

## An Analysis of Innovation in Traditional Newspaper Editing Philosophy in the New Media Era: Postprint

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### Abstract

The diversity and openness of the new media era have brought tremendous challenges and opportunities to traditional media. As important decision-makers in print media, newspaper editors face a critical issue: how to leverage new media advantages to innovate traditional newspaper editing concepts. By elaborating on new requirements for newspaper editors in the new media era, analyzing primary problems confronting the innovation of traditional newspaper editing concepts, and exploring corresponding innovation strategies, this article aims to provide insights for promoting the orderly and healthy development of newspaper media.

### Full Text

### Analysis of Innovation in Traditional Newspaper Editing Concepts in the New Media Era

**Abstract:** The diversity and openness of the new media era have brought both significant challenges and opportunities to traditional media. Newspaper editors serve as key decision-makers in print media, and how to leverage the advantages of new media to innovate traditional newspaper editing concepts has become a critical issue facing editors today. This article explores the new requirements for newspaper editors in the new media era, analyzes the main problems confronting the innovation of traditional newspaper editing concepts, and discusses corresponding innovation strategies, aiming to provide insights for promoting the healthy and orderly development of newspaper media.

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With the development of emerging media such as the internet, competition within the media industry has become increasingly fierce, imposing a tremendous impact on traditional media represented by newspapers and periodicals. In the new media era, how newspapers can secure a position in this intensifying competition has become a crucial research topic for print media [1]. As the backbone of print media, newspaper editors must continuously enhance their learning, keep pace with emerging media development trends, and thereby contribute their due strength to improving the competitiveness of newspapers. Without quality products and scientific marketing strategies, newspapers will inevitably be abandoned by the tide of history. Editors should shoulder the heavy responsibility of driving innovation and development in print media; only with a spirit of innovation can they create distinctive, high-quality publications that truly satisfy audience needs. Therefore, research on innovating traditional newspaper editing concepts in the new media era holds significant practical importance.

## 2. Main Problems Facing Innovation in Traditional Newspaper Editing Concepts

### 2.1 Homogenization and Lack of Originality

Today's newspaper media suffer from severe homogenization. Numerous newspapers show little difference in layout design and content formulation, with imitation being rampant. For instance, when a particular newspaper successfully adopted the "tabloid" format and received widespread audience acclaim, other newspapers quickly followed suit. Similarly, when some newspapers introduced front-page digests to facilitate reading, others promptly copied the practice. Editors' daily work often consists of simple copying and imitation, which requires minimal effort and yields quick results. However, this approach inevitably leads to insufficient content innovation and loss of distinctiveness. Moreover, excessive reliance on imitation results in a general lack of creativity and imagination throughout editorial teams.

### 2.2 Unreasonable Staffing Mechanisms and Insufficient Editor Capabilities

Unreasonable internal staffing mechanisms in newspaper offices have gradually weakened editors' motivation for innovation. Some newspapers maintain rigid and conservative staffing systems with fixed positions, leaving editors in the same roles for extended periods. Additionally, certain newspapers adopt a "reporting-over-editing" model, placing well-qualified personnel in reporter positions while assigning novices or less capable staff to editorial roles, which ad-

versely affects editorial planning functions. Evidently, such staffing mechanisms are detrimental to editorial innovation [3].

### 2.3 Constraints of Inertial Thinking

If homogenization and unreasonable staffing mechanisms hinder the innovation of traditional newspaper editing concepts, then editors' inertial thinking—their established concepts and experiences—similarly constrains such innovation. Once newspaper editors develop inertial thinking patterns, they become trapped in their own cocoons, impeding editorial innovation.

## 3. Strategies for Innovating Traditional Newspaper Editing Concepts

To keep pace with the times and achieve vigorous reform and innovation, print media must introduce advanced concepts and successful development experiences to gradually strengthen innovation in traditional newspaper editing concepts. The following strategies can be employed to further promote the healthy and orderly development of newspaper media.

