

Requirements for Professional Qualities of News Editors and Journalists in the Context of News Development (Postprint)

Authors: Pan Zhenhuan

Date: 2023-10-08T00:00:00+00:00

Abstract

With the continuous development of China's socialist market economy and the progressive advancement of informatization, people's lives have undergone tremendous changes following the arrival of the information age. The widespread adoption of the Internet has profoundly impacted numerous industries, with the news media sector experiencing particularly significant transformations and increasingly fierce competition. For the news media industry to achieve superior development, human resources constitute the most critical factor; only through the continuous enhancement of the comprehensive competencies of news editors and journalists can the demands of news industry development in the new era be satisfied. This paper primarily expounds upon the importance of the professional qualities of news editors and journalists, analyzes the personal attributes requiring improvement within the context of contemporary news development, and delineates the necessary personal competencies—including political literacy, professional ethics, cultural cultivation, writing proficiency, and psychological resilience—that news editors and journalists must develop, with the aim of contributing to the advancement of China's news industry.

Full Text

Abstract

With the continuous development of China's socialist market economy and the increasing level of informatization, people's lives have undergone significant changes with the advent of the information age. The popularization of the Internet has impacted many industries, among which the news media industry has been profoundly affected, undergoing major transformations with increasingly fierce competition. For the news media industry to achieve better development, human resources are the most critical factor. Only by continuously improving

the comprehensive quality of news editors and journalists can they meet the development needs of the news industry in the new era. This paper primarily introduces the importance of the quality of news editors and journalists, analyzes the personal qualities that need to be enhanced in the context of news development, and elaborates on the required personal qualities from multiple aspects including political literacy, professional ethics, cultural literacy, writing skills, and psychological qualities, hoping to contribute to the development of China's news industry.

Keywords: news development; news editors and journalists; comprehensive quality; requirements

2. Requirements for News Editors and Journalists in the Context of News Development

In recent years, with the continuous progress of social economy, computer network information technology has also been constantly developing and popularizing. Meanwhile, China's news media industry has achieved remarkable development. The main purpose of the news industry is to enable the broad masses of people to timely understand valuable information through relevant news reports. Currently, China's news industry has fully adapted to the changes of the information age, with news information becoming increasingly efficient and diversified in terms of dissemination speed and channels. Against this background, higher requirements have been put forward for China's news editors and journalists, who must possess higher professional qualities to meet the increasingly diversified development needs of the news industry.

Due to the strong timeliness of news events, the working hours of news editors and journalists are uncertain, requiring them to understand relevant situations immediately when news events occur and report on them promptly and accurately. Amidst heavy reporting and editing tasks, they must clarify their job responsibilities, control their personal emotions, report on news events objectively, and convey the most authentic content to the audience to ensure the timeliness and authenticity of news. Only when news editors possess high comprehensive qualities can they guarantee that the broad news audience obtains authentic and reliable news facts [1]. Otherwise, they will find it difficult to respond calmly when facing news events, potentially causing some news information to lose its timeliness due to delayed collection. An insufficiently profound understanding of current political information will result in one-sided news compilation, losing its inherent value. Similarly, when facing malignant events, they may be unable to excavate deeper-level information due to insufficient psychological qualities, and may even mislead public opinion due to careless information compilation, causing social disorder.

2.1 Good Political Literacy and Strong News Sensitivity

To become excellent news workers, editors and journalists must possess good political literacy [2]. The influence of news information on the broad masses is enormous. Generally, news institutions are used to convey current political information to the people and are regarded as the mouthpiece of government departments. Therefore, good political literacy is a basic quality that news editors and journalists must possess. This enables them to have strong news sensitivity, enhances their understanding of political information or social news, allows them to discover news information promptly, and uses appropriate expressions to convey information to the public, correctly guiding the direction of public opinion to avoid social unrest. Moreover, only with good political literacy can news editors and journalists better manage and constrain their own behavior, ensuring that their actions do not harm national or people's interests, strengthening their sense of mission, making them more careful and meticulous in their work, and ensuring greater rigor when reporting on relevant government policies or guidelines to guarantee the authenticity and accuracy of news information.

2.2 Good Professional Ethics and Rigorous Work Style

In the information age, information is an intangible wealth that can bring huge economic benefits to people. For news editors and journalists, they have access to a great deal of valuable information that can generate substantial profits, which presents a significant temptation. Under the lure of money, news editors and journalists must have good professional ethics and a correct value orientation [3]. Facing a diversified audience for news information, they must maintain a rigorous, dedicated, and conscientious work style at all times, not concealing the truth, not falsifying information, and being clear about their mission to disseminate timely, correct, healthy, and objective news facts to the broad masses, creating a positive social environment for the public.

