

Postprint: Reflections on News Editing and New Media Applications

Authors: Yu Ning

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

Abstract

In recent years, with the development and advancement of network information technology and the continuous expansion of its application scope, the dominant position of traditional media industry has been gradually altered. The advent of the new media era has transformed people's modes of production and lifestyle, while also presenting significant development opportunities and challenges for the traditional media industry. News editing constitutes a crucial position within the media industry. This paper investigates the issues concerning news editing and new media application, analyzing the current state of news editing work, the present situation of new media application, the professional requirements for news editing under the new media industry context, and effective strategies for news editors to apply new media, aiming to enhance the quality of news editing work and thereby promote the development of the news media industry.

Full Text

Abstract

In recent years, the development and expanding application of network information technology have gradually challenged the dominant position of traditional media. The advent of the new media era has transformed people's production and lifestyles, presenting both significant opportunities and challenges for traditional media. News editing constitutes a critical role in the media industry. This paper investigates the integration of news editing with new media applications, analyzing the current state of news editing work, the application status of new media, the professional requirements for news editors in the new media context, and effective strategies for news editors to leverage new media. The aim is to enhance the quality of news editing work and thereby promote the development of the news media industry.

Keywords: news editing; new media application; technology; integration

CLC Number: G214.1

Document Code: A

Article ID: 1671-0134(2018)01-123-02

DOI: 10.19483/j.cnki.11-4653/n.2018.01.050

By Yu Ning

1. Current State of News Editing Work

News editing work can be divided into several stages: topic selection, editorial planning, content conceptualization, news interviewing, material collection and writing, filming, and content editing. The development of modern television news editing has enabled editors to possess keen abilities in news information capture, editing, and publishing. They can disseminate various types of news information widely and accurately control diverse news materials to meet the multi-faceted demands of audiences for television news. Although news editing work forms have changed to align with modern media industry development trends, many practitioners still suffer from relatively outdated work concepts and ideas. Their working methods struggle to meet the developmental requirements of news editing work. To achieve sustainable development in news editing, it is necessary to address the lagging work concepts and methods within the industry. Many news editors lack deep understanding of innovation, treating innovative work merely as “formalism” without expanding their innovative consciousness at a deeper level, which naturally makes effective integration and development with new media difficult.

2.1 Current Status of New Media Applications in News Media

The development of various new media forms primarily relies on network information technology and communication technology, utilizing network channels to enhance the work efficiency of the media industry and enrich media channels and content. Based on the development and dissemination characteristics of new media, their applications can be summarized in three aspects: First, new media forms utilize the efficient Internet space as a carrier to achieve close connection between media and audiences, tightly integrating traditional media, audience application clients, and network operation media. In traditional media forms, a strong sense of distance existed between media and audiences, whereas new media applications root news media in audience communities. Second, the number of Internet users continues to grow, with new media reaching an unprecedented development scale and establishing a relatively complete information dissemination system. According to relevant survey data, China's Internet users have reached 720 million, while mobile Internet users have reached 1.1 billion. The number of mobile network clients is exploding and will maintain its current market share long-term. Information dissemination channels have

formed a relatively complete network system leveraging the developmental advantages of mobile Internet. Third, public outdoor media have also been widely applied. With the accelerating pace of urban development and construction, the number of various public screens has gradually increased, and the diversified development trend of public screens has expanded beyond the limitations of commercial marketing applications, with news media applications for public screens also increasing [1].

2.2 Problems in New Media Applications

The arrival of the new media era has diversified information channels. Meanwhile, due to the interactive, convenient, and efficient application characteristics of various new media platforms, the public's acceptance of and dependence on new media forms have substantially increased. Television news constitutes important content in the current media field. News editors transform news materials into television news content through editing techniques, forming an important foundation for the development of modern television news media. Aligning with the development background of the media industry, the organic integration of news editing work with new media represents an inevitable development path and a general trend for promoting the development of the news industry. Through the promotion and application of new media, the news editing industry can generate new development patterns, promote continuous improvement in news editing work, expand news information collection and dissemination channels, and facilitate the progressive development of television news media.

