

New Directions in News Gathering and Editing in a Media Convergence Environment (Postprint)

Authors: Zheng Quanhong

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

Abstract

News information gathering constitutes the primary responsibility of news gathering and editing personnel. On the one hand, they must collect news information; on the other hand, they are also required to conduct rational analysis, integration, and editing of the gathered information before ultimately presenting it to the public. Presently, television news is facing severe challenges from new media, which has consequently brought substantial impact to bear on news gathering and editing work. To better accomplish news dissemination and development, media convergence has become an inevitable trend. Therefore, news gathering and editing work cannot proceed along traditional trajectories and requires new orientations. This paper briefly analyzes the new directions for news gathering and editing based on the media convergence environment.

Full Text

Research, Outlook and Analysis: New Directions in News Gathering and Editing in the Media Convergence Environment

Abstract: News information gathering constitutes the primary work of news editors and reporters, who must not only collect news information but also analyze, integrate, and edit it rationally before presenting it to the public. Television news now faces severe impact from new media, which has significantly affected news gathering and editing work. To better accomplish news dissemination and development, media convergence has become an inevitable trend. Consequently, news gathering and editing can no longer follow traditional directions but must embrace new working orientations. This paper briefly analyzes new directions in news gathering and editing based on the media convergence environment.

Keywords: Media Convergence; News Gathering and Editing; New Directions

CLC Number: G222

Document Code: A

Article ID: 1671-0134(2017)11-124-02

DOI: 10.19483/j.cnki.11-4653/n.2017.11.046

Author: Zheng Quanhong

1.1 Analysis of Media Convergence Manifestations

News gathering and editing have become increasingly challenging, particularly amid the continuous development of new media. While facing growing challenges, various new media platforms also present opportunities for news gathering and editing. Before the emergence of new media, news communication channels were relatively singular and independent, with news content published through specific media outlets, which inevitably limited dissemination speed and scope—contradicting the original goals of broad reach and efficiency in news gathering and editing. The rise of new media has resolved this issue. With diversified development forms, media convergence enables multi-channel, all-round integration in news dissemination. It fundamentally transforms traditional news communication pathways by combining sound, text, and other content with internet television, demonstrating remarkable convenience and efficiency. Additionally, media convergence manifests in its technical characteristics, effectively integrating different cultural forms and cultures through technology.

1.2 Characteristic Analysis of News Gathering and Editing Under Media Convergence

During media convergence, news gathering and editing have undergone significant changes with distinct characteristics. First, traditional news dissemination methods have become inadequate. The diverse communication types in new media have reduced the competitiveness of conventional approaches, making it necessary to integrate relevant news information to maintain freshness and ensure competitiveness. Second, the communication subject has changed. Previously, news disseminators were primarily professional journalists, but in the media convergence environment, this subject has shifted toward the audience itself. More people now prefer receiving news in real-time via mobile phones, which enables rapid dissemination and demonstrates obvious innovation in news reporting. This trend makes news more comprehensive and diverse, facilitating public understanding of social issues and enabling deeper experiences through various activities. Third, post-convergence news information comes from diverse sources with more complex content. News reporting must provide beneficial coverage with strong value, requiring the extraction of more valuable information. Finally, the news gathering and editing process has been affected. While the traditional workflow was relatively singular, media convergence has created new characteristics by breaking conventional methods and enabling information ex-

change across multiple new media platforms, positively impacting the expansion of news materials. Original information carriers such as paper and cameras have gradually transformed into computers, voice recorders, and other devices, with storage shifting to USB drives and online platforms. This has simplified and facilitated various aspects of news gathering and editing, enhancing overall capabilities. Information processing has evolved from simple news description to requiring secondary processing—a demand that traditional television stations' conventional processing forms cannot meet, but which media convergence requires with greater flexibility, demonstrating the necessity of developing new directions in news gathering and editing.

3. New Directions for News Gathering and Editing Reform

Current news dissemination models such as television, newspapers, and magazines have been affected by new media, receiving less public attention as people's news acquisition channels have changed dramatically. Most people now obtain news from new media platforms like Weibo, WeChat, and mobile television, which attract significant attention through their flexibility and convenience, playing an important role in current news dissemination. For news gathering and editing to establish itself in this environment, relevant practitioners must implement comprehensive and effective reforms to rapidly enhance news gathering and editing capabilities and achieve good integration with new media development.

