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## The New Positioning of Broadcast News Editing in the New Media Environment (Postprint)

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### Abstract

With the continuous development of science and technology, new media is also constantly evolving, fundamentally transforming people's lives and playing a significant role in advancing modernization. Regarding broadcast news editing work, it is imperative to reposition broadcast news editing within the new media environment, thereby fostering the long-term development of the broadcast news industry.

### Full Text

#### New Positioning of Radio News Editing in the New Media Environment

**Abstract:** With the continuous advancement of science and technology, new media is constantly evolving, transforming people's lives and playing a vital role in promoting modernization. For radio news editing, it is imperative to reposition editors within the new media environment to foster the long-term development of radio journalism.

**Keywords:** New Media; Radio News Editing; New Positioning

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News editors serve a pivotal function in radio journalism, acting simultaneously as organizers, commentators, gatekeepers, and recorders. To advance the development of radio news, the primary task is to enhance the comprehensive qualities of radio news editors and establish their new positioning in the new media environment, thereby enabling better development of news media.

# 1. Positioning Characteristics of Radio News Editing in the New Media Environment

## 1.1 Speed

In the new media era, continuous development of network technology has significantly improved both the speed and reach of radio news dissemination. Consequently, radio news in the new media environment is characterized by its rapid transmission—a revolutionary change from traditional broadcast news editing. In conventional radio news editing, not only were the speed and scope of information dissemination limited, but the role of editors was also relatively singular. In contrast, the new media environment demands that editors accurately position themselves, particularly by adapting to the speed of news content transmission. They must be mentally agile, organizing language efficiently to disseminate information rapidly, thereby satisfying both the demands of swift information flow and audience expectations for radio news.

The rapid development of new media and the internet has fundamentally transformed human communication patterns, making convenient online interaction an integral part of daily life. In today's networked era, people can engage through numerous social platforms without leaving their homes, and these platforms have become primary channels for both social interaction and news consumption. News information is similarly disseminated through internet platforms, making online channels crucial for news distribution. In this context, radio news editors must accurately position themselves by emphasizing interactivity in their work, actively engaging with audiences through broadcast news platforms. For instance, two-way interaction via online platforms allows audiences to discuss and exchange views on published news. This approach enables editors to timely gauge public opinion and understand audience needs, thereby improving news quality in a targeted manner. Effective dissemination coupled with enhanced quality ensures that news meets the psychological demands of the public.

## 1.3 Integration and Guidance

In the new media environment, radio news has experienced rapid growth accompanied by intense market competition. To secure a position in this competitive landscape, massive volumes of news information are quickly disseminated through network platforms. While this substantially increases information flow, it also poses significant challenges for news editors. To ensure effective dissemination, editors must integrate diverse information while screening for content that benefits audiences and aligns with their interests, then deliver this information through effective guidance methods. This fully demonstrates the integration and guidance characteristics of radio news editors in the new media context. Moreover, these various positioning characteristics must be employed synergistically to maximize the editor's role. Therefore, radio news editors should continuously enhance their comprehensive capabilities by combining these features

to meet the evolving trends of radio news.

## **2. New Positioning of Radio News Editors in the New Media Environment**

### **2.1 Organizer Role in News Content**

The new media environment demands that radio news editors further elevate their comprehensive capabilities. The extensive and rapid dissemination of news information in this era has dramatically increased editorial workloads. While radio news programs face no shortage of information, they suffer from a deficit of quality content. Consequently, qualified news editors must possess strong professional qualities to fulfill the organizer role effectively.

This requires editors to have a discerning eye, capable of identifying valuable news amid overwhelming information flows. They must quickly read and analyze each piece of news from multiple perspectives, grasping valuable information for in-depth excavation. Through this process, they discover news of significance or items that capture public attention, providing valuable content for society. Following selection, editors must craft manuscripts using concise, vivid language for clear description. The editing process is crucial: quality news requires not only rich substance but also effective linguistic expression to convey core content and value, thereby presenting it effectively to the public.

The final step involves integrating news information. Faced with massive data, effective resource integration becomes essential. Editors must possess strong integration skills to identify key content and demonstrate its value. Thus, radio news editors need both solid writing foundations and comprehensive abilities to integrate news resources rationally. Editorial work also demands planning capabilities for comprehensive, multi-angle news analysis and thematic planning to fully excavate news resources.

### **2.2 Commentator Role in News Events**

The internet era's rapid development has created an environment where news information is extensive, massive, and fast-moving. This makes it difficult for the public to verify the authenticity of explosive news, sometimes leading to the spread of misinformation that misleads others and severely impacts news authenticity. Therefore, in the new media era, radio news editors must embrace their mission to effectively judge news authenticity and promptly comment on misinformed segments of the public. Through authoritative commentary, editors can correctly guide the public toward understanding authentic news, enabling better information dissemination and providing positive guidance.

### **2.3 Guide Role in Public Opinion**

The evolving new media era continuously raises the bar for radio news editors, requiring comprehensive professional qualities to guide public opinion. This

guidance must begin at the source of news generation, with editors screening and controlling information from dissemination channels to audience reading perspectives, thereby managing the entire news process. The editor's position is thus critical to news dissemination.

As guides, editors must first prioritize the developmental characteristics of news information. Given the massive volume of information, failure to timely screen and guide content will inevitably affect dissemination effectiveness and even authenticity. Therefore, editors must first effectively screen and guide news information. Second, the interactive dissemination features of radio news in the new media era should be leveraged to reasonably intervene in public opinion, ensuring its positivity. Editors must fully exert their guiding role, particularly in interactive commentary, steering the public so that positive discourse dominates and guides mainstream public opinion.

#### 2.4 Integrator Role in Historical Events

News information encompasses an important dimension: its historical nature. Information systems must record not only timely news but also integrate and categorize various data. In this capacity, editors should fully embody their integrator role by effectively synthesizing historical information. For instance, historically significant events require continuous reporting based on event progression. In major natural disasters, tracking reports enable the public to follow developments, while related historical information must also be understood and categorized for quick retrieval, satisfying public interest in historical event context.

This demonstrates that the new media era increasingly demands more from radio news editors. They must strengthen professional qualities while enhancing comprehensive capabilities through broad knowledge acquisition, providing quality news information that amplifies its influence on the public.

### 3. Conclusion

In summary, radio news dissemination in the new media environment exhibits new characteristics—primarily speed, integration and guidance, and interactivity. To enable better development of radio news, editors must continuously improve their comprehensive qualities to provide more valuable news to the public.

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