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Pathways for Enhancing the Professional Competence of News Gathering and Editing Personnel in the New Media Environment: Postprint

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Abstract

Market vitality in the new media environment is influenced by people's demands. In response to this situation, news editors and reporters need to deeply integrate advanced computer technology, network technology, and various media forms, thereby adapting to the development of society and the times and equipping themselves with the professional qualities and capabilities required for era development in the new media environment. This paper primarily conducts a detailed exploration of how to enhance news gathering and editing capabilities in the new media environment and formulates relevant improvement strategies.

Full Text

Pathways to Enhancing the Work Capabilities of News Gathering and Editing Personnel in the New Media Environment

Abstract: In the new media environment, market vitality is influenced by public demand. In response to this situation, news gathering and editing personnel need to deeply integrate advanced computer technology, network technology, and various media forms to adapt to societal and technological development, thereby equipping themselves with the professional qualities and capabilities required in the new media era. This paper focuses on a detailed exploration of how to enhance news gathering and editing capabilities in the new media environment and formulates relevant improvement strategies.

Keywords: New media era; news; gathering and editing

1. Main Characteristics of News Communication in the New Media Era

1.1 Massive Information Volume With the continuous popularization of internet technology, online information resources are growing rapidly, and the development of network information has broadened the channels through which people receive information, forming a comprehensive information network. We have become accustomed to browsing mobile phones, computers, and other mobile internet platforms during our leisure time to search for information we want to know. When faced with information from different platforms, readers often encounter discrepancies and must make their own judgments. Although this internet information satisfies people's need for timely access to fresh information to some extent, the large volume of repetitive information also has a certain impact on people's daily lives.

1.2 Rapid Dissemination Speed In the new media era, daily news and information spread more rapidly and extensively, no longer constrained by geography or space. Events that occur can be transmitted thousands of miles away within minutes. Popular social software applications such as WeChat and Weibo enable us to understand the latest news developments in real time, and through user forwarding, information can be quickly shared to every corner.

1.3 Strong Interactivity Since entering the new media era, news communication methods have continuously innovated and developed, breaking the one-way communication model of traditional news media. In the past, when news information was transmitted through traditional media, audiences could only passively accept the information and even if they provided feedback on news events, they could not receive effective responses. The arrival of the new media era has shattered the original communication patterns, updated the existing news information dissemination landscape, and through various social software platforms, everyone can become a disseminator of news information and express their unique views. This not only enriches people's daily lives but also reflects news events more authentically while enabling information exchange and sharing with other users. However, while enjoying the timely dissemination and interactivity of news information, current news communication also faces problems, namely that the simplification of news information transmission has created significant confusion, including a large amount of false information that misleads the public.

1.4 Diversified Information Needs As the times continue to develop, people's thinking is also changing, and their requirements for daily news have continuously increased. The traditional single-perspective understanding has evolved into multi-faceted and multi-angle commentary on current news content. Therefore, as news media workers, we must adapt to this developmental trend by continuously providing timely and detailed reports on current social events to fundamentally meet contemporary public news needs and effectively

satisfy social development. As news gathering and editing personnel in the new environment, we must not only develop diversely ourselves but also enhance our news gathering and editing capabilities to continuously improve the quality of news reporting.

2. Problems in News Gathering and Editing Under the New Media Environment

Current problems in news gathering and editing under the new media environment can be summarized into three main points: mismatched talent cultivation mechanisms, low adaptability among news gathering and editing personnel, and overall inadequate professional quality. First, with the continuous development of new media, corresponding changes have not been made to talent cultivation mechanisms, resulting in some news gathering and editing personnel whose work capabilities cannot meet the needs of the times. As news gathering and editing personnel, one must have keen observational skills for news information. Second, as traditional news workers, due to years of engaging in conventional news gathering and editing work, they cannot well adapt to the development of current gathering and editing work under the new media environment, which seriously restricts the effective dissemination of news information. Finally, due to the lack of professional training for some news media workers, they cannot complete their work tasks effectively. With the continuous development of science and technology and the increasing application of network technology, the backward work capabilities of some news gathering personnel have become immediately apparent, causing numerous errors in actual news gathering and editing work.

3. Strategies for Enhancing News Gathering and Editing Capabilities

3.1 Emphasize Deep Mining of News Information As social development accelerates, the ways people access news information are constantly increasing. Compared with traditional news information dissemination channels, in the new media environment, people can obtain various news information in a timely manner through mobile phones, computers, and other media. The popularization of network technology is also enriching the ways people obtain information, allowing them to know world affairs without leaving home. However, the news information obtained through various channels is often only the surface phenomenon of the entire event, and few people truly delve into the specific reasons behind it. To enhance attractiveness, some news media hope to improve their platform's competitiveness by grasping key news events and conducting in-depth mining to truly capture audiences. Additionally, in the process of gathering and editing some news events, personnel must possess strong news sensitivity, avoid blindly following trends, and refrain from simply "taking" content to fill their media platform's resources. They need to respect news facts and work hard to discover the truth behind events, thereby increasing the competitiveness and influence of the news platform.

3.2 Innovate Gathering and Editing Forms In the new media era, news communication media and forms have undergone fundamental changes. With the continuous application of network digital technology, it has become an important medium in current news communication. Although many news gathering and editing personnel still follow the traditional work model centered on news interviews, in the new media environment, they can fully utilize the intervals between news interviews and leverage advanced information technology to innovate the entire news gathering and editing process. This not only effectively improves news interview work but also greatly enhances the quality and efficiency of news gathering and editing. Therefore, as news gathering and editing personnel, we must emphasize direct communication with audiences to truly understand their actual needs, thereby ensuring the authenticity and comprehensiveness of news event coverage.

3.3 Enhance Social Responsibility of Journalists As news gathering and editing personnel in the new media environment, we must deeply recognize the important impact of our work on society, continuously strengthen communication with the public, make news reporting more relevant to daily life, and thereby continuously increase our appeal to the public. It is worth noting that while improving our news influence, we must also identify the correct direction for news gathering and editing work and avoid fabricating information. As journalists, we need to not only bear certain social responsibilities but also play the significant role of news media, strengthen our sense of responsibility, strictly regulate our professional conduct, maintain an attitude of responsibility toward society and audiences, and conscientiously complete our news gathering and editing work. When facing complex news events, we must report truthfully, recognize the importance of news authenticity, continuously improve our learning enthusiasm, and enhance our work capabilities through summarizing past work experiences.

3.4 Cultivate the Capabilities of News Gathering and Editing Personnel As news gathering and editing workers, we must emphasize the cultivation of our own work capabilities and continuously improve the quality of news writing. By adopting appropriate measures to enhance our news gathering and editing capabilities, we must continuously strengthen the continuity of news reporting during coverage, excavate the essence of complete news information, and improve the readability of news by enhancing our own gathering, writing, and editing abilities. When mining news, we must screen and judge complex news content, attach great importance to the authenticity of news, and as news events evolve over time, personnel must emphasize the timeliness of news during gathering and editing. To improve their news gathering and editing capabilities, news workers must actively participate in professional training, and news organizations should provide diverse learning platforms for news gathering and editing personnel. At the same time, as news practitioners, we need to possess comprehensive abilities and strive to develop ourselves into versatile talents, en-

abling us to handle news work with ease and effectively improve the quality of news gathering and editing work.

4. Conclusion

In summary, with the arrival of the new media era, to enable news gathering and editing personnel to conduct in-depth mining of current hot news information, we must emphasize the cultivation of news sensitivity in daily training and strengthen the social responsibility awareness of news workers.

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

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