

Media Culture Transformation and the Optimization of News Editors' Knowledge and Competencies: Postprint

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Abstract

The continuous evolution and development of social sciences, technology, economy, and culture have propelled multifaceted advancements in network technology. Under these conditions and against this backdrop, the media landscape has acquired a new ecology and given rise to a new paradigm. In an environment of increasingly intense social competition, media organizations have implemented an editorial-centric system to secure competitive advantage, thereby establishing editors as pivotal factors in the competitive process. Current observations indicate that China's talent pool of media editing professionals remains limited. To align with the development of mainstream media, it is imperative to continuously enhance editors' knowledge competencies and fundamental capabilities—requirements that constitute the basic expectations for professionals in modern society. Consequently, under such contextual conditions, optimizing the knowledge structure of news editors has become critically important. The following discussion explores and analyzes the transformation of media culture alongside the optimization of knowledge and capabilities for news editors.

Full Text

Preamble

Title: Media Culture Changes and Optimization of News Editors' Knowledge and Abilities

Abstract: The continuous evolution of social science and technology, economy, and culture has driven multifaceted progress in network technology. Under these conditions and against this backdrop, the media landscape has formed a new ecosystem and a new pattern. In an increasingly competitive social environment, media organizations have adopted an editor-centered system to secure

victory in competition, making editors a critical factor in this process. Current results show that China's reserve of media editing talent remains limited. To align with mainstream media development, it is essential to continuously enhance editors' knowledge literacy and fundamental capabilities—this is also a basic requirement for talent in modern society. Therefore, under such background conditions, optimizing the knowledge structure of news editors has become critically important. This paper explores media culture changes and the optimization of news editors' knowledge and abilities.

Keywords: media culture; changes; news editor; knowledge and abilities; optimization

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1. Analysis of News Editing and Cultural Form Changes in the New Media Era

1.1 The Advent of the Image Era

As news editors, we must pay attention to paradigms of cultural development, which have undergone tremendous changes from history to the present day. From pictographs to the emergence of images, then to dynamic images, and further to three-dimensional and virtual images, these modes of communication have all experienced significant innovation. In the course of human cultural development, every change and shift in lifestyle can bring profound transformations to people's lives and thinking. The medium is the message, and media also alters various relationships. Regardless of whether people accept it, this is a continuous process of weeding out the old to bring forth the new—only when one culture disappears can another be introduced and innovated. In today's cultural era, people's dependence on culture is growing ever stronger. Myriad kaleidoscopic visual symbols fill people's living spaces more fully, offering greater visual choices. The visualization of mass media has given rise to different forms of visual culture [1].

The media field is in a constantly changing position due to the rapid pace of social development and increasing information volume. To achieve better victory in media competition, it is necessary to make editorial talent more prominent. Many places have adopted an editor-centered system, meaning that an outstanding report or newspaper cannot become an excellent team with only reporters but no editors. Therefore, work effectiveness is minimal and can only be called a simple makeshift newspaper.

Thus, it is evident that behind diverse images lie multiple explorable cultures that have brought various impacts to human thought, with images becoming

an invisible language and a linguistic turn. Currently, news media have entered an era of reading images, which professionally highlights the profound events reported by media. For many news events, if the public does not see authentic photojournalistic coverage, textual reporting lacks more complete authenticity. People are often willing to apply the principle of “seeing is believing” to evaluate news reports. This is no longer an era where people carefully chew over news text; behind the hidden subtext of much language lies more symbolic and linguistic elements [2].

1.2 The Era of Consumer Culture

Optimizing the quality and capabilities of news editors is not only a requirement of the new media era for journalism but also because we currently live in a consumer society. In a consumer society, mass media plays a leading role. The reason it is called a consumer society is primarily because material wealth continues to increase, people consume continuously, and some even exhibit phenomena of extravagance and waste. News images have significant technical support and very rich variations in this process, thus constructing a myth-like platform for news. Many Western sociologists have named the social forms of their own positions, such as modern society and post-industrial society, while also proposing the concept of a consumer society. In a consumer society, consumerism continuously flourishes, and popular mass culture is cloaked in consumer culture. Under consumerist ideology development, media has become the primary tool of ideology. Media includes not only text and sound but also images, and the arbitrary combination of different forms allows multiple viewpoints and ideologies to form a more complete and meaningful system after processing. Among new media, media convergence and interaction between different media occur, from reading images to cultural consumption and then to information demand—all of which involve the use of new communication technologies, thereby causing significant changes in the media landscape during this process [3].

