

Transformation, Innovation, and Development of Media Editors in the New Media Era: Postprint

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Abstract

This paper, against the backdrop of the information age and with media editing as its core focus, analyzes the differences between online media editing and traditional media editing, provides relevant practitioners and researchers with valuable reference and assistance, promotes innovation and transformation in traditional media editing, and assists traditional media in pursuing better development.

Full Text

Abstract

This paper analyzes the differences between online media editors and traditional media editors within the context of the information age, focusing on media editing as its core subject. The study aims to provide reference and assistance for relevant practitioners and researchers, promote innovation and transformation among traditional media editors, and help traditional media pursue better development.

Keywords: online media; traditional media; editor; differences

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With the advent of the information age, online media centered on new media has gradually entered the daily lives of the public, occupying a crucial position and transforming people's lifestyles and work patterns. Compared to traditional media editors, online media editors possess informational advantages that align

with the demands of the information age, though they also exhibit certain shortcomings. In response to the challenges and impacts posed by online media editors, traditional media editors must pursue innovation and reform to create development opportunities and ensure the sustainable and healthy development of traditional media. Therefore, under these circumstances, investigating the differences between online media editors and traditional media editors holds significant practical importance.

1. Commonalities Between Online and Traditional Media Editors

1.1 Work Content

Traditional media editors primarily employ a print-based editing model, focusing on correcting errors, processing, and integrating news “raw materials” to create news “products” that meet the needs of traditional media audiences. However, the development of network technology has changed how people read, gradually shifting toward online news consumption and giving rise to online media. In addition to news information editing, online editors must also handle webpage link design. Despite differences in editing methods and communication channels, the fundamental work content of online media editors and traditional media editors remains essentially consistent.

1.2 Editing Goals

Online media editors and traditional media editors share considerable similarity in their editing objectives. Online media editors utilize network technology to enhance the speed and efficiency of information dissemination—a goal that traditional media editors have consistently pursued.

1.3 Creative Demands

The workflows and job requirements of online media editors and traditional media editors are relatively similar. Both demand that editors possess certain innovative capabilities, which is entirely determined by the nature of news itself. Innovation can maintain the vitality of news and creates shared creative demands for both traditional and online media editors.

2. Differences Between Online and Traditional Media Editors

2.1 Manuscript Editing Differences

Online media editors and traditional media editors exhibit significant differences in manuscript editing, specifically manifested in the following aspects:

2.1.1 Title Creation Online media editors place greater emphasis on title creation, using headlines to generate attention points and attract audiences; otherwise, the news loses its value. The title serves as the core element of online news, representing a positive manifestation of “clickbait” culture. Simultaneously, online news titles frequently employ ellipses, primarily due to website page limitations, which require editors to ensure both conciseness and attention-grabbing quality. In contrast, traditional media editors prioritize formality and standardization when creating titles.

2.1.2 Content Editing In the information age, people can collect vast amounts of information through the internet, requiring them to maintain abundant attention when reading news online. Consequently, online news must possess strong readability to prevent visual fatigue. To enhance readability, online media editors must address two key aspects: First, online news language should be plain and easily understandable. Since the ultimate goal of online news is to disseminate information rather than showcase literary prowess, plain and accessible language better suits online news communication and meets audience reading needs. Second, sentences should be brief. In online news editing, excessively long paragraphs and sections should be avoided. Content should be highlighted at the beginning, enabling audiences to quickly grasp key points. Hypertext links can be designed to direct to longer pages, thereby providing readers with a better reading experience.

2.1.3 Audio-Visual Editing Compared to traditional media editors, online media editors leverage network technology to transcend the limitations of text and images, integrating audio, video, text, and images into a multimedia format that constructs a three-dimensional news information display, endowing online news with vivid and dynamic advantages.

2.2 Editing Procedure Differences

Traditional media editing work must follow established editorial processes, where news gathering, writing, and publication must adhere to prescribed procedures. Online media editors, however, break these fixed procedures. Although major news business websites may require standardized publication processes, self-media online news platforms exhibit more casual editing workflows, sometimes lacking any news release procedure altogether, similar to news posting on Weibo.

