

## Journalist Role Transformation in the Era of Media Convergence: Post-print

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### Abstract

In the context of rapid development, diversified development has gradually become the mainstream trend, with the increasingly prominent diversification of mass media being particularly noteworthy. Through analysis of relevant dynamic information, it is evident that contemporary society has entered the era of converged media, where channels for information development and dissemination have become more diversified. Individuals can obtain desired information via self-media platforms such as mobile Weibo, WeChat, and computers. The emergence of these new platforms has profoundly impacted traditional print media and television stations, while also presenting significant difficulties and obstacles for newspaper and broadcast journalists in their professional development. Within this predicament, it is imperative to advance with the times, flexibly transform one's role positioning, rise to the challenge, and forge a new role suited to the converged media era.

### Full Text

#### Abstract

In the context of rapid development, diversification has gradually become the mainstream trend, with the increasingly prominent diversification of mass media attracting the most attention. Analysis of relevant dynamic information reveals that contemporary society has entered the era of convergent media, where channels for information development and dissemination have become more diverse. People can obtain desired information through self-media platforms such as mobile Weibo, WeChat, and computers. The intervention of these new platforms has strongly impacted traditional print media and television stations, creating significant difficulties and obstacles for newspaper and television journalists in their career development. In this predicament, journalists must learn to keep pace with the times, flexibly transform their role positioning, rise to challenges, and shape a new role suitable for themselves in the convergent media era.

**Keywords:** convergent media; traditional media; role transformation; methodological analysis

## Introduction

The transition from the traditional media era to the convergent media era has brought tremendous impact to traditional media workers, but this represents both challenges and opportunities. The cross-era development of media is not achieved overnight, and we cannot rashly abandon the entire legacy of traditional media. Therefore, journalists who have already mastered traditional media work experience can successfully complete their role transformation and integrate into the new work environment by extracting the essence and discarding the dregs, strengthening their weaknesses, and flexibly achieving the integration of old and new media.

### 1. Understanding the New Role Characteristics

Speed and convenience are the key words of current era development, both of which the convergent media era has achieved. The rapid development of new platforms enables journalists to actively engage in information dissemination tasks, delivering events happening around people to platforms such as mobile phones and networks at the fastest speed. News and information delivered to people's hands appears both quick and convenient. For this reason, journalists in the convergent media era have acquired a new role title: citizen journalist. For citizen journalists, there is no requirement for absolutely strict and professional media knowledge or experience—they can even be ordinary members of the public. This identity positioning blurs the defining rules between information disseminators and recipients, as every citizen can freely switch their role identity between news provider and receiver according to actual circumstances. Of course, accomplishing and excelling at the tasks entrusted by this new role is not simple. Journalistic work in the so-called all-media era requires new-era media thinking, proficiency in collection and editing skills for various products, and the perfect integration of auxiliary materials such as graphics, sound, and video to disseminate diversified information products to broad audiences [1]. Additionally, from a functional perspective, journalists' functional attributes have undergone profound changes. Today, the reporting and dissemination of news and information are welcoming the climax of a cross-era transformation from traditional to convergent media, with advantages such as digitization, electrification, and diversity fully presented before people. Against this special backdrop, journalists must accept the fact that news work has entered a new period. For a long time, traditional media monopolized the news industry, holding supreme authority in news dissemination. However, due to the diversification and rapidity of today's information dissemination channels, more people can enter the field of news dissemination, weakening the exclusive discourse power of traditional media journalists and gradually eroding the status of traditional media invisibly. Traditional journalists no longer have firm role positioning. In

the process of shaken beliefs, some become dejected, while others can quickly transform their functional positioning, keep pace with the all-media trend, and enter this new identity as convergent media journalists.

## 2. Adapting to the New Role and Problem-Solving

The transition from traditional to convergent media, whether in the transitional period or after fully entering the new era, cannot completely break from the past. Collaborative development is the fundamental approach to solving problems. In this process, all journalists, especially traditional news reporters, will encounter various potential problems and challenges that they need to accept and actively resolve.

### 2.1 Learning and Application of New Technologies

In the convergent media era, nearly all media channels exist within the same news communication environment, requiring journalists to disseminate news information to various platform distribution points. Moreover, the convergent media era continuously updates and improves news production technologies and advanced equipment. For journalists who have never been exposed to these before, this undoubtedly represents a tremendous challenge—one that compels them to constantly monitor and understand new technology developments and to learn and apply them in the shortest possible time [2]. Previously, journalists on assignment would carry cameras, voice recorders, and the most commonly used pen and paper. Today, they must bring many more new tools and devices in addition to these, as one never knows what issues might arise at the scene. Particularly with the diversified development of news formats, ensuring complete equipment allows news tasks to be completed more quickly and effectively.