2. Media Culture Changes and Optimization of News Editors’ Knowledge and Abilities

2.1 Analysis of Knowledge Structure Optimization

In news editing and layout, editors must master certain theories, and as these theories deepen, they can provide more responses and critiques to news. The theoretical mastery and proficiency of editors themselves greatly influence news communication effects. Therefore, in news operations, it is necessary to learn more theoretical knowledge to gain the ability to conduct detailed news analysis. In practice, an excellent news editor needs rational thinking and objective judgment of events to enhance news editing capabilities. Knowledge structures should be expanded both horizontally and vertically. Learning theoretical knowledge can be achieved through advanced studies and professional guidance, enabling proper news planning and reporting work, ensuring news timeliness

and completeness. In the news editing process, editors should apply news editing principles, fully understand professionalism, and make news communication more scientific and reasonable. News editors must master economics, political science, history, aesthetics, and other related content to make their edited news richer in content, more vivid in communication form, and more popular with audiences [4].

2.2 Optimizing the Editorial Capability Structure

News editors must optimize and analyze the structure of knowledge itself to continuously improve their abilities. News editors must possess certain capabilities and optimize their own capability structure to maintain strong competitiveness in society, thereby comprehensively enhancing their news integration and information analysis abilities and delivering key and important news content to audiences. The discernment ability of editors is also a component of editorial capability and a crucial element. News has its own characteristics, among which authenticity is the most important. People's concern for news authenticity is also an important topic. Therefore, in actual news reporting, authenticity occupies a certain position and must reflect the maximum value of news reporting. In this process, the discernment ability of news editors largely determines the audience's acceptance of news. Discernment ability also reflects a news editor's basic cultivation and work experience. Therefore, improving discernment ability requires multi-angle and multi-faceted understanding of numerous news events and accumulating more field interview and editing experience to become a qualified and excellent editor. Information integration ability reflects editors' information processing capabilities. Editors must provide a very broad information foundation for the masses while ensuring that information caters to the needs and interests of the broad populace. In actual editing operations, they must not only make information dissemination positively influence people's thoughts and lives but also properly arrange and analyze events, using their information integration ability to allow audiences to see key content in news, fully display the theme, and greatly enhance news value. For example, in news content reporting, images can be used as supplements to increase reading value, and information content itself needs enrichment to enable readers to understand news more deeply and profoundly [5].

2.3 Enhancing Advanced Technology Usage and Continuously Improving Creativity

Creativity primarily refers to the ability of news editors to break through traditional thinking and continuously innovate in editing. While producing good news, they must also continuously innovate and seek novelty, being good at breaking conventions. Editorial work must be adept at understanding and editing every type of news business. From understanding media products to the process of seeking novelty and innovation, they can also break conventions. Editing work can be said to be a business type, and creativity is reflected in the

planning and reporting of media products, as well as in manuscript editing and layout design—this is also a form of creative labor. For example, the creation of a news program or a newspaper page demonstrates the creativity of editors. The continuous development of science and technology also requires editors to learn to use various scientific technologies and databases. In today's context, online databases are constantly being updated and innovated, becoming one of the most influential forms of media communication. Databases contain multiple information collections, such as agricultural information, financial information, and people's livelihood information, which all reflect social and international situations. Therefore, editors must learn to use databases to obtain more information resources. In this process, people have also formed a new source of ideas, and this knowledge has become an important support and form for future life and vision development [6].

3. Conclusion

In summary, this paper has provided multi-faceted interpretation and analysis of media culture changes and the optimization of news editors' knowledge and abilities. Media culture is in an era of change, and people increasingly tend to interpret photojournalism and engage in cultural consumption. Therefore, as news editors, it is necessary to expand their knowledge structure and news editing abilities, gain detailed understanding, and decipher the important codes within. Only in this way can news editing work achieve continuous innovation, audiences will prefer such news, and news will not only possess authenticity but also become more psychological, historical, and cultural.

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