3.1 Enhancing News Gathering and Editing Sensitivity

The public's interest in certain news content stems from the topic's distinctive features and sensitivity to public concerns. The continuous development of the internet has significantly influenced public aesthetic orientation, with audiences no longer satisfied with single-topic content but showing diversified aesthetic trends. Therefore, news gathering and editing require corresponding workers to conduct active and efficient collection and editing to enhance their sensitivity to news, understand public acceptance of various information types, and ensure news distinctiveness through the most effective methods. With new media, the public receives increasingly more information at faster speeds, even achieving real-time dissemination and reception, enabling interactive communication about information—representing a major trend in current news dissemination. This environment requires news gathering and editing personnel to identify more valuable news among vast information, demanding higher standards. Consequently, it is essential to maintain high sensitivity in gathering and editing content while possessing information processing and integration capabilities—the ability to select valuable information for dissemination, delete worthless content, deepen seemingly simple but substantive news, and re-collect logically problematic material. These approaches ensure sensitivity in news gathering and editing, guaranteeing more accurate and valuable content.

3.2 Ensuring News Information Authenticity

As news disseminates to the public, its authenticity must be guaranteed, as news itself represents a means of transmitting factual information. Although media convergence has opened doors for rapid and efficient news dissemination, the multi-channel communication process may introduce uncertain information. In the media convergence context, misreporting and misinformation may even occur, preventing news authenticity from being ensured. News gathering and editing staff cannot face only one type of news daily but handle enormous volumes of information requiring verification of content authenticity, logical consistency checks, and careful analysis of whether the information aligns with their program columns. This increases information processing difficulty and necessitates stricter authenticity review. While rigorously verifying authenticity, relevant personnel must also handle details such as headlines and illustrations. Under this premise, they can gradually enhance their news editing capabilities and achieve efficient dissemination and development—demonstrating enhanced professional skills. Additionally, to meet this prerequisite, news gathering and editing personnel need innovative capabilities in content creation, applying creative thinking through material utilization to integrate innovation with news depth, enabling news content dissemination to meet the needs of broader audiences.

3.3 Enriching News Gathering and Editing Content

News gathering and editing content itself is relatively rich, covering areas such as military, political, and scientific topics that often integrate multiple knowledge categories rather than existing as single categories. Facing this situation, news gathering and editing personnel must first enhance their relevant knowledge reserves and be able to integrate this knowledge when necessary—demonstrating their news review capabilities. Under media convergence conditions, this capability is more obviously required. Therefore, to ensure rich news gathering and editing content, personnel must possess substantial knowledge reserves and corresponding professional skills while mastering relevant policies and regulations to achieve more effective news gathering and editing capabilities, thereby presenting richer content and promoting news industry development.

3.4 Adopting New News Gathering and Editing Technologies

News dissemination has a long history in China, previously relying on text processing to form news articles for distribution—a method obviously unsuitable for current news dissemination. The media convergence environment requires innovation in news dissemination, reasonable editing of gathering and editing content, transformation from singular to diversified editing, and demands that editors possess certain multimedia technology application abilities. Additionally, using convenient and effective software to assist in news information processing can achieve better textual effects, such as presenting text in Word and utilizing functions like bolding and color changes for editing, or mastering im-

age, audio, and video processing software. These new technologies enable more efficient and vivid news information processing while promoting the transformation of news editing work. Furthermore, editing news information with these new technologies can effectively promote the development of news gathering and editing work in media convergence.

3.5 Strengthening Grassroots Focus

News gathering and editing content must meet grassroots demands, requiring the following in media convergence: First, understanding issues in grassroots life and performing information collection and processing under this condition to ensure gathering and editing quality, thereby enhancing grassroots attention to television news. Second, analyzing issues from multiple perspectives to avoid one-sided analysis. When analyzing grassroots issues, gathering and editing personnel must avoid starting only from surface problems but dig deeper into hidden issues to ensure presented materials are comprehensively and deeply processed, connecting more closely with people's lives and guaranteeing reports that truly approach grassroots communities.