3. Professional Requirements for News Editors in the New Media Context

Based on the development situation of television news in the new media era, the professional requirements for news editors are mainly reflected in three aspects: First, the new media context places higher demands on the timeliness of television news dissemination. The realization of television news application value depends on the freshness of its content, requiring news editors to enhance their work efficiency to ensure news value. Second, different audience groups have varying preferences for news topics and presentation forms. New media provides audiences with more autonomous choice space, and the network environment inherently endows new media with interactive characteristics. Television news editing work must reasonably adjust its working methods to align with audience needs, enabling television news to have more opportunities for communication and interaction with audiences and catering to the psychological experiences of youth groups to promote sustainable development of television news. Third, news editors must not only possess professional foundations but also be proficient in computer technology and various modern collection and editing technologies, actively integrating their working methods with new media to meet the development requirements of modern work forms [2].

4.1 Innovative Work Thinking

The content of news editing work is relatively complex, with its essential purpose being to produce television news programs for audiences. Therefore, while adhering to professional standards, news editors need to achieve innovative thinking in their work, enhance sensitivity to social news information, continuously expand their professional knowledge and social cultural horizons, and adapt to the development trends of mainstream social ideology to innovate their work concepts and methods. News editors must not only focus on news facts but also enhance their social service consciousness, transform their work focus, and leverage the interactive advantages of new media to construct an integrated development model for television news and new media. This enables audiences to actively participate in news content exchange and interaction through new media channels, allowing news editors to capture audience concerns regarding news content from these interactions and lay a foundation for subsequent work.

4.2 Innovative Work Forms

The development of new media has intensified market competition in the news media field. Only by aligning news editing work with audience needs can media maintain a stable audience base. News editing work must emphasize innovation in work consciousness to satisfy audience demands for participation and interaction. Through reasonable news structure design, audiences can participate in news program production to increase diverse audio-visual experiences [3]. For example, CCTV has successively launched news interview activities such as “Are You Happy?” and “Focus on Agriculture—Wheat Harvest in Progress” on its comprehensive channel, news channel, and agriculture and military channel, enabling broad public participation in television news program production. This not only enriches program diversity but also satisfies audience participation needs.

4.3 Actively Applying New Media Technologies

Technology constitutes an important support for the continuous development of new media forms. New media technology serves as a driving force for reform in the media industry, and news editing work also needs to emphasize learning and application of new media technology to promote its own work level improvement. The development of digital media technology integrates interdisciplinary knowledge from digital information processing fundamentals, computer technology, and network communication technology, primarily for the acquisition, processing, management, output, and dissemination of digital media information. Therefore, new media technology includes digital information acquisition and output technology, digital information storage technology, digital information processing and generation technology, digital information dissemination technology, and digital information security management technology. News editing work must align with its actual work needs, actively learn and

apply digital media technology, and expand more new technologies and working methods into television news work. Simultaneously, news editors must emphasize strengthening their computer application abilities, skillfully using various computer software for image and text modification and editing to improve work quality and level.

4.4 Integration of News Editing Work with New Media

In the new media era, audience access to news information has transformed from a single television transmission channel to multiple terminal modes including PC terminals, mobile clients, vehicle terminals, and cloud television terminals. News editing work must also actively integrate its work focus and forms with new media, improving news material collection and editing efficiency through network resource integration. Editors can utilize Weibo and WeChat public platforms to actively communicate and discuss news content with audiences, understand public thought trends and news demands, and simultaneously actively apply new media channels to output and serve news editing work content in new media forms. This breaks through the limitations of news editing work and expands more possibilities for news editing work in virtual network space [4]. Only through active integration with new media forms can news editing work adjust its direction according to social development and achieve progressive development.

References

- [1] Gao Qixiang. Reflections on the Competence of News Editors under the Integration of New Media and Traditional Media [J]. *Journal of News Research*, 2015(8): 65-65, 74.
- [2] Wu Yongpeng. Innovative Strategies for Traditional Media News Editors in the New Media Era [J]. *Collection, Writing and Editing*, 2016(6): 63-64.
- [3] Zhang Zhiling. Several Reflections on News Editing and New Media Application [J]. *Product and Quality*, 2016(52): 82.
- [4] Duan Chunlin, Wu Zhe. Research on the Domestic Self-Publishing Platform Model Based on Big Data [J]. *China Publishing*, 2016(15): 38-41.

(Author's institution: Zaozhuang City Shizhong District Radio and Television General Station, Shandong Province)

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

Source: ChinaXiv — Machine translation. Verify with original.