### 2.2 Transforming Old Media Thinking

Work state determines work efficiency. If journalists' thinking patterns remain stuck in traditional media and cannot flexibly shift their mindset among various new media types, they cannot enter the new work state, nor can they successfully complete tasks to become journalists who earn their own recognition and public trust. To develop new media thinking, journalists must learn to collect signature information symbols during the process of disseminating news and present them truthfully through appropriate media and methods. Naturally, this is also an essential requirement of journalistic work, because information content is complex and multifaceted. Even with the most suitable medium for its dissemination [3], differences can still arise. For example, although video news attracts audiences more effectively, some interviewees may be unable to appear on camera or speak due to special circumstances. In such cases, journalists need to produce interview news through written narrative. What kind of writing style or narrative technique can make news as effective as video? This tests journalists' flexible application abilities across multiple platform media and

their writing skills with new media thinking.

### 2.3 Strengthening Information Screening Ability

In modern life, people are surrounded by all kinds of news and information. Determining what news is true and what news is useful is not only the demand of news audiences but also the basic work requirement and professional standard for journalists. First, news information selection must prioritize truthfulness. Due to platform diversification and the massification of information publishers, disseminated news becomes chaotic and disordered, making it difficult for the public to distinguish truth from falsehood. Frequent post-factum debunking occurs. If this situation remains unresolved long-term, news audiences will gradually feel powerless, subsequently losing trust and support for news media, which is detrimental to the healthy development of journalism. Therefore, striving for authenticity in news information is both the focus of journalists' work and their most basic professional ethics. Second, news information must have emphasis. Every individual has access to several media channels for receiving information, but upon reviewing them, the news content is uniform—everyone reporting the same event in the same manner. While major events inevitably attract coverage from various media, journalists must have their own focus. For instance, economic news reporters should discuss events from economic perspectives, while lifestyle journalists can connect with people and events in daily life [4]. This way, with different emphases, audiences with different preferences can quickly find what they need, rather than having all news entertainmentized simply because entertainment attracts more eyeballs. In summary, journalists must train themselves to skillfully select authentic, well-focused information from the vast ocean of data—a difficult challenge but one worth attempting.

## 3. Completing the Role Transformation

Having established the new journalist role positioning and recognizing existing problems to solve, journalists can now achieve their role transformation. Against the backdrop of the convergent media era, journalists gradually transform from traditional news service workers into diversified professionals combining management, service, and hosting functions.

### 3.1 As Manager

The management referred to here is knowledge management, whose focus is establishing a knowledge repository to form systematic resources and transform knowledge from intangible to tangible assets. For media workers of any type, knowledge is the source of power for both personal and professional development. Journalists with substantial knowledge reserves can more quickly improve work quality, save work time, and thereby enhance news work efficiency [5]. Additionally, information takes various forms—some can be disseminated freely, while others cannot be easily copied, making such information even more valuable.

Therefore, managing this knowledge is the primary task for journalists during role transformation.

### 3.2 As Service Provider

The work of traditional news journalists involves collecting, editing, and disseminating information content. In the new era, they remain content service personnel—the essential nature of journalists’ work has not changed. However, with the emergence of new roles, new tasks inevitably arise. New media requires journalists, beyond completing the work tasks of collecting and compiling information content, to also secure a stable position for news information on mobile terminals [6]. In other words, they must make news information the most primary and important content in the mobile terminals held by the public. These parallel tasks prevent journalists from focusing solely on news content as before. Today, they must also learn to engage with various dissemination media and advanced technologies and equipment. With quality news content, diversified dissemination channels, and improved news feedback, journalists can truly achieve the transformation from content production to content service.

### 3.3 As Host

Among the descriptors for the convergent media era, the most representative term is multimedia integration. Under multimedia development, journalists’ positioning in news work is to become multimedia hosts. Today, news dissemination is more convenient and faster, with channels including mobile terminals and networks, and forms including video, audio, graphics, and text. These are factors driving the rapid development of convergent media and also new capabilities that journalists’ new roles must possess [7]. Therefore, journalists must keep pace with multimedia integration, constantly monitor new technology trends, learn new technical knowledge, improve their journalistic work, actively adapt to their new roles, and avoid being eliminated by fate due to negativity or laziness.

## Conclusion

In summary, journalists in the convergent media era face many issues in achieving role transformation and must learn much new knowledge and technology. However, these are all necessary for journalistic work. It is hoped that journalists can learn more in areas such as professional knowledge, professional ethics, multimedia technology, and information screening and integration capabilities, thereby enhancing their comprehensive strength as media workers, quickly completing the transition from traditional to new media, achieving role transformation, and continuously improving in new media work to provide fresh impetus for future news media work.

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

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