### 3.1 Updating Editorial Conceptual Frameworks

The first step in innovating traditional newspaper editing concepts is to transform editors' conventional thinking and gradually reform traditional mental models. In the new media era, traditional editing concepts can no longer meet current social development needs. Newspaper editors must eliminate outdated ideas, redefine their roles in newspaper publication, and update their conceptual frameworks. This updating involves modernizing all aspects of editorial work, including theory, management, operations, and technology. In the new media era, editors should both enhance their traditional reader quality and awareness while continuously strengthening their acquisition of new knowledge, establishing new concepts, and exploring new methods to promote the healthy and orderly development of print media.

### 3.2 Deeply Analyzing News Events to Enhance Reporting Depth

Today, enhancing audience appeal has become a primary indicator of competition among media outlets, and the key to achieving this lies in differentiated news reporting. Differentiated reporting creates distinct visual experiences for audiences, making them feel the irreplaceability of the content they consume. In the new media era, with constantly emerging information dissemination methods and a dazzling array of news reports, truly exclusive scoops have become rare. Mass media should leverage their own strengths, emphasizing depth, connotation, and uniqueness in news reporting. Therefore, newspaper editors in the new media era should keep pace with the times, interpreting news events from different levels and perspectives to produce substantive, in-depth, and valuable

reports. Furthermore, they should strive to uncover deeper content behind news events from new vantage points, gradually creating insightful reports that effectively distinguish themselves from the superficial and inadequate coverage of new media platforms, thereby further promoting the reform and innovation of traditional newspaper editing.

### **3.3 Leveraging Online Information to Innovate Traditional Media Communication Methods**

Compared with traditional media, new media possesses significant advantages, primarily manifested in the timeliness of content and its diversity and richness. Traditional media should clearly recognize these advantages and strengthen the effective utilization of online information resources. For print media, editors should make good use of new media. When reporting with online information, given the vast quantity and variable quality of such information, editors must carefully screen and verify it, maintaining news sensitivity and skillfully extracting valuable information for coverage. Simultaneously, editors should adapt to the changing times, establish a consumer-centered mindset, genuinely attend to audience needs, and produce reports that satisfy their requirements. As new media communication methods continue to innovate, traditional media should likewise innovate their own dissemination approaches, moving beyond one-way transmission and embracing more interactive information exchange [4].

### **3.4 Cultivating Editors' Innovative Abilities and Spirit**

In the new media era, competition among media is essentially differentiated competition. Only by daring to blaze new trails can newspapers stand out in this increasingly fierce market. To innovate, newspaper editors must cultivate both the ability and the spirit of innovation, with the core being to break free from the obstacles of plagiarism, imitation, and inertial thinking. The world today is an era of mass innovation; only through continuous innovation can we drive social development and progress. Therefore, editors must clearly recognize the special nature of contemporary society, gradually cultivate their own innovative spirit, and have the courage to break away from traditional thinking patterns and conventional limitations, incorporating new ideas into their work to promote the healthy and orderly development of print media. On one hand, editors should increase their attention to newspapers targeting the same region and similar audiences, consistently maintaining an innovative editorial mindset and eliminating imitation to ensure their publications—both in layout and content—are effectively differentiated from others. On the other hand, editors should constantly examine whether their own work demonstrates novelty and difference. In summary, editors must have the courage to challenge tradition, continuously self-reflect, embrace innovation, and promote the orderly development of newspapers.

## 4. Conclusion

In conclusion, the diversity and openness of the new media era have brought both tremendous challenges and opportunities to traditional media. Compared with new media, editorial work represents a distinctive advantage of print media. To achieve healthy and orderly development, innovation in traditional newspaper editing concepts is crucial. Therefore, relevant practitioners must conduct thorough research, summarize experiences, clearly understand the new requirements for newspaper editors in the new media era, comprehensively analyze the main problems facing the innovation of traditional editing concepts, and combine these with actual editorial conditions. Through approaches such as “updating newspaper editors’ conceptual frameworks,” “deeply analyzing news events to enhance reporting depth,” “leveraging online information to innovate traditional media communication methods,” and “innovating traditional media communication methods,” they should actively promote the healthy and orderly development of newspaper media.

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

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