2.3 Layout Design Differences

Layout design in online media editing primarily involves optimizing webpage structure. In practice, besides emphasizing news content, it also requires strong visual effects. From this perspective, online media editors enjoy greater freedom in layout design, stressing the organic integration of overall visual effects with formal content. Particularly with audio-visual support, traditional 排版

habits are transformed. In contrast, print-based traditional media editors follow programmatic rules and regulations for layout design and 排版 methods, with relatively limited flexibility that cannot meet online news requirements.

2.4 Editing Space Differences

Online media editors and traditional media editors differ in their workplaces. Traditional media editors work in fixed locations, whereas online media editors face no spatial restrictions. Editors can work from any location with internet connectivity—an advantage brought by the openness of networks. Simultaneously, supported by online information, online media editors can integrate vast amounts of information, which traditional media editors cannot match.

2.5 Interaction Level Differences

Interaction and communication necessarily exist between news information publishers and recipients. In traditional media editing, the time required for news to reach audiences creates obstacles for interaction between publishers and recipients. Publishers cannot obtain complete feedback information in a timely manner, thereby hindering the optimization and adjustment of the traditional media editing system. Online media editors, however, possess greater convenience and speed, obtaining feedback shortly after information release. Editors can use communication tools like QQ and WeChat to contact news audiences immediately, granting online media editors superior service capabilities.

3. Innovation Strategies for Traditional Media Editors Under Online Media Influence

Under the impact of online media, particularly for print media editors, traditional media must identify its positioning, innovate its thinking, continuously improve and refine editing methods, promote transformation among traditional media editors, and achieve sustainable and healthy development of traditional news media.

3.1 Clear Positioning

While online media editors feature fast dissemination speed, broad methods, and rich content, these same characteristics have led to increasingly severe problems such as “clickbait” and “multiple copying of single articles.” Traditional media editors must continuously explore their own advantages, enhance editors’ comprehensive qualities, improve their competitiveness, and pursue development. Following this approach, traditional media editors should identify their positioning, uphold correct news values, start with news content, edit carefully with multiple verifications, provide audiences with objective and truthful news information, strengthen the authority of traditional media, and defend the mainstream status of traditional media.

3.2 Innovative Thinking

Constrained by print carriers, traditional media cannot match online media in timeliness and diversity. This requires traditional media editors to further innovate their working methods. Since they cannot increase dissemination speed, they must pursue depth—through processing and integration, guiding journalists to uncover stories and truths behind news events, making news content conducive to social development and civilizational progress, and highlighting the intrinsic value of news information. Additionally, editors should continuously summarize experience, gain inspiration from specific editing work and news events, enable news value to transcend the event itself, deeply analyze connotations within news events, and expand thinking—this represents the goal pursued by traditional news media editors in the information age. Simultaneously, while pursuing depth and precision, traditional media editors must emphasize the timeliness of news dissemination, expand the reach and attention of news events, engage in self-learning and self-improvement, and continuously enhance professional capabilities and news literacy to meet contemporary needs.

3.3 Innovative Forms

To promote sound development of traditional media, traditional media editors must advance with the times, continuously innovate, integrate modern communication channels, and combine text, images, video, and audio to create comprehensive news information reports. They should construct audio-visual integrated all-media news to gain audience attention and preference. For example, while publishing newspapers, *People's Daily* has opened multiple release channels including “mobile client” and “WeChat public platform,” incorporating video, audio, images, newspapers, and interactivity. While retaining characteristics of traditional mainstream media, it has acquired features of new media, forming unique competitiveness.

4. Conclusion

Based on research into the differences between online media editors and traditional media editors, this study concludes: Online media editors and traditional media editors share considerable commonalities in work content, editing goals, and creative demands, which establish their essential attributes. However, differences exist in manuscript editing, editing procedures, layout design, editing space, and interaction levels, with online media editors surpassing traditional news media editors in dissemination timeliness, form diversity, and content richness.

Under the impact of online media editors, traditional media editors must clarify their positioning, innovate editing concepts, enrich news forms, construct an audio-visual integrated all-media news system, strengthen their market competitiveness, and thereby promote the sustainable and healthy development of traditional media.

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

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