

The Evolution of News Media and the Construction of News Editing Competence (Postprint)

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Abstract

China's news communication media have undergone several generations of transformation, which has not only brought new opportunities to news editing work, but also posed severe challenges. Grounded in the current state of the news editing industry, this paper first analyzes the historical evolution of news communication media, then introduces the opportunities and challenges faced by news editors, and finally proposes specific strategies for the construction of news editing capabilities, with the aim of enhancing the overall level of news editing and creating conditions for the healthy and rapid development of the industry.

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Keywords: news communication media; transformation; news editing capability; construction

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With the advent of the new media era, the diversification of news communication media has become a major trend in industry development. A thorough understanding of the evolution and characteristics of news communication media is crucial for comprehending the development trends and communication essence of journalism, as well as for enhancing news editors' capabilities and editing skills. To further analyze specific strategies for constructing news editing capabilities, it is essential to first examine the historical evolution of news communication media.

1. Evolution of News Communication Media

With the continuous improvement of modernization and decades of development, China's news communication industry has gradually formed a vibrant and diverse landscape. Reviewing the industry's history, it has mainly experienced the following different forms of communication.

1.1 Print Media Communication

Newspapers are one of the oldest major news media, primarily disseminating news events and current affairs commentary through print publications. Unlike other communication methods, newspapers' greatest advantages lie in their preservability, selectivity, and depth of communication. Additionally, as an important component of traditional media, newspapers dominated the mainstream market for a long period and thus still maintain a relatively stable audience today. Nevertheless, with the continuous development of the times, various shortcomings of print media have gradually been exposed. For instance, the production process is extremely complex and cumbersome, and due to its inherent characteristics, news timeliness is weak. Many readers find that much of the information has already been learned through other channels by the time they receive the newspaper, seriously affecting the reading experience.

1.2 Broadcast Communication

Broadcast communication is also a unique media transmission method that emerged after newspapers and gradually became a more extensive news communication medium. In terms of communication form, broadcast transmission, as an oral and audio-based medium, is less profound than text communication. However, due to its wide reach and strong adaptability, and because it uses sound to convey information, it can incorporate emotional qualities that text lacks. This brings listeners more imagination and authenticity during transmission, allowing them to feel immersed and present at the scene. Although broadcast communication has faced certain impacts with the arrival of the new media era, unique broadcast forms such as in-car broadcasting remain widespread and continue to possess strong vitality and social influence.

1.3 Television Communication

Television, as a news medium form based on modern audiovisual technology, features not only a broad audience and significant influence but also integrates images, sound, and text. Compared to newspapers, television communication is more vivid, dynamic, and timely; compared to radio, it provides a visual viewing experience and can even create a sense of presence for viewers through certain filming techniques, making its role in strengthening news reliability difficult to ignore. However, television communication also has limitations, such as the difficulty of preserving news content and poor targeting in news propaganda, which restrict its development.

1.4 Internet Communication

Computer internet communication is a medium born from the development of internet technology, characterized by convenience, diversity, and information sharing. Since internet communication media enable audiences to more flexibly select desired news content, they are less susceptible to media control and have been widely welcomed by the public. Particularly in recent years, with the continuous development of mobile terminals, mobile media communication—especially new media communication—has gradually dominated the market. While its flexible, efficient, and convenient features have won favor, it has also brought problems such as poor information authority, low entry barriers, and a mixed bag of quality, which are detrimental to media development.

2. Opportunities and Challenges for News Editors in the New Media Era

2.1 Opportunities

The arrival of the new media era has objectively increased the volume of information, which for news editors means an expanded information repository, providing convenient conditions for better selecting high-quality, newsworthy materials. Additionally, with the popularization and application of information technology and computer technology in the new media era, news editors can now conduct their work through various combinations of high-tech hardware and software. Special effects processing can make news more realistic and visually appealing, while editing and processing through software can not only achieve batch editing through modularization, effectively reducing labor intensity, but also enhance news dissemination and creativity through innovative editing methods, realizing comprehensive and rapid industry development.

