

On Editorial Planning and Editorial Innovation Capability: Postprint

Authors: Sun Baixiang

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Abstract

Editing serves as the “gatekeeper” of news dissemination and the “chef” of the news banquet; the proficiency of editors is paramount to the entire news operation. In practical editorial work, innovative capability demands not only creative thinking and ideas from editors, but also high professional caliber and technical skills. This article, addressing the nature and characteristics of editorial work and proceeding from its substantive content, summarizes techniques for planning and innovative capability across three dimensions.

Full Text

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On Editorial Planning and Innovation Capability

Abstract: Editorial work serves as the “gatekeeper” of news communication and the “chef” of the news feast. The competence of editors is crucial to the entire journalism process. In practice, editorial innovation requires not only creative thinking and ideas but also high professional qualities and technical skills. This article examines the nature and characteristics of editorial work, proceeding from its substantive content to summarize techniques for planning and innovation across three dimensions.

Keywords: Editorial Planning; Innovation Capability; Work Skills; Journalism

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Author: Sun Baixiang

The reporting of events requires descriptive narration that appears simple yet demands multifaceted editorial competencies in extracting key points. These competencies include editorial planning and innovation capabilities—only with these fundamental skills can content become fresh, detailed, and capable of capturing audience attention and genuine public interest. For instance, during the 19th National Congress of the Communist Party of China, news coverage focused on interpreting President Xi Jinping’s speech spirit. The follow-up reporting involved numerous sensitive terms that required editors to work overtime on “screening” and “processing” due to the special nature of news content. Such tasks demand high levels of responsibility and accountability from editors in verifying content and refining language.

1. Editorial Work Content

Editorial work is not a singular procedural task. Major communication centers typically establish multiple editorial stages, broadly divided into pre-editing, mid-editing, and post-editing. Pre-editors are primarily responsible for planning and conceptualization, proposing frameworks for content selection and photographic angles. Mid-editors handle content collection and organization, categorizing materials for post-editors. Post-editors conduct final “processing” of content—the most critical and challenging phase of the entire editorial workflow. This division of labor illustrates the considerable pressure and workload editors face.

2. Basic Qualities Editors Should Possess for Innovation

Effective editorial planning and innovation require editors to achieve certain proficiency levels, enabling them to design detailed and compelling content during the processing stage. This necessitates several fundamental qualities and abilities.

2.1 Policy Interpretation Capability

Most promotional content must closely align with policies, as much reporting involves interpreting national guidelines. Consequently, editors should possess policy interpretation skills, form independent insights, and identify deeper policy implications from a practical perspective. Only through accurate policy comprehension can edited and planned content truly guide public thinking and disseminate positive social energy.

2.2 Strong Sense of Responsibility

Editors play a vital role in news communication, requiring both processing capabilities and a strong sense of accountability when handling sensitive topics. Promotional content often involves sensitive subjects and terminology that can impact society and media organizations. These terms require extensive research

and careful deliberation, demanding editors work overtime to “screen” and “process” them effectively while maintaining accuracy and excellence in news content.

2.3 Literary Accomplishment

Editors must promptly process, refine, and polish diverse news and promotional content, requiring substantial knowledge and literary proficiency. Topics spanning technology, history, geography, literature, physics, chemistry, and other disciplines must be effectively integrated to ensure audiences not only understand but are also captivated by the language and impressed by specific word choices. For example, major holiday coverage should incorporate historical events and issues to provide detailed activity introductions. This approach allows audiences to revisit historical content while gaining comprehensive understanding of current events, making reports more “substantial” and compelling. Such work demands indispensable literary cultivation; extensive vocabulary deliberation and substitution require solid literary foundations combined with perceptual insight.

3. Techniques for Enhancing Editorial Planning and Innovation

Editorial planning and innovation are critical for breaking through work bottlenecks, prompting many editors to intensively study methods for rapid capability enhancement.

3.1 Continuous Learning to Elevate Understanding

Both news and promotional content must demonstrate innovation and align with mainstream social trends. Editors should participate in policy interpretation training programs while engaging in self-directed learning. As the adage goes, “sharpening the axe won’t delay the cutting of firewood”—only by sharpening their editorial “axe” can editors accurately “cut” and effectively reorganize content. Continuous learning enhances editors’ understanding and lays foundations for subsequent innovation. For instance, supplementary materials added at the end of news pieces require more than generic processing to avoid perceived staleness. Through ongoing learning and acquiring fresh vocabulary, editors can refine materials through “detailed processing,” enabling audiences unfamiliar with specifics to “chew” and “digest” content more accurately. Supplementary materials should be concise rather than lengthy, though reference suggestions may be provided.

Innovation capability cannot be developed merely by sitting in offices; it requires field investigation and deep social observation to draw inspiration from people’s behaviors, language, ideas, and environmental contexts. Only through understanding public sentiment can editors produce more suitable promotional

content. Take “precision poverty alleviation” as an example: simply interpreting national policies fails to resonate with the public. Editors must leave their offices, visit impoverished households, observe their conditions firsthand, and communicate directly to understand the actual effects of poverty alleviation policies. This process transforms editorial thinking, enabling further refinement and design of related content based on original foundations.

3.2 Categorized Communication and Collaborative Grouping

Editorial content covers extensive ground, making it difficult for individuals or isolated groups to satisfy audience needs. In such cases, content can be stratified according to editorial nature, with different professional editors arranged for cross-level communication. Sharing experiences from professional perspectives and personal work contexts, and enhancing mutual understanding through special cases, significantly stimulates editorial inspiration and thinking. Many editors experiencing creative blocks can achieve intellectual exchange and collision by dividing content interpretation from an editorial perspective, fostering innovation while professionalizing news content. For example, medical dispute news is particularly sensitive yet increasingly common. Standing out requires not only news angle control but also editorial innovation. Communicating with experienced editors and applying their expertise to edit news from different levels and perspectives can generate greater inspiration and multidimensional innovation.

3.3 Multimedia Integration and Visual Capture

Multimedia application enhances promotional effectiveness. In today’s rapidly developing technological era, editorial innovation capability is inseparable from multimedia technology. Editorial processes involve numerous multimedia applications through which editors can professionally process news visuals, creating innovative image structures and effects. From this perspective, effective lens capture can highlight news content and professionalism, attracting public attention and gradually building audience engagement. For instance, major provincial-level media organizations can utilize advanced editorial equipment for preliminary news simulation, identifying errors within the simulation for appropriate correction, achieving zero-error objectives and overall quality improvement. In fact, full multimedia utilization allows editors to observe and experience content from the audience’s perspective, using modern electronic tools to make promotional content more realistic and relevant.

3.4 Practical Exploration to Discover Inspiration

Editors should actively engage in practical exploration when processing manuscripts and arranging various content. Such exploration involves not only investigating news hotspots but also expanding editorial thinking “vertically to the bottom and horizontally to the edges.” Innovation capability requires editors to conduct field research, observe social conditions, learn from industry

peers, and draw inspiration from physical forms, human gestures, language, ideas, and event contexts to truly understand public sentiment and produce more suitable promotional content.

Editorial planning and innovation hold important positions and functions in news and media communication. Numerous improvement techniques require long-term accumulation and summarization in practice, particularly regarding post-editing skills for promotional content. Continuous exploration and timely summarization are necessary to create works that not only follow contemporary trends but also effectively guide public opinion for our era.

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(Author Affiliation: News and Publicity Center, China Academy of Chinese Medical Sciences)

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

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