2.3 High Cultural Literacy to Enhance Editorial Innovation and News Appeal

Today's society is an information society where the spread of information and knowledge is very rapid. In the news industry, the news events that editors and journalists need to cover span a wide range of industries and fields, which places very high demands on their knowledge level and cultural literacy. If news editors and journalists lack relevant cultural knowledge in a particular field, it is difficult for them to achieve objectivity and authenticity in editing and reporting news events in that field, causing the news report to lose its value [4]. The audience for news information is the general public with varying cultural qualities who mainly rely on news reports to understand social phenomena or news events. Therefore, news editors must possess high cultural literacy, rich knowledge reserves, and broad perspectives, promptly learning and enriching themselves in industries or knowledge they do not understand. On the premise of ensuring news authenticity and accuracy, they should improve their inno-

vative capabilities in news editing, conduct further excavation and exploration of news, carefully select words and sentences in the news editing process, reasonably apply popular buzzwords and widely used colloquialisms, enhance the attractiveness of news information, increase news readability, and capture the audience's attention.

2.4 Strong Professional Qualities to Enhance Depth in News Topic Selection

News editors and journalists need to possess strong professional qualities in their daily work, which is one of the essential personal qualities for news editors and journalists [5]. Their professional qualities are mainly reflected in the following aspects: First, they must have strong writing skills to ensure that the news events they edit or report have greater logical coherence, making the audience more willing to read and attracting more attention to news reports. Second, news editors and journalists need to have keen thinking abilities. They are exposed to a large amount of news information every day, and only with sharp thinking abilities can they excavate valuable information from the massive amount of news information for reporting, thereby meeting the needs of the people. Third, news editors and journalists must have decisiveness. News information has strong timeliness, so they must have strong decisiveness to complete the collection, organization, editing, and reporting of news information as quickly as possible. They should enhance their ability to polish news topics, expand sources of news information, improve their ability to search for and integrate information, establish connections between news information through their own judgment, conduct more in-depth excavation of information, and enhance the depth of news information.

2.5 Strong Psychological Qualities to Enhance News Discovery Ability

News editors and journalists often encounter various emergencies in their daily life and work. The nature of their work determines that they will face many unusual events, and they must be able to handle and report these emergencies or malignant events in a timely manner. Under such working conditions, news editors and journalists must have strong psychological qualities to ensure that they can analyze and handle events from an objective and rational perspective, guaranteeing the authenticity of news events [6]. Therefore, training and education on the psychological qualities of news editors and journalists should be strengthened to improve their psychological qualities, enabling them to maintain the best psychological state at work and face their work more rationally. At the same time, news editors and journalists must always maintain interest in and enthusiasm for exploring things around them, not letting go of any fresh happenings around them, able to discover news clues in the details of life and work, maintain a calm demeanor and sharp thinking when facing emergencies, enhance their ability to discover news, conduct more in-depth exploration and research on news information or clues, and better carry out the editing and

reporting of news events.

3. Conclusion

In summary, the main task of news editors and journalists is to present current political events and valuable social events to the people in a timely and accurate manner. With the continuous development of China's news industry, news editors and journalists must be strict with themselves, constantly learning and improving themselves, enriching their knowledge reserves, and enhancing their comprehensive qualities to ensure they can complete news editing work more efficiently, improve the timeliness and authenticity of news information, and thereby further promote the development of the news industry.

References

- [1] Wang, Y. Requirements for the personal qualities of news editors and journalists from the perspective of news development [J]. *News Research Guide*, 2016(16): 231.
- [2] Guo, Y. Exploration of requirements for the qualities of news editors and journalists in the new media development environment [J]. *West China Broadcasting & TV*, 2016(24): 162.
- [3] Shi, H. Requirements for the qualities of news editors and journalists in the new media development environment [J]. *New Media Research*, 2016(21): 149-150.
- [4] Li, R. Requirements for the qualities of news editors and journalists in the context of news development [J]. *News Research Guide*, 2014(17): 13.
- [5] Cao, Y. Discussion on several requirements for the qualities of news editors and journalists in the context of news development [J]. *News Research Guide*, 2016(21): 195.
- [6] Shi, Z. Requirements for the qualities of news editors and journalists in the new media environment [J]. *News Dissemination*, 2016(24): 54, 56.

(Author's affiliation: Tonghua Radio and Television Station, Jilin Province)

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

Source: ChinaXiv — Machine translation. Verify with original.