

On the Post-Print Edition of Traditional Media Editors' Transformation in the All-Media Era

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Abstract

The advent of the internet era has introduced new modes of information dissemination, leading to rapid and massive information propagation while exerting tremendous impact on traditional information media. Particularly, the development of information websites has made news dissemination faster and more convenient. Under these circumstances, the status of traditional news media has begun to be threatened, compelling traditional news media editors to seek transformation to adapt to the changing times.

Full Text

A Brief Discussion on the Transformation of Traditional Media Editors in the All-Media Era

Abstract: The advent of the Internet era has introduced new modes of information dissemination, leading to rapid and massive information flows that have profoundly impacted traditional media. Particularly with the development of news websites, news dissemination has become faster and more convenient. In this context, the status of traditional news media has been threatened, forcing traditional news media editors to seek transformation to adapt to the changing times.

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For news media editors, the most immediate challenge lies in the transformation of their workflow. Whereas editors previously focused solely on text editing,

the era of media convergence now demands deeper processing of news content and greater audience insight. In an environment where newspapers, television, and the internet coexist and converge, editors must integrate and analyze diverse news information, determine appropriate dissemination formats, and employ matching expression styles. Simultaneously, they must understand their audience—knowing how to present information to better attract readers and enhance significance. Additionally, news dissemination via broadcast television and online platforms requires incorporating reader comment functions. Many of these issues were previously unconsidered by traditional editors, making transformation imperative in the all-media era.

1.1 Changes in Media News Editing Content

The vigorous development of new media has enriched information dissemination methods, consequently transforming content itself. News is no longer a rigid concept; it has become more diversified and vivid, with richer content and forms that break away from stereotypical news language. As lifestyles accelerate, the advantage of fragmented information is fully realized. For media editors, readers demand news content that is shorter and more concise. Therefore, in the new media era, editors must approach news from a holistic perspective, selecting and refining information to present core ideas and reading value in succinct form, thereby facilitating readers' selection processes. In this new context, news content must both attract and serve readers. Traditional media editors must adapt to these changes to ensure the long-term development of journalism.

1.2 Changes in News Media Communication Methods

Technological development has dramatically transformed people's lives while triggering successive reforms in the media industry. Technology brought printing to print media, radio to broadcast media, image transmission to television broadcasting, and the Internet to the entire media field—including news dissemination through various news websites and social media platforms such as QQ, WeChat, and Weibo. The Internet has turned the world into a global village, converting news from around the world into online data, and making news consumption more diverse, rapid, and convenient.

1.3 Transformation of News Media Editing Workflow

In the current era, with the widespread use of Weibo and WeChat, people have access to increasingly diverse and convenient ways of obtaining information. News values timeliness and immediacy, and the development of new media formats imposes stricter requirements on news media editors. In other words, traditional news media is facing a tremendous transformation. In this revolution, the way forward for traditional news media lies in optimizing dissemination content, which means the role of news editors becomes even more critical. This article briefly analyzes the transformation and challenges facing traditional news editors in the present context.

2.1 Ways of Thinking

Traditional news dissemination was primarily editor-centric, with audiences passively receiving information. In the all-media era, people actively seek news and discriminate, select, and receive information around them. In this situation, media editors must first break away from conventional thinking patterns. While ensuring that news characteristics remain intact, they need to understand their readers and comprehend their needs, then satisfy those needs based on the actual news content. Only in this way can traditional media editors better survive in this new era.

2.2 Technical Means

Currently, television, internet, and newspaper industries remain largely separate, each with its own strengths and weaknesses while lacking communication and cooperation. For instance, new media is primarily centered on digital technology but lacks support from original content, whereas traditional media is content-focused but lacks digital technical support. Therefore, facing the environment of media convergence, news media development must restart from a scientific development perspective, effectively integrating and utilizing various media resources.

2.3 New Media Tools

The arrival of the new media era has broadened channels for news consumption, significantly impacting traditional news dissemination forms such as newspapers and periodicals. Coupled with the popularization of computer technology and the Internet, this has accelerated the decline of traditional news dissemination methods. The newspaper industry, in particular, has gradually lost a large number of readers, accompanied by a substantial reduction in advertising revenue, leading to a depressed newspaper market. Therefore, the focus of transformation for traditional media editors should be on learning new network technologies. Only by mastering advanced information dissemination methods can they be applied effectively, and only by continuously strengthening their skills can editors keep pace with the times.

3.1 Strengthening Comprehensive Qualities of News Editors

Nowadays, the widespread use of computers and mobile phones has diminished the concept of pen and paper, with the use of input methods far exceeding handwriting in daily life. For media editors seeking transformation in the Internet era, the first change must be in their writing methods. Facing an endless stream of new phenomena, the most important task for media editors becomes how to present various social phenomena and life fragments authentically and vividly to readers amidst complex situations. This requires editors to possess rich knowledge structures and professional information selection capabilities.

3.2 Actively Integrating into Transformation

To change, one must first accept change. The new era has arrived and is developing rapidly. Not only news dissemination methods but all information dissemination modes are undergoing tremendous changes. To avoid being eliminated by society, traditional media editors must actively integrate into this transformation, change their inherent thinking patterns, and strive to achieve successful transition.

3.3 Learning New Technologies

The development of the Internet has dramatically changed how we obtain information. Currently, television, internet, and newspaper industries remain largely separate, each with its own strengths and weaknesses while lacking communication and cooperation. For instance, new media is primarily centered on digital technology but lacks support from original content, whereas traditional media is content-focused but lacks digital technical support. Therefore, facing the environment of media convergence, news media development must restart from a scientific development perspective, effectively integrating and utilizing various media resources. Only by continuously strengthening their skills can editors keep pace with the times.

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Figure 7 [Figure 7: see original paper] Prototype Design of Newspaper Reading Module: Independently completing product planning and prototype design, assisting UI designers in product UI design, and promoting and coordinating product development.

Currently, we are in the initial stage of large-scale media convergence, with growing demand for relevant talent. The introduction of new media talent can no longer meet the needs of media convergence development. The transformation of editors at Shizuishan Newspaper may be just a small step in the current transition of traditional editors to Internet product managers, but it demonstrates the enthusiasm, initiative, and innovation of the media industry in the process of media convergence development, while also lighting a guiding lamp for the transformation and integrated development of industry peers.

Throughout this process, newspaper editors engage in continuous communication to identify and solve problems, from the initial product concept to the final prototype. This not only exercises editors’ practical operational abilities and stimulates their innovative spirit, but also subtly cultivates their teamwork,

communication, problem-identification, and problem-solving skills through the various challenges encountered during product design, laying a foundation for media convergence projects at Shizuishan Newspaper.

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

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