2.2 Challenges

Although the new media era has provided many conveniences for news editors, it has also introduced problems. Due to the explosive growth of information in the new media era, with true and false messages mixed together, screening

out high-value information within a short time is inherently difficult. Moreover, some emerging self-media possess strong targeting capabilities and have obvious advantages in seizing market share and improving news timeliness. Even though news editing work can optimize time and enhance efficiency through software or editing technologies, it still loses to these emerging media, often forfeiting initiative in terms of timeliness and news exclusivity.

3. Specific Strategies for Constructing News Editing Capabilities

3.1 Strengthening Resource Integration Capability

As one of the fundamental responsibilities of news editors, excavating newsworthy information from vast information databases is not only a daily duty but also a technical guarantee for achieving comprehensive corporate competitiveness. Particularly under current new media conditions where information dissemination speeds continue to accelerate, how to achieve information integration and interaction with audiences has become a major factor limiting and influencing industry development levels. Based on an analysis of news editors' current resource integration capabilities, most possess certain abilities, but their filtering efficiency for worthless news information is low, and their comprehensive utilization capabilities are weak. Additionally, some news editors overemphasize news "exclusivity" while neglecting the intrinsic value of news, resulting in insufficient value in integrated information and affecting editing effectiveness. Furthermore, news editors should strengthen their resource collection capabilities, conduct deep processing of superficial content, and optimize news communication content by eliminating and reorganizing illogical information, laying a foundation for improving news quality.

3.2 Enhancing Professional Ethics

Unlike other industries, news editing inherently possesses strong social influence, and its processes and results will to some extent affect the direction of social values. Therefore, editors must consistently adhere to professional ethics and standards, properly grasping the scope and boundaries of editing. This requires news editors to not only fulfill their duties diligently and cultivate their professional dedication but also maintain a professional attitude in their work. During the editing process, they must constantly remember their responsibilities and the image they represent, being accountable not only to themselves but also to the industry's image and credibility. Continuous participation in training and enhanced understanding of various tasks also effectively promotes the improvement of news editors' professional ethics and quality.

3.3 Strengthening Professional Technical Skills

With the arrival of the new media era, although the fundamental nature of news editing work has not changed significantly, the application of information tech-

nology and the popularization of computer technology have altered its content, causing tremendous changes in the workflow and pace of news editing. On the one hand, as the volume of information continues to expand, news editors must confront massive amounts of data, conducting preliminary screening by verifying manuscript authenticity, logical consistency, news value, and alignment with content and column requirements. On the other hand, as information processing difficulty increases, news editors can only achieve more efficient processing by continuously strengthening their information processing efficiency and professional skill levels, making adequate preparations to complete tasks assigned by superiors on time and in quantity. For example, beyond screening news content, editors must also handle news formatting, headlines, and image coordination, while continuously training their writing skills and improving their editing techniques and capabilities to meet the specific demands of the evolving news communication industry and audience requirements. Additionally, in the process of enhancing professional skills, news editors should focus on strengthening their innovative editing awareness, adding new innovations and personal insights when applying different materials. This not only makes news more vivid and profound but also helps further strengthen its dissemination impact.

3.4 Increasing Knowledge Reserves

High-quality news cannot be separated from rich knowledge reserves and strong news editing capabilities. As news editing professionals, beyond completing daily tasks assigned by superiors, they must also focus on cultivating knowledge in various fields, including current affairs and politics, science and technology, classical literature, military affairs, and law. During the news editing process, attention should be paid to interdisciplinary permeation, striving to achieve cross-utilization of multidisciplinary knowledge. This not only effectively enhances the appreciation value of news but also helps attract audiences from different fields. In the learning process, information can be obtained through online platforms and other news media, or by subscribing to magazines and borrowing relevant books from libraries to broaden one's knowledge base. In summary, perfecting the knowledge framework, strengthening news sensitivity, and grasping social development trends are important pathways for news editors to enhance their editing proficiency.

In conclusion, with the evolution and transformation of news communication media, the news industry is trending toward diversification, and market competition patterns and pressures are also becoming more varied. In such an environment, to maintain continuous competitiveness, news editors must emphasize the construction of professional ethics and the enhancement of professional technical skills, while gradually perfecting their knowledge reserves and strengthening their resource integration capabilities. This enables comprehensive improvement in editing abilities and techniques, laying a foundation for meeting industry construction and development needs.

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