

Analysis of the Transformation of Television News Editors in the Context of Media Convergence: Postprint

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Abstract

Due to the rapid development of emerging media, television entertainment and internet entertainment have continuously entered the public's field of vision, with our lives becoming increasingly intertwined with the development of television networks. In the context of media convergence, television news editors must confront the severe challenge of transformation to continue developing more effectively. Currently, television news editors face multifaceted challenges under the backdrop of media convergence, including changes in the social environment, workflow transformations, and shifts in operational costs. Consequently, the transformation of television news editors represents an inevitable trend for the sustained development of television news. Based on the current development status of television news editors within the media convergence context and through a detailed analysis of public demand for news editing, this paper primarily discusses how television news editors should correctly and effectively achieve successful transformation in response to the challenges posed by contemporary developmental trends.

Full Text

Abstract

With the rapid development of emerging media, television and internet entertainment have become integral to public life. In this context of media convergence, TV news editors face severe challenges that necessitate transformation. This paper examines the current state of TV news editing under media convergence, analyzes audience demands, and discusses strategies for effective transformation to meet contemporary developmental challenges.

Keywords: media convergence; television; news editing; transformation; analytical research

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1. The Inevitability of TV News Editor Transformation Under Media Convergence

Media convergence represents an inevitable global trend, first conceptualized by Professor Pool of Massachusetts in the United States. It refers to the integration of various media forms into a multifunctional, unified system. At the macro level, convergence encompasses the integration of media-related aspects, communication forms, content, and workflows. At the micro level, it has given rise to new media formats such as Weibo and e-books, fundamentally altering television news production.

The transformation of TV news editors is imperative for survival in this evolving landscape. Traditional television once captivated audiences through its unique audiovisual capabilities, significantly influencing lifestyles and improving quality of life. However, the emergence of mobile devices, computers, and the internet has introduced superior advantages—real-time information dissemination, intelligent push notifications, and interactive features—severely challenging television's dominance. Television's inherent limitations have diminished its competitive edge in news dissemination, forcing a decline in operational quality and confronting the industry with unprecedented challenges. Consequently, TV news editors must recognize their developmental constraints, leverage complementary strengths with new media, and achieve mutual promotion and integration to ensure stable, healthy progress.

2. Key Considerations for TV News Editor Transformation

The rise of new media has profoundly impacted traditional broadcasting. Mobile phones, computers, and the internet not only facilitate rapid dissemination of real-time information but also enable personalized searches and intelligent recommendations, creating simple, convenient, and efficient user experiences. This development has gradually marginalized television from public view. Media convergence is not merely a superficial combination of technologies but a sophisticated integration of high-end applications across platforms. For TV news editors, this phenomenon presents both a formidable challenge and a valuable opportunity—a double-edged sword. Successful transformation requires clear recognition of inherent limitations while actively absorbing beneficial elements from new media to create compelling content. Additionally, cultivating highly skilled, professional, and qualified modern talent is essential for the industry's continued advancement.

The evolution of news editing has progressed through distinct stages. Newspaper journalism, the earliest public news medium, has demonstrated remarkable resilience through its development. Its editorial process has evolved from text editing (leveraging linguistic appeal) to photo editing (enhancing visual impact), then to computer applications (enabling digital compilation and laser

typesetting), and finally to internet-based news gathering models. Similarly, broadcast news editing has developed through four phases: reading newspaper content aloud, establishing independent broadcast characteristics, live broadcasting, and the emergence of specialized online radio stations under network conditions. These evolutionary trajectories provide a foundation for contemporary media reform and align with broader developmental trends.

3. Main Content of TV News Editor Transformation Under Media Convergence

3.1 Transformation of TV Editing Under Media Convergence

Television simultaneously transmits audio and video information, requiring continuous adaptation to technological advances and robust network platform support. Over several decades, TV news editing has evolved through four key stages: (1) simple replication of oral transmission, (2) video-focused visual news communication, (3) remote transmission of news materials, and (4) multi-screen real-time switching in live broadcasting. Each major transformation has coincided with technological revolutions—printing for newspapers, wireless technology for radio, video transmission for television, and internet technology for mobile devices and computers. These innovations have fundamentally reshaped the news landscape, enabling organic fusion between traditional and new media while diversifying and expanding media connotations.

3.2 Transformation of News Editing Under Media Convergence

As the earliest news medium, newspapers have matured over decades of reform and development. Their editorial evolution—from text editing to photo editing, computer applications, and internet-based compilation—demonstrates the medium's enduring vitality. Broadcast news editing has similarly progressed through four stages: newspaper content reading, independent development based on broadcast characteristics, live broadcasting, and specialized online radio. In today's rapidly developing media environment, media convergence not only lays the groundwork for future reforms but also aligns with contemporary trends. Therefore, guiding TV news editing toward correct, healthy, and stable transformation under media convergence is crucial for industry sustainability.

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

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