3.6 Enhancing Comprehensive Qualities and Abilities

The entire process of news gathering, editing, and dissemination relies on gathering and editing personnel, whose qualities affect overall work quality. Therefore, to better accomplish news gathering and editing in the media convergence environment, it is necessary to enhance personnel's comprehensive qualities. This requires first conducting training in professional knowledge and relevant abilities to maximize comprehensive quality improvement. Second, during news gathering and editing, ensuring efficient and quality completion requires certain methods to prevent deviations and maximize goal achievement to meet public demands. Finally, to ensure program richness, training must be targeted, guiding them to master basic workflows, required objectives and effects, and cultivating emergency solutions for unexpected situations. For example, when emergencies occur during gathering and editing, corresponding contingency plans must enable timely processing to ensure work efficiency and quality under the guarantee of comprehensive capabilities.

3.7 Enhancing Interactivity Between Television News and the Public

New media exhibits strong interactivity—such as WeChat and Weibo—allowing the public to interact while receiving information, satisfying another need in today's information reception. In contemporary times, the public no longer merely accepts information but hopes to comment and discuss it. New media excels at this, providing opportunities for free expression. Therefore, to remain competitive, news gathering and editing must also develop in this direction under media convergence conditions. Only in this way can the public genuinely feel that news content is closely related to them and express their needs through certain platforms. Gathering and editing personnel must achieve interactivity

between television news and the public through the following aspects: First, understanding the public by immersing in their lives to select news gathering and editing content, thereby improving quality. Because such content closely relates to public life, people are more willing to pay attention, demonstrating television news advantages and influencing more people to focus on television news. Second, centering news gathering and editing on the public requires personnel to communicate more with the public and conduct corresponding emotional exchanges. News dissemination essentially serves the public, who hold the most say. Besides face-to-face interaction, personnel can also select new media platforms for interaction through media convergence, such as using popular apps like WeChat and Weibo. Through these interactions, they can understand current public concerns and identify directions for news gathering and editing.

3.8 Innovating News Gathering and Editing Thinking Patterns

In new media, content presentation forms are extremely diverse, often combining light, images, and color to create combinations that gain public recognition and acceptance through their interesting and concise nature. This approach also provides the public with multi-sensory experiences, representing a significant difference from traditional news dissemination methods. Therefore, news design processes must transform toward new directions. Facing current situations, gathering and editing personnel must adopt innovative thinking modes, such as learning internet vocabulary and appropriately combining popular topics to innovate news editing forms and methods. For example, for one news item, personnel can choose different methods and means to edit information, presenting content through different pages with varying styles and language forms to meet more people's viewing needs. In the media convergence environment, relevant personnel must also effectively apply corresponding new media platforms and software, using new media more extensively to complete gathering and editing work and conduct news dissemination, enabling broader information coverage and effectively enhancing news information's impact on the public.

The new media era has influenced multiple industries and fields, becoming the future development trend across sectors. News gathering and editing have also been affected. If news gathering and editing can seize opportunities to effectively integrate with new media, continuously reforming development directions during media convergence to achieve optimal integration with new media, it can realize innovation in news gathering and editing, enhance television news dissemination development, continue to play its value, attract more public attention to television news, and enable deeper development of news gathering and editing in the media convergence environment, thereby ensuring television news continues to fulfill its functional importance.

References: [1] Sun Qian. On Improving the Guidance Power of Radio and Television Public Opinion Under Media Convergence Background [J]. West China Broadcasting & TV, 2017(16). [2] Shan Yingxuan. Analysis of the

Professional Status of Radio and Television Journalists in Media Convergence Environment [J]. West China Broadcasting & TV, 2017(16). [3] Zhang Ting. Professional Qualities of News Gathering and Editing Personnel in Media Convergence Environment [J]. News Enthusiast, 2012(14).

(Author's Affiliation: Xianyou Reporter Station, Putian Broadcasting & Television Station)

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

Source: ChinaXiv — Machine translation. Verify with original.