

On the Post-Print Transformation of Editorial Roles in the New Media Era

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Abstract

With the continuous development of society, information technology and communication technology play a significant driving role in the transformation of the entire media environment. Editors, as creators of information content, are profoundly affected by this transformation. This study comprehensively examines the challenges faced by editors in the new media era, analyzes their existing deficiencies during this period, and discusses in detail the strategies for their role transformation.

Full Text

On the Transformation of Editor Roles in the New Media Era

Abstract: With the continuous development of society, information technology and communication technology have played a crucial role in transforming the entire media environment. As creators of information content, editors are significantly impacted by this transformation. This paper comprehensively examines the challenges faced by editors in the new media era, analyzes existing shortcomings, and explores detailed strategies for the transformation of editorial roles.

Keywords: new media; editor role; transformation

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New media has experienced rapid development, and its role in information dissemination has become increasingly important. In the new media era, the entire

society is influenced by the media environment, and editors, whose work facilitates information dissemination, are affected even more profoundly. In the new media environment, people have changed how they access information, requiring editors to transform their working methods and thinking to adapt to information dissemination in this new context. Therefore, editors must re-examine their role positioning, deeply understand the transformation of editorial roles, and comprehensively enhance their editorial capabilities and creativity to confidently face increasingly fierce competition in the new media environment.

1. Challenges Faced by Editors in the New Media Era

In the new media era, digital publishing represents a key characteristic of publishing forms. With the growing popularization of internet technology and the rapid development of information technology, audiences' reading habits and environments have been directly impacted, with digital reading gradually replacing traditional paper-based reading. Currently, the overall revenue of the digital publishing industry continues to increase at a considerable growth rate, while traditional publishing faces intense competition, declining profits, and even issues such as shortage of topic resources and operational losses in some publishing houses. Digitization has created tremendous impact and challenges for editorial work in the new media era.

2. Shortcomings of Editors in the New Media Era

First, editors in the new media era hold pessimistic views about the future of publishing. Due to the slow development of publishing industries both domestically and internationally, there is a widespread sense of uncertainty about the future of publishing worldwide. Coupled with the limited capacity of the book market, which has seen little overall growth in recent years, the influence of new media digital publishing has made traditional publishing increasingly difficult. With the development of self-media and social media, virtually everyone has become an information source, leaving editors with a sense of uncertainty about the prospects of publishing and preventing them from achieving organic integration between their career planning and the development of publishing houses and the broader media environment.

Second, editors lack enthusiasm in their publishing work. Traditional editorial work follows established procedures with notable cyclical characteristics. If editors cannot properly recognize the relationship between workflow and self-worth, or fail to fully appreciate the artistry and creativity inherent in editorial work, they will lack work passion. The key to publishing in the new media era depends on editors' thinking and innovation; only by immersing themselves in the new media environment can they truly experience challenges and stimulate their work enthusiasm.

Third, editors lack a sense of achievement. Due to the impact of the multimedia environment on the publishing industry, many publishing houses face opera-

tional difficulties. Additionally, because of inadequate incentive mechanisms in publishing houses, editors, despite heavy workloads and significant responsibilities, receive relatively low compensation. Consequently, some editors lack a sense of work achievement, which affects their motivation.

Fourth, editors need to improve their knowledge structure system. The new media era demands increasingly higher knowledge structures from editors, with elevated technical requirements. Editors are expected to master multidisciplinary knowledge and different skills. The new media era requires editors to become interdisciplinary talents who are not only familiar with publishing business but also proficient in information technology, internet technology, and possess relevant business management experience. However, in reality, there is a severe shortage of digital publishing editors who understand internet information technology, are familiar with publishing business, and also comprehend business management.

3. Strategies for Editor Role Transformation in the New Media Era

First, editors must enhance their new media editorial capabilities. Editorial capability refers to the comprehensive skills of editors in publishing work. In the new media era, editors need to integrate various resources based on publishing content. (1) Fully leverage professional publishing advantages. Transformation in the new media era should not mean abandoning one's professional expertise but rather converting toward comprehensive publishing. While maintaining professional publishing advantages, editors should actively master and apply digital publishing technology. At the traditional professional publishing level, professional publishing houses need to strengthen and expand in specific fields while continuously scaling up to enhance content originality, with the goal of improving publication quality. (2) Continuously improve technical capabilities. Technical ability is one of the essential components of editorial capability. In fact, technical capacity represents a crucial skill in the current transformation of editorial roles in the new media era. Editorial and publishing processes in the new media era employ new technologies throughout, with digital processing of content to meet the needs of online reading or e-readers. This transformation represents a shift from single-mode publishing, though the characteristics of new media publishing and dissemination have not been fully realized. Current business processes in publishing houses require editors to work with "hypertext structure" content, where book texts must incorporate text, sound, images, animations, and other multimedia forms, undoubtedly posing enormous challenges for publishing house editors. Therefore, the transformation of editorial roles in the new media era requires enhancing their technical application capabilities. (3) Enrich topic content and integrate content resources. Editors in the new media era must not only complete topic planning, manuscript editing, and book positioning but also deconstruct and optimize existing resources, reconstruct content that aligns with the publishing house's topic orientation, fully integrate and utilize available topic resources, ensure comprehensive advantages of pub-

lishing content resources are realized, and emphasize different digital content publications to provide diversified and personalized services to audiences. (4) Strengthen online social activities and communication. The new media era demands continuously improving editors' social skills, as editors need to interact with people and media throughout various activities including topic determination, justification, manuscript solicitation, and editing. Editors should emphasize the cultivation of social skills to enrich topic resources.

Second, editors must strengthen their capacity for new media innovation. In fact, whether in the traditional publishing era or the new media era, innovation capability is extremely important and plays a vital role. Innovation runs through the entire process of topic planning and manuscript editing. To a certain extent, the quality of topics is determined by editors' innovative capacity, which directly influences the transformation of editorial roles in the new media era.

In the new media era, editors must emphasize topic innovation. The introduction of new communication technologies has transformed the form of traditional publishing work. Digital publishing has changed not only information dissemination methods but also people's thinking patterns and values. Audiences can obtain desired content anytime through search engines, mobile reading, and portal websites while also publishing their own views and experiences in real time. In the new media era, people are not only audiences but also creators and disseminators of information. Through this process, audiences' values and personal interests exhibit personalized characteristics when exchanging ideas with others. Consequently, people typically pay more attention to content of personal interest, meaning that personalized audience demands have become increasingly prominent, which continuously raises the bar for editors. Based on this, topic innovation has become the key to competition in the new media era publishing industry. Simultaneously, individual innovation capability must be emphasized. As processors of content, editors determine publication quality through their own qualities. Therefore, an editorial team with innovative consciousness and capability can generate excellent ideas and develop topics that meet the reading needs of new media era audiences. Innovation capability is influenced by environment on one hand, and on the other hand, it requires improving editors' own qualities, training editors in divergent thinking, reverse thinking, systematic thinking, and dialectical thinking. Additionally, editors should combine traditional characteristics of new media, start from audience reading habits, stimulate their own innovative consciousness, and thereby achieve topic innovation.

Third, editors need to enhance their ability to think about new media content. Excellent editors should possess solid professional knowledge, broad vision, and the ability to assess market realities. The realization of new media has transformed content production organization and processes due to changes in dissemination forms and technology. In the new media era, content is not simply a parallel shift of traditional media content, nor is it merely a combination of traditional media content and new technology. Simply put, the character-

istics of new media content are the organic integration of text, images, video, interaction, and community.

In the new media era, editors are required not only to filter and screen information but also to reorganize and evaluate information, analyze users' wishes and interests, create environments and atmospheres, and enable audiences to participate in content production. In the current era of information explosion, the most important capability for content providers is the shift from focusing on facts to focusing on value judgment, thereby enabling them to stand out in the sea of information.

Fourth, editors must cultivate their ability to manage digital content products. When planning topics in the new media era, editors should consider the degree and method of topic digitalization and create new profit platforms. On one hand, research new media marketing models centered on new reading experiences. In the new media era, networks and mobile phones are not only media but also part of life. Digital media divided into graphic media, audio media, and video media are continuously integrating. From the perspective of new marketing models, new media era marketing has undergone tremendous transformation, exhibiting characteristics of differentiation, experientiality, and communicativeness. Therefore, editors in the new media era must study changes in audience reading methods from the characteristics of new media, conduct reasonable planning and promotion through prediction, and make communication direction and targets more accurate. On the other hand, editors must enhance their marketing capabilities. Starting from the characteristics of new media marketing, they should transform traditional marketing models of publishing houses. The new media era requires full staff participation in marketing, and editors are an important force in marketing. For example, Weibo marketing requires editors' planning and implementation support. Meanwhile, editors in the new media era must establish copyright awareness, strengthen the concept of digital publishing, and emphasize the digital copyrights of publishing houses. Currently, people have some awareness of copyright protection; however, piracy remains prominent, especially with insufficient attention to digital versions of works, which facilitates infringement. Therefore, editors in the new era should strengthen communication with scholars and industry elites, actively obtain digital copyrights of works, fulfill their responsibility as protectors of authors' copyrights, and effectively protect authors' rights and interests.

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