efficiency of editorial work. As media practitioners, they should prioritize direct communication with audiences to understand their needs and ensure the authenticity and completeness of news pieces.

At present, China's news reporting suffers from limited variety. Continuously enriching news content represents a new direction for future journalism development in China. To diversify news editing content, journalists must focus on issues of public concern and emerging development fields, excavating valuable reporting material to enrich both the content and forms of news editing in China.

3.7 Employing Diverse News Editing Formats

Whether in traditional or new media, journalists remain the principal agents of news collection and editing, with interviews constituting the primary form. This approach conserves human resources and allows media practitioners to uncover the essence behind news events through in-depth contact. However, current news collection and editing methods no longer satisfy public demands. With the development of mobile Internet, audiences can comprehend news through video, audio, images, and text. Consequently, news editing work should incorporate combinations of video, audio, and graphics. This not only renders news content more vivid but also enhances audience receptivity.

With the advent of new media, journalism faces increasingly fierce competition, and the information technology revolution has triggered an explosion of information. To remain invincible in this intense competition, we must start at the source by continuously enhancing journalists' professional competence and cultural literacy, improving news sensitivity, capturing attractive and valuable news material, and editing it using various innovative forms. For collected data, journalists must discover and excavate stories behind events and gather information about their impact to ensure both breadth and depth in news reporting. Simultaneously, while pursuing news appeal, they must not lose their convictions—adhering to journalistic principles, fulfilling social responsibilities,

ensuring authenticity while enhancing attractiveness, and steadfastly upholding reporting principles to become responsible news editors. It is believed that journalists and editors who meet these requirements will surely advance journalism in the new media era.

3.4 Enhancing News Sensitivity Among Editing Personnel

News organizations should emphasize cultivating and valuing news sensitivity among editing personnel. First, they should foster good daily work habits. During news collection and editing, organizations should guide editors to interpret the same news event from different perspectives, enabling audiences to understand events from fresh viewpoints, deepening their impressions, and facilitating better news propagation. Second, they should guide editors to analyze the characteristics of different audiences. To gather more news information that satisfies public reading needs, news organizations should direct editors to analyze reading habits and patterns across different demographic levels. For instance, news editors need to browse Weibo content, grasp topics of interest, and produce targeted editorial news. Additionally, they should encourage readers to conduct self-analysis based on news consumption, clarify editorial purposes, summarize workflows suitable for their own news operations, capture valuable news stories, and establish effective communication among colleagues.

3.5 Strengthening Journalists' Social Responsibility

The fundamental qualities that news editors must possess are social responsibility and a sense of mission. Only journalists with social responsibility can constantly attend to the authenticity and effectiveness of news. To enhance journalists' social responsibility, the entry threshold must be raised, with strict enforcement of selection principles to filter out promising young people who possess social consciousness. Before officially becoming editors, news organizations should provide necessary training for new hires, emphasizing the vital importance of social responsibility in their work, thereby clarifying their sense of professional responsibility.

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The quality of news broadcasting is intimately linked to the editing capabilities of news collection and editing personnel. Only when these staff possess high-level professional competence can the quality of news manuscripts be effectively improved. Against the backdrop of new media development and accelerated information dissemination, news communication patterns are becoming increasingly diversified, and public demands for news quality continue to rise. While accessing more direct and higher-quality news information, journalists must focus on cultivating their professional capabilities, performing editorial work effectively, and completing tasks with both quality and quantity assured. As new media development accelerates, news dissemination methods grow more diverse and multifaceted, imposing higher quality requirements and enabling audiences to access various types of information more directly. Therefore, journalists must adopt appropriate measures to enhance their news editing capabilities. In the process of news consultation, they must strengthen reporting continuity, excavate the essence of news, flexibly apply news writing skills, and improve readability. When uncovering content behind news stories, they should delve into the deeper value of news based on their own perspectives.

Journalists must prioritize news authenticity, distinguishing and judging complex news content. In the new media era, news evolves over time; consequently, news editors must attend to timeliness. To improve news writing abilities, collection and editing personnel should actively participate in cultivating both writing quality and professional competence. As news organizations, it is necessary to provide diverse learning platforms for journalists to enhance their writing skills and competitive capacity, ensuring that news editing work proceeds systematically. Reporters need to master fundamental skills such as television and print editing. Simultaneously, they must approach news information collection three-dimensionally, mastering new media technologies like email, image editing, and audio-video editing techniques to conveniently process electronic information. Journalists require comprehensive capabilities and should strive to become versatile talents, performing news editing work effectively and improving overall quality.

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

Source: ChinaXiv — Machine translation. Verify with original.