

Role Innovation and Effective Transformation of News Editors in the New Media Post-Print Era

Authors: Xuan Guannan

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Abstract

With the rapid development of new media, traditional media is facing severe challenges. How traditional media can break through the encirclement and attract readers' attention with distinctive characteristics has become a significant issue in the new media era. This article, from the perspective of how to properly position the role of news editors under the new media situation, repositions the work of news editors, strives to give full play to the editor's functions of information selection and news integration planning, and seeks ways to break free from the predicament.

Full Text

Role Innovation and Effective Transformation of News Editors in the New Media Era

Abstract: With the rapid development of new media, traditional media faces severe challenges. How traditional media can break through the encirclement and attract readers' attention with distinctive features has become an important issue in the new media era. This paper examines how to properly position the role of news editors under new media circumstances, redefines the work of news editors, strives to give full play to editors' functions of information selection and news integration planning, and seeks ways to escape from difficulties.

Keywords: New media era; news editor; innovation strategy; transformation positioning

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Author: Xuan Guannan

News editors are the primary agents who transform news material into news information, playing a crucial role in the dissemination of news. With the advancement of the electronic information industry, both the content and channels of communication in the media field have undergone significant changes. New media has become a hallmark product of the contemporary era, bringing new development opportunities and challenges to the media industry. The rapid development of new media is the product of joint progress in social technology and culture. Various forms of new media platforms have gained widespread public recognition due to their strong interactivity, convenience, and openness. As an important position in media work and an indispensable link for news media operations, editorial staff must meet the development requirements of the new media era, accurately position their roles, integrate themselves with the new media development situation, and achieve the transformation of their work functions. How to enhance the effectiveness of their work under this new industry background has become an urgent issue for many editorial staff to confront.

1.3 Possessing Decisive Judgment and Decision-Making Ability

News information in the new media era can achieve the widest impact and coverage in the shortest time. Faced with massive amounts of information material and sudden events, news editing work requires staff to possess a high degree of professional sensitivity and information judgment ability to ensure the authenticity and effectiveness of information and material collection and editing work.

2. Role Positioning of News Editors in the New Media Era

News editors must meet the diverse requirements of the new media era for their work and accurately position themselves to achieve expected work goals and demonstrate their work value.

2.1 Organizer of Manuscripts The selection of news topics and organization of content are key factors in ensuring news readability. News editors must ensure the quality of news manuscripts through their work, making them organizers of manuscripts in the new media era.

2.2 Recorder of News Events News editing work requires comprehensive reproduction of news facts through their efforts, enabling audiences to understand the whole story of events through news consumption. Due to the broad scope of news material collection, news media is the primary channel for the public to obtain news information. News editors need to conduct detailed and accurate records of news events, improve their work quality and efficiency, and meet the audience's demand for knowledge about news events. Therefore, news editors are recorders of news events in the current era [2].

2.3 Commentator on News Facts The viewpoints expressed by news editors in news content can guide audience thinking to a certain extent. In the process of their work, news editors need to express correct viewpoints, provide accurate evaluations of news facts, and achieve the function of guiding public opinion.

3.1 Optimizing and Integrating Massive Online Information for Effective Utilization

In the new media era, news editors should fully leverage their advantages to quickly analyze and integrate online information, carefully select and refine content, integrate valuable information, overcome the impact and challenges brought by new media, and package existing resources in forms that align with people's appreciation methods to highlight their distinctive features. Through rational development and utilization of scattered news information using various forms such as special reports and columns, editors can organically combine and configure news events to form comprehensive news products with prominent focuses and orderly reporting, ultimately achieving better news effects. Compared with new media, although traditional print media does not have an advantage in timeliness, it possesses a natural advantage in original news depth. This requires news editors to further strengthen their ability to dig deep into news, promptly make accurate analyses and judgments of various external changes, discard the dross and select the essential, coordinate and plan news hotspots, gather news clues through multiple information channels, and quickly identify the most valuable topics from massive information.

3.2 Designing Personalized News Content to Highlight Media Characteristics

Individuality has become a trend pursued by modern people. As a media form closely related to audiences, having characteristics that resonate with the people is an essential condition for winning the market. Design is the facade of media, and doing a good job in personalized design is the primary task of news editors. Editors should create their own layout style under the premise of simplicity and readability, according to the nature of news content, regional culture, and the development trend of modern culture. In the new media era, the quality and innovative thinking of news editors are important factors affecting the quality and appearance of a newspaper. Editors must do a good job in news collection and editing, form editing ideas that are innovative and conform to ethical norms, and conduct simple and reasonable layout design to prominently highlight news focuses and depth.

3.3 Innovating News Layout Methods to Form Distinctive Editing Approaches

Under the new situation, the basic requirement for utilizing marketing strategy methods is to follow the principle of grabbing readers' attention and determine

news layouts that meet reader needs. For example, we can use a large number of charts, three-dimensional graphics, and comics on news pages to highlight key points and enhance the competitiveness of news content.

3.4 Adopting Artistic Narrative Methods to Improve Overall News Quality

To attract audience attention with storified news, journalists will fully explore the points of interest in news and express these attention-grabbing elements through an artistic narrative method to convey them to the audience. Therefore, in the process of scene reconstruction, not only must authenticity not be lost, but the scale must also be properly grasped. Artistic narrative methods can not only keep news communication away from vulgarity but also qualitatively improve the overall taste of news, achieving two goals at once. Authenticity remains the unremitting pursuit of news now and in the future. Therefore, journalists should focus on the life content of news and narrate it in a storified way, enabling news to achieve both maximum authentic dissemination and vivid effects.

4.1 Catering to Reading Habits in the New Media Era

The new media era has not only transformed the media industry itself but also brought about tremendous changes in the audience group. News audiences have gradually formed fragmented reading habits when consuming news information. News editors need to adjust their editing techniques in response to changes in audience reading habits, boldly innovate traditional editing work thinking, optimize and integrate material and element content while ensuring news information integrity, and match audience reading characteristics to achieve effective editing work.

4.2 Strengthening Attention to Social Culture and Cultural Form Changes

Due to the driving force of new media, social culture construction has also shown a trend of high speed and diversification. To achieve work development that keeps pace with the times, news editors need to strengthen their attention to society, so that their news editing content positioning can always be combined with social reality, reflecting the timeliness and effectiveness characteristics of news information. News editors need to consider audience demand for news information from the audience's perspective, combine their work development with audience news concerns, and stabilize the audience group of news media under new media forms, thereby promoting the development of news media.

4.3 Emphasizing Audience Participation in News Editing Work

The new media era social background has made the public's demand for participating in news content exchange and discussion more urgent, and the interac-

tivity of news media has become an inevitable requirement of era development. News media should provide audiences with more topics for exchange and discussion, give audiences opportunities to participate in news interaction, and simultaneously carry out collaborative planning and other work in news editing. They should actively integrate news media with new media forms, carry out public platform construction for programs, enable audiences to participate in program interaction during program progression, and provide audiences with more audio-visual interactive experiences. News editing work can also actively adopt audience opinions and suggestions on program construction through communication on public platforms, making audiences participants in news editing work [4].

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(Author's Institution: Tangshan Radio and Television